

**PRiME**

*an initiative of the  
United Nations Global Compact*

# 2025 Sharing Information on Progress **(SIP) Report**

College of Business  
Administration, Princess Nourah  
bint Abdulrahman University

July 2025

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## About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*”

**Antonio Guterres**

Secretary-General (2017 - Present)

United Nations

”

## Principles of PRME



### **Purpose**

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



### **Values**

We place organizational responsibility and accountability to society and the planet at the core of what we do.



### **Teach**

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



### **Research**

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



### **Partner**

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



### **Practice**

We adopt responsible and accountable management principles in our own governance and operations.



### **Share**

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

## The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





# Getting Started

This section provides foundational information about College of Business Administration, Princess Nourah bint Abdulrahman University, including key details and basic institutional data.

## Mission

Mission of the College of Business Administration

Qualifying socially responsible and distinguished women leaders with the knowledge and skills through innovative educational strategies to develop business practices, community service, and promote sustainable development locally and globally.

## Vision

Vision of The College of Business Administration

To be recognized as a world-class business school nurturing future female leaders in the fields of business administration

## Strategy Alignment

### Strategy Alignment

To fulfill the mission of the College of Business Administration, four strategic goals have been articulated. The third and fourth goals focus on sustainable development, with various initiatives introduced to achieve them.

**Goal 3. Building a prominent and socially influential identity through the development of skills, activating community partnerships, and promoting sustainable development goals to contribute to building a prosperous economy.**

**Three initiatives have been introduced to achieve this goal. The following are the goals with the action plans to accomplish them.**

*A. The PRME initiative aims to promote sustainable development goals.*

This initiative is directed by the Teaching and Learning Quality Department - Vice Dean for Educational Affairs, Research and Innovation Center, Vice Dean for Research, Innovation, and Business.

- Map the current situation: understand the status of the college and evaluate the depth and coverage of the SDGs in the current curriculum, research activities and publications, and college partnerships.
- Develop courses to integrate PRME principles and SDGs explicitly into the core curriculum of all programs.

- The development of staff capabilities in embedding PRME principles and SDGs in their teaching practices will be facilitated with this measure.
- Showcase the projects aligned with all SDGs (either multiple or single), along with the development.

The college has implemented a strategy to explicitly integrate PRME principles and the SDGs into its research activities.

### **B. Make a difference.**

The Department of Partnerships and Community Responsibility – Vice Dean for Research, Innovation, and Business is leading this initiative.

- Develop an awareness campaign focused on the importance of volunteering.
  - Provide volunteer opportunities for students and college staff.
  - Ensure the college's representation in volunteer activities (Badge).
  - Build a database of students and college staff who volunteer inside and outside the university.
  - Prepare students and college staff to offer programs to serve the community.
- Set standards for valuable community initiatives with a focus on strengthening national identity.
- Partner with experienced actors to serve the community.
- Allocate courses for each level to support participation in community service.
- Every year, we provide community service certificates to distinguished and active students, giving them priority in sharing their data in the job market.
- Obtaining this certificate will require a set of conditions set by the unit, such as participating in a range of activities during the school year, participating in student clubs, participating in extracurricular activities, initiatives, or voluntary activities, and having high ethics.
- The students upload all their participation to the unit and meet the certificate requirements.
- Build a database showing volunteer areas and activities.
- Diversify community participation of faculty members, including courses and professional participation, such as tax calculation and feasibility studies.
- Diversify the participation of the students, targeting different segments of society

### **C. Leaders**

The Student Services Department and Student Council are responsible for this initiative.

- Student competitions: Build a fixed annual competition database.
  - Send competition details to the heads of departments.
  - A proposition by department heads of different courses that suit the nature of the competition and communication • with the course professors to build a team and enter competitions.

- Follow up with the heads of the departments and course professors. • Examine and share the results.
- Speak to Lead. Each semester, create a 'Speak to Lead' event according to specific procedures.
- The Student Advisory Board of the College – Cohort Representative – Friends of Academic Advisory – Quality Friends Annual announcement of the following positions: joining the student advisory board of the college, cohort • representative, the president of a student club, the president of academic advisory friends, and the president of quality friends.
- Propose filtering criteria and procedures.

*Goal 4. Achieving sustainable outcomes by creating value-added sources of income for the college and the university and making efficient and effective use of the various available resources. **One initiative has been introduced to achieve the goal:***

• **CBA Elite Initiative**

This initiative is directed by the Business and Project Management Office—Vice Dean of Research, Innovation, and Business

- Prepare specialized training suites based on the needs of the job market.
- Prepare different training suites, general practical and personal skills training suites, and specialized tax training. Suites, feasibility studies, and data analysis using specific software programs.
- Various training courses, short-term workshops, 10-day training courses, and training programs are available.

## **Institutional History**

### **CBA History**

The College of Business Administration at Princess Nourah bint Abdulrahman University was established in 1428 AH. It offers academic programs that are in line with the needs of the labor market and the Kingdom's Vision 2030. The college seeks to have a prominent role in the transition towards a knowledge-based economy, which is adopted and aimed for by the National Transformation Program. The college also aspires to raise the level of its programs and curricula and align them with the latest developments and changes in the local and global labor market. The college has placed great importance on raising the level of learning outcomes in terms of knowledge and skills.

The college strives to play a prominent role in the transition toward a knowledge-based economy, in alignment with the objectives of the National Transformation Program. It also aspires to enhance the quality of its academic programs and plans, ensuring they align with global developments and emerging trends.

Furthermore, the college is committed to guiding policies and initiatives related to sustainability, aiming to meet present needs without compromising the ability of future generations to meet their own. Sustainability is not merely an environmental responsibility—it also encompasses social and economic dimensions. Accordingly, under the leadership of its Dean, the college works to raise awareness about the importance of sustainability among students, faculty, and administrative staff, integrating it as a core component of curricula and campus activities. The college also supports sustainable initiatives such as:

- Promoting academic research and studies focused on sustainability and providing support and encouragement in this field.
- Incorporating the concept of sustainability into academic curricula, particularly within management, business, and related disciplines.
- Enhancing sustainable practices within the college to improve efficiency across all areas.
- Collaborating with external institutions and the local community to exchange knowledge, expertise, and skills in the field of sustainability.

As students are at the heart of the educational process, the college places great emphasis on elevating the competencies of its graduates—intellectually, professionally, and skillfully—while fostering innovation and creativity in financial, economic, administrative, and professional fields. The college also boasts a distinguished team of human resources, including faculty and administrative members, who work collaboratively to advance the college’s mission, vision, and objectives.


## Graduates & Enrollment

2024 Statistics	Number
Graduates	387
Faculty & Staff at the University	2135
Faculty & Staff at the Institution	215
Student Enrollment at the University	34433
Student Enrollment at the Institution	3331

2024 Statistics	Number
Undergraduate Attendance	3254
Masters-Level Postgraduate Attendance	77
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	20

## Degrees Offered








### Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)




### Masters Programs

 Master of Science (M.Sc. or M.S.)  Master of Business Administration (M.B.A.)

## Undergraduate Degree Programmes

 Economics Program  Financial Economics Program  Financial Technology Program  
 Management Program  Human Resource Management  Supply Chain Management  
 Marketing Program

## Masters Degree Programmes

 Masters Degree  Master of Applied Economics  Master of Science in Accounting and Taxation



# Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



## Letter of Commitment

Kingdom of Saudi Arabia  
Ministry of Education  
Princess Nourah bint  
Abdulrahman University  
(048)

College of Business Administration



المملكة العربية السعودية  
وزارة التعليم  
جامعة الأميرة  
نورة بنت عبدالرحمن  
(048)  
كلية إدارة الأعمال

**Dean's Statement for PRME**  
*College of Business Administration*  
*Princess Nourah Bint Abdulrahman University*

As the Dean of the College of Business Administration (CBA) at Princess Nourah Bint Abdulrahman University, I am honored to confirm our college's commitment to the Principles for Responsible Management Education (PRME).

CBA is guided by a clear mission: to qualify socially responsible and distinguished women leaders with the knowledge and skills necessary to develop innovative business practices, serve the community, and promote sustainable development both locally and globally. This mission, deeply aligned with the Kingdom's Vision 2030, drives our efforts in shaping ethical, competent, and forward-thinking professionals.

In recent years, the college has made notable improvements in embedding the principles of responsible management into its programs and initiatives. We have undertaken significant curriculum development, mapping the Sustainable Development Goals (SDGs) into core and elective courses and enhancing faculty capabilities to integrate these principles into their teaching.

Through initiatives such as the "CBA Arena" a unique business simulation experience that integrate all business disciplines within an interactive, market-like environment, students gain practical insights into real-world dynamics. Alongside these simulations, students engage in experiential learning that develop critical thinking, ethical decision-making, and collaborative problem-solving—skills essential for addressing today's complex global challenges.

Our research strategy emphasizes intellectual contributions that respond to real-world issues, supporting sustainable development and ethical leadership. Faculty members actively participate in collaborative projects that align with the SDGs and PRME principles, ensuring that our research is not only academically rigorous but socially impactful. Furthermore, initiatives such as "Nourah Contributors" and joint supervision programs with international universities reinforce our commitment to global engagement and knowledge exchange.

The college's outreach and community engagement efforts have also expanded through programs like "Make a Difference" and "My Job," which prepare students for the labor market while emphasizing civic responsibility and volunteerism. Our focus on empowering women through leadership development and entrepreneurship training reflects our strategic goal of building a socially influential identity and contributing to a prosperous and sustainable national economy.

As we move forward, we remain committed to nurturing a learning environment grounded in the values of integrity, innovation, inclusiveness, and sustainability. We are proud to be part of the global PRME community and are dedicated to

الرقم: ..... التاريخ: ...../...../..... هـ المشفوعات: .....  
الرياض - طريق مطار الملك خالد الدولي - صندوق البريد ٨٤٤٢٨ - الرمز ١١٦٧١ - سنترال: ٠١/٨٢٢٣٠٠٠ - فاكس: ٠١/٨٢٢٣٠٠٠

Kingdom of Saudi Arabia  
Ministry of Education  
Princess Nourah bint  
Abdulrahman University  
(048)

College of Business Administration




المملكة العربية السعودية  
وزارة التعليم  
جامعة الأميرة  
نورة بنت عبدالرحمن  
(048)

كلية إدارة الأعمال

ongoing improvement and creating meaningful impact in the field of responsible management education.

Sincerely,

**Dr. Hawazen Almugren**

  
Dean, College of Business Administration  
Princess Nourah Bint Abdulrahman University

الرقم: ..... التاريخ: ...../...../..... هـ المشفوعات: .....  
الرياض - طريق مطار الملك خالد الدولي - صندوق البريد ٨٤٤٢٨ - الرمز ١١٦٧١ - سنترال: ٠١/٨٢٣٠٠٠ - فاكس: ٠١/٨٢٣٠٠٠

## Definition of Purpose

CBA aims to achieve academic excellence, strategic collaborations and partnerships and contribute effectively towards responsible management education by creating social impact for societal upliftment. The role of CBA is very prominent in the transition towards a knowledge based economy as per the National Transformation Program of KSA. CBA stands forth to raise students' competencies in different fields of business.

## Institutional Engagement

# 51% - 75%

of faculty at College of Business Administration, Princess Nourah bint Abdulrahman University actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

## Additional Evidence

CBA As a Member of Principles For Responsible Management (6)

[View document](#)  [Download document](#) 

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a set of seventeen interconnected objectives aimed at promoting sustainable development across economic, social, and environ (6)

[View document](#)  [Download document](#) 

What Is PRME (1)

[View document](#)  [Download document](#) 

Sustainability in CBA

[View document](#)  [Download document](#) 



# Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



## How We Define Values

The College of Business Administration at Princess Nourah Bint Abdulrahman University was established to offer academic programs within the fields of Business Administration, Accounting, and Finance. The current programs are designed to be in line with the Kingdom's vision 2030 and needs of the job market, and are of importance to the national economy and the role they can play in promoting the country's development process. The College seeks to play a prominent role in the transition to a knowledge-based economy through the improvement of its academic programs and its effective national and international partnerships and enhancing and continuously uplifting the values encircling leadership effectiveness, professionalism, the loyalty of all stakeholders, innovations in teaching and learning and sustainable practices, their integrity and competitiveness..

## Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Individual leader
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Student contributor

## Student Voices

The following narrative demonstrates how College of Business Administration, Princess Nourah bint Abdulrahman University has influenced students' academic journey and personal growth.

### Green Youth Community

Green Youth Community for all future leaders and entrepreneurs

Vision 2030 is a sustainable vision for the future of Saudi Arabia with sustainability at the heart of everything the kingdom does. In today's world students make a critical statement for the future they imagine, and they are taking action to transform today's world for the betterment of tomorrow's society. The Principals for Responsible Management Education (PRME) is a voluntary initiative that engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals. CBA has become a signatory member of Principles for Responsible Management Education (PRME) and for that CBA is planning to have a sustainability committee for students, which will start to operationalize in the coming academic year. It has helped us in many ways in learning the contributions of PRME and how its implementation in CBA has enhanced our understanding about SDGs, Sustainable practices, innovative learning environment, different activities focusing on sustainability.

## Student Awareness

**76% - 100%**

of students at College of Business Administration, Princess Nourah bint Abdulrahman University are aware that we are a PRME Signatory Member.

## Student Engagement

**76% - 100%**

of students at College of Business Administration, Princess Nourah bint Abdulrahman University actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

## Celebrating Values

The following demonstrates ways in which our institution celebrates values in various specializations.

### **Description of the relationship between the PRME Signatory Member and the identified institutions**

College's commitment to providing high-quality education and meeting rigorous academic standards

As an accredited institution through NCAAA, we are committed in providing an impactful and transformative education to our students to expand their employability chances and let them excel in the global marketplace. Also we are committed in providing quality education and meeting the challenging academic standards

### **Description of the relationship between CBA and NCAAA**

The National Center for Academic Accreditation and Evaluation or NCAAA is a Saudi Arabian government agency in charge of the concerns pertaining to quality standards at higher education institutions. In other words, upon the receipt of NCAAA accreditation, that will imply that a certain college or university has satisfied specific standards concerning quality benchmarks.

Accreditation with NCAAA means that the college has demonstrated its dedication to quality education, qualified faculty, adequate resources, and effective administrative processes. This also means that the programs are job relevant and have been tailored to equip students with the skills needed to pursue successful careers effectively.

CBA is NCAAA accredited institute which means that we adhere to :

**Quality Assurance:** It gives confidence to students and parents that they are getting quality education at the college.

**Brand Visibility:** It enhances the reputation and credibility of the college both nationally and internationally.

**Employability and benefits access:** Students could get scholarships for higher education and other opportunities.

**Improvisation on continuous basis:** It motivates the college to bring regular improvement in their programs and services.

The NCAAA accreditation of the College of Business is an indicator of a commitment to quality education by the college while maintaining all standards


GYC 101 Guidelines

[View document](#)  [Download document](#) 

GYC invitation poster (1)

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GYC invitation poster (1)

[View document](#)  [Download document](#) 

PNU Presentation

[View document](#)  [Download document](#) 

## Additional Evidence

### Collaborative Online International Learning

Its an international learning exposure with 12 Universities that are members of PRME and this is under the leadership of Dr Ruben Burga, Faculty , University of Guelph, Canada.

### PNU Spark Hub collaboration

PNU Spark hub collaboration-Series of training, workshops and sessions for students and faculty in College of Business Administration, Princess Nourah bint Abdulrahman University.



## Cesim Business Simulation

We are excited to introduce you to **CBA Arena**, an innovative business simulation designed to provide students with a real-world, hands-on learning experience. As a faculty member teaching a relevant course, your role in this initiative is essential to ensuring a smooth and effective learning process for the students.

## **What is CBA Arena?**

CBA Arena is a two-semester-long business simulation where students manage virtual hotel companies, make strategic decisions, and apply their academic knowledge in a competitive environment. It is an opportunity for them to develop critical thinking, problem-solving, and business management skills in a realistic, engaging setting.

## **Invitation to CBA Arena Launch Event**

This event will serve as an opportunity to introduce the project, engage with participating students, and ensure a successful start to the simulation.

**Kindly share the attached student invitation with your students on Blackboard to ensure their attendance at the event.**

## **Your Role as a Course Instructor**

As a faculty member teaching a course linked to the CBA Arena business simulation, you serve as the primary academic evaluator, ensuring that student grades are accurately recorded and that performance assessments align with project requirements. Your assigned course sections are linked to you in the system, giving you a direct role in managing student evaluations and grade submissions.

## **Responsibilities Overview**

- 1. Managing Student Participation Contracts** – Distributing, collecting, and ensuring that all students sign the **CBA Arena Employee Contract** before starting the simulation. Students who have not signed the contract will have the opportunity to do so during the launch event (attached). **If any students do not sign the contract during the launch event, please ensure they sign it afterward and keep the signed contracts in your records.**
- 2. Publishing Student Rules & Regulations** – Uploading the official project guidelines on Blackboard to ensure all students have access to the policies and requirements of CBA Arena (attached).
- 3. Grade Allocation & Distribution**  
40 Marks for CBA Arena Participation  
20 Marks for the Midterm Exam  
40 Marks for the Final Exam
- 4. Delivering Weekly Course Lectures** – Conducting lectures as usual throughout the semester.
- 5. Assessing Individual Student Reflection Reports** – Reviewing and grading the final self-reflection report, which students submit at the end of the semester (10 marks allocated).
- 6. Recording Evaluation Scores from the Judging Committee** – Entering student grades into the system based on committee assessments:

Company Report: 12 Marks

Company Presentation: 12 Marks

Total: 24 Marks

**7. Entering System-Based Participation Scores (Admin Assessment)** – Logging participation-related grades into the system, including:

System Voting, Attendance, and Submission (6 Marks in total).

**8. Final Grade Recording** – Ensuring that all student grades are accurately recorded in the academic system.

**9. Evaluating the Impact of the Simulation** – Providing feedback and recommendations to improve future implementations of the project.

## Excellence in Leadership in Education

**Granter:** Edu Leadership Awards 2023 (Bestow Edutex Int. recognized NGO with NITI Ayog, MSME Government of India, MESC, NSDC)

**Grantee:** Dr Atiya Bukhari

### **Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

## **Womenhood and Childhood Association Collaboration**

Project Description:

Students (a group of 4-5 students) have been selected from the list of activities planned for the community through the intervention of the Womanhood and Childhood Association. The group must study how talent management is implemented in the company. The project must highlight a detailed process how the team intends to carry out the 2 hour event through a list of engagements including presentation. Once the report is submitted, students have to present the full process of their planning, engagement, presentation of their chosen topic in the form of a PowerPoint presentation in front of the class.

The Project consists of two Parts: Total 20 marks

1) Group Project report -10%

2) Team Presentation to the association- 10 %

#### Project Guidelines:

1. Introduction of the selected topic and its relevance to societal development/ social responsibility of students towards the community through their qualitative and meaningful collaboration.
2. Framework of the workshop- what each team is planning to engage in the 1 to 2-hour session for the Association (as suggested by them). As it's a 1-2 hour seminar/webinar- you all need to prepare well and give the best qualitative information to your audience such that they can truly benefit from your contribution
3. The details of the learning outcome the team intends to achieve for themselves and also for the community attending your session.
4. Social Impact on community/ Feedback form / Post-event survey should be circulated to the participants from the association.
5. Experiential learning that you gained from this community engagement with the Womanhood and Childhood Association that helped enhance your and your teams' talent management skills
6. References
7. Meeting Minutes

#### Project Report Format:

The following points should be addressed and highlighted in the case study report:

Assignment Cover Page –PNU logo, University name, project title, Course Name and Code, section, Student Name and ID, Instructor Name, Department, Date of Submission. (0.25 marks)

Company Cover Page : Company logo, Mission & Vision (0.25 marks)

Table of content: Headings of each part with serial number & page numbers (0.25 marks)

Table of figures: Headings of each figure, chart & table with serial number & page numbers (Total 7-8 are required) (1.5 marks)

Correct spelling, punctuation, grammar, appropriate vocabulary + Fluent sentences, clear transitions, and effective paragraph structure (0.75 marks)

Part I. Introduction (3 marks)

- This is to explain the purpose of the report and highlight the aspect and sub-topic you want to discuss etc

- Write the background of the theme of association (Like- Awareness of the importance of sports/ Family happiness how to achieve/Mothers' rights over society/The role of the family in social responsibility/Supporting mothers of autistic people/Maternal health and its importance/Educating mothers and children on the importance of saving and financial awareness)
- Nature of engagement, session goals & objectives should be highlighted in addition to the talent management skills that you want to apply/exhibit in this societal engagement (write them in the report.)

#### Part II. Company Profile (1 marks)

- Details like company name, number of employees, status etc including
  - o Company's hierarchy
  - o Structure of the organization:
  - o Board of directors

#### Part III. Integrated System & Applied Practices (1 marks)

- Integrate relevant systems, activities, processes, human resource roles and relevant activities the model of talent management and resourcing that your team is making use of with evidences.

#### Part IV. Conclusion, Recommendation/ Suggestions (1 marks)

- Note: Based on
  - o Refer text book as reference
  - o Research Papers based on talent management
  - o Data collected from the company chosen by you

#### References/ Citations (0.5 marks)

#### Group Members Participation (0.5 marks)

- Meeting of minutes with the complete details includes
  - o All assigned tasks to each members
  - o Task completion status
  - o All members signatures

#### Project requirements:

- A team can have up to 4-5 students.
- Assign one of group members to be the leader
- Group participation form duly signed by all members should be attached in the report.
- The project report must be in the form of a written form as per guidelines with a minimum of 10-15 max pages or word limit (2500-4000 words) in English (Cover Page not include).

- Charts, graphs, model, or pictures can also be included in the project.
- Student teams can collect information for the group project through:
  - ▲ Secondary research of data through published sources.
  - ▲ Primary sources: Students can contact the company officials directly and interview the relevant responsible executives.
  
- Formatting Rules for the Report:
  - ▲ Number of pages: 10-15 pages
  - ▲ Font: Times New Roman
  - ▲ Font size: 12 point
  - ▲ Margins: one inch (2.5 cm)
  - ▲ Spacing: one-and-a-half lines (1.5)
  - ▲ Justification: left
  - ▲ First Page: University logo and Name, the title, course name, course code, student name, student ID, instructor's name, department, the date
  - ▲ Header and footer: the title of the project, and page number bottom center
  
- References and Citation:
  - ▲ American Psychological Association (APA) Style,
  - ▲ All references you use should be cited appropriately according to APA standards. Please visit <https://www.library.cornell.edu/research/citation/apa> for guidelines on citations. Take the time to visit and bookmark for your future reference the previous link for details on how to cite a variety of hardcopy and online sources.

#### Presentation Guidelines:

- All group members should present a part of the presentation. (Presentation evaluation is individual)
- Project Presentations should be submitted online (on the Blackboard) after your team presents in the webinar/Seminar assigned by the association.
- During presentation:
  - ▲ Professional appearance (clothes)
  - ▲ Clear voice (not too high or too low / not very fast or very slow)
  - ▲ Eye contact with audience
  - ▲ Don't read from the slides (you can use notes in your hand to only remind you of some extra points, but you should not be reading from them all the time)
  - ▲ Ability to answer questions (all group members should know all parts , so they can answer any question from any part)

- ▲ Manage time (60 min) minutes divided equally within group members)
- ▲ Use the right body language
- ▲ All students have a coordination during presentation

• Slides should be:

- ▲ Clear
- ▲ Organized content
- ▲ Not crowded (no too much text in the slides, only brief points)
- ▲ Text color contrasts with background color (so you can read it easily)
- ▲ Figures/pictures are supporting the idea (if you have any pictures)
- ▲ No excess use of "Slide Animation"
- ▲ Cover all main points in the project
- ▲ Logical sequence of information presentation
- ▲ Use Power Point.

Assessments criteria: Refer to the Project Report & Presentation attached Rubrics.

Plagiarism Grades Deduction Criteria:

- o Student will lose 20% of work grade if the percentage of plagiarism is between 20% and 30%.
- o Student will lose 50% of work grade if the percentage of plagiarism is between 30% and 60%
- o Student will get Zero if the percentage of plagiarism is 60% or more.

Final-Project Description

View document  Download document 

## Green Circle Initiative

Collaboration with GCI on combating plastic consumption in campus and suggesting innovative ways to reduce its use in campus by all stakeholders

CLT NBS April 2024 Final.pptx

View document  Download document 

## Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

**Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty



# Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



## How We Define Teach

The Teach is defined well in CBA and is coordinated well by CBA Development and Quality team, The CBA Academic Affairs and the Vice Deanship of Quality. The focus is always on enhanced teaching and learning assessments and strategies. Linking them to sustainability, SDGs, and in tune with Vision 2030.

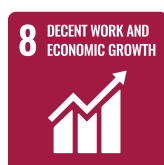
## Courses that support RME

College of Business Administration, Princess Nourah bint Abdulrahman University reports 1 course in 2024 that support responsible management education and sustainable development goals.

### **Event Management** | BUS 406

This course constitutes one of the main courses delivered to students specializing in “tourism & event management” track in the college of Business Administration. It introduces students to Event management as an exciting and rapidly expanding field. This course allows students to build their understanding of the foundational knowledge, theory and methodology underpinning modern event management. Students will gain a comprehensive understanding of the planning and logistics of event management. Develop students who are able to create and deliver a diverse range of events from conception through to evaluation. It also aims to develop students’ key skills and abilities to build upon a range of events experiences they will gain on the course that is all based on rigorous academic knowledge and understanding. It also focuses on providing the opportunity to develop knowledge, skills and motivation as a basis for career development.

Knowledge and understanding • Analyze and critically evaluate the concepts, development and defining characteristics of events as an area of academic and applied study in a global context. • Demonstrate sound academic and industry knowledge and skills to interpret and evaluate the nature and scope of the events industry and related theory. Skills • Critically apply a range of skills and aptitudes to build competence in events planning, policy development and delivery within the international events industry. • Compose effective, professional and persuasive written and oral communication solutions Competence. • Adapt knowledge and skills to design and plan event services and experiences. • Reflect on and appraise the learning experiences, challenges and opportunities faced throughout the event planning process.



## Teaching Awards

In 2024, 3 awards were given to faculty and educators at College of Business Administration, Princess Nourah bint Abdulrahman University.

### Excellence in Leadership in Education

**Granter:** Edu Leadership Awards 2023 (Bestow Edutex Int. recognized NGO with NITI Ayog, MSME Government of India, MESC, NSDC)

**Grantee:** Dr Atiya Bukhari

**Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

### Carbon Literacy Standard

**Granter:** Nottingham Business School

**Grantee:** Dr. Masahina Sarabdeen

**Award Description:**

The Carbon Literacy Standard is awarded after attending eight weeks of the workshop series and then completing the evaluation requirements.

### Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

**Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty

## Educator Recognition

At College of Business Administration, Princess Nourah bint Abdulrahman University, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Professional development opportunities

## Teaching Voices

The following statements demonstrate ways in which educators at College of Business Administration, Princess Nourah bint Abdulrahman University support sustainability and responsible management in their classrooms.

### Description of the relationship between the PRME Signatory Member and the identified institutions

College's commitment to providing high-quality education and meeting rigorous academic standards

As an accredited institution through NCAAA, we are committed in providing an impactful and transformative education to our students to expand their employability chances and let them excel in the global marketplace. Also we are committed in providing quality education and meeting the challenging academic standards

### Description of the relationship between CBA and NCAAA

The National Center for Academic Accreditation and Evaluation or NCAAA is a Saudi Arabian government agency in charge of the concerns pertaining to quality standards at higher education institutions. In other words, upon the receipt of NCAAA accreditation, that will imply that a certain college or university has satisfied specific standards concerning quality benchmarks.

Accreditation with NCAAA means that the college has demonstrated its dedication to quality education, qualified faculty, adequate resources, and effective administrative processes. This also means that the programs are job relevant and have been tailored to equip students with the skills needed to pursue successful careers effectively.

CBA is NCAAA accredited institute which means that we adhere to :

**Quality Assurance:** It gives confidence to students and parents that they are getting quality education at the college.

**Brand Visibility:** It enhances the reputation and credibility of the college both nationally and internationally.

**Employability and benefits access:** Students could get scholarships for higher education and other opportunities.

**Improvisation on continuous basis:** It motivates the college to bring regular improvement in their programs and services.

The NCAAA accreditation of the College of Business is an indicator of a commitment to quality education by the college while maintaining all standards

## Description of partnering activities that involve problem-solving

International Partnerships:

1. University of Strathclyde:

o Enhancing educational and research missions and expanding mutual relationships to create collaboration opportunities.

2. Skema Business School:

o Enhancing educational and research missions, expanding mutual relationships, and creating collaboration opportunities.

Local Partnerships:

1. Saudi Economic Association:

o This agreement aims to cooperate in raising economic and financial awareness in Saudi society.

2. General Authority for Competition:

o This agreement aims to promote and enhance a culture of fair competition and combat monopolistic practices.

3. Al-Kharif Group:

o Aims to collaborate in the development of a Bachelor's program in Human Resources and provide volunteer and part-time job opportunities for students to develop the skills of female graduates.

4. Tadawul Group:

o Cooperation in exchanging expertise between both parties in areas of mutual interest in finance and economics to meet labor market requirements.

5. Final Solutions Company:

o Aims to enhance information technology and develop and produce accounting and administrative software programs.

6. General Authority for Zakat and Income:

o Utilizes the university's technical and educational expertise to author a curriculum textbook in the field of Zakat and taxation, along with complementary and additional components to enable learners to acquire knowledge skills.

7. Public Administration Institute:

o Aims to strengthen joint cooperation between the two parties in training, consulting, studies, leadership development, and providing logistical services.

8. Financial Communication and Knowledge Center:

o Aims to enhance the culture of knowledge exchange, raise financial awareness, and share academic experiences.

9. Saudi Organization for Accountants:

o This agreement aims to cooperate in developing the Bachelor's program in Accounting Sciences at the College of Business.

10. Riyadh Chamber of Commerce:

o This collaboration aims to implement programs and activities that help activate the roles of both parties in achieving the Kingdom's Vision 2030.

## Community Service Report

Detailed Report on the Key Achievements of the Community Service of the College of Business at Princess Nourah Bint Abdulrahman University for the Year 1445 AH:

### 1. Initiative "Our Winter is Warmer":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Initiative: This initiative aimed to provide winter supplies to those in need, with participation from several college faculty members and administrators.

### 2. Workshop "Institutionalizing Community Responsibility":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Workshop: The workshop aimed to develop community service management and targeted community service coordinators.

### 3. Initiative "Sustainable Green University":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Initiative: The second phase of this initiative involved planting trees in selected locations within the university.

### 4. Exhibition "Responsible University":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Exhibition: Targeted the college students.

### 5. Event "DICE":

- o Responsible Entity: College Agency for Research, Innovation, and Business
- o Overview of the Event: A digital innovation and creativity event related to the DICE course, aimed at developing competitive competencies in the national economy and enhancing the research and innovation ecosystem and entrepreneurship.

### 6. Workshop for "Pride of Nourah" Team:

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Workshop: A workshop for the Pride of Nourah students from the College of Business, contributing to the development of students and empowering them to work as a supportive group for the college.

### 7. Community Service Project "Financial Literacy":

- o Responsible Entity: Office of Responsibility and Community Service in the College
- o Overview of the Project: The second phase of the project, aimed at raising awareness and improving financial literacy among university students through educational lectures.

### 8. Campaign "World Alzheimer's Month":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Campaign: A campaign for World Alzheimer's Month titled "#I Need You" in collaboration with the Saudi Alzheimer's Charity Association.

### 9. Initiative "National Day":

- o Responsible Entity: Community Responsibility Department at the University

- o Overview of the Initiative: Activating the National Day within the College of Business with participation from several college students and faculty members.
- 10. Exhibition "Breast Cancer Awareness":
  - o Responsible Entity: Community Responsibility Department at the University
  - o Overview of the Exhibition: An exhibition for breast cancer awareness titled "The Outcome is Good."
- 11. Event "World Sports Day":
  - o Responsible Entity: Community Responsibility Department at the University
  - o Overview of the Event: The event was organized by the Sports Activities Unit in the Student Services Department, featuring various sports activities.
- 12. Event "World Mental Health Day":
  - o Overview: Specialists from You Can Mental Health Center were hosted.
  - o Activities: Provided psychological consultations and used psychological assessments and games.
  - o Open Meeting: Held an open meeting with students and staff for education and awareness.
- 13. Scientific Competition titled "Challenges of Community Responsibility Management at the University":
  - o Overview: Targets student participation in scientific challenges.
- 14. Diabetes Awareness Exhibition:
  - o Overview: The college participated in an educational awareness campaign about diabetes.
- 15. Career Day:
  - o Overview: Participation from the Student Services Department to activate Career Day with college students.
- 16. Collaboration with the Motherhood and Childhood Association in Al-Ghat:
  - o Overview: The executive management of the association aims to enhance the services provided to women and children.
  - o Participation: Some faculty members participated in this initiative remotely.
- 17. Awareness Lecture titled "The Path to Financial Freedom: From Saving to Investment":
  - o Collaboration: In cooperation with the Financial Communication and Knowledge Center "Mutammim" and the Financial Academy.
  - o Target Audience: Lecture for students of Princess Nourah Bint Abdulrahman University.
- 18. Event Celebrating Saudi Foundation Day:
  - o Overview: Activating Saudi Foundation Day in the College of Business with several college members.
- 19. Initiative "Welcome Ramadan":
  - o Overview: Participation in preparing and distributing Ramadan baskets to those in need.
- 20. World Civil Defense Day:
  - o Overview: Raising awareness through a series of actions and measures necessary to protect public and private property.
- 21. World No Tobacco Day:
  - o Overview: Activating World No Tobacco Day, which falls on May 31, 2024.

This is a summary of the key achievements of international and local partnerships and community service by the College of Business at Princess Nourah Bint Abdulrahman University for the year 1445 AH. These partnerships, initiatives, and events varied between awareness, education, and community responsibility, reflecting the active role of the college in enhancing education and serving the community.

## CBA PRME Awareness initiatives

CBA PRME came into action in Feb 2023. The CBA PRME team along with students had developed videos, infographics, presentation documents to generate awareness among students about PRME and the ways in which the faculty members, students and administrative staffs can participate and contribute towards Responsible Management Education.

### **Fostering Innovation**



#### **To a great extent**

Teaching and learning at our institution strongly foster innovation.

### **Experiential Learning**



#### **To a great extent**

Teaching and learning at our institution strongly encourage experiential learning.

### **Learning Mindset**



#### **To a great extent**

Teaching and learning at our institution strongly promote a lifelong learning mindset.

### **Method of Teaching and Learning**



#### **In person**

Traditional classroom-based learning with face-to-face instruction.

## Barriers to Innovative Curriculum

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges
- ❖ Collaboration barriers
- ❖ Time constraints

## Barriers to Innovative Pedagogy

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Assessment rigor concerns
- ❖ Collaboration barriers
- ❖ Time constraints

## Additional Evidence

### Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

**Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty



# Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

## How We Define Research

Research is vital for advancing knowledge and fostering creativity in higher education. Princess Nourah bint Abdulrahman University (PNU), one of Saudi Arabia's leading women's universities, conducts research that promotes scientific advancement worldwide, particularly in areas such as financial technology, socio-economic development, business studies, and marketing. PNU prioritises studies that enhance and empower the contributions of female researchers across various fields. Research initiatives help bridge the gender gap in academia and the workplace by enabling women to pursue leadership and entrepreneurial opportunities. Research at PNU centres on topics relevant to Saudi society, including inclusive finance, economics, education reform, and women's empowerment. The research centres at PNU are dedicated to community development projects and policy proposals aimed at improving the quality of life.

## Research vs Research for RME/Sustainable Development

**95** Peer-reviewed articles were published by College of Business Administration, Princess Nourah bint Abdulrahman University from this past calendar year.

vs

**45**

Peer-reviewed articles were published by College of Business Administration, Princess Nourah bint Abdulrahman University from this past calendar year in support of RME.

## Research Funding

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University was awarded funding for research that is:



**Institution  
Specific**



**Local**

## Socializing Research

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University contributed research findings to:

- ❖ Open-access platforms

❖ Research collaborations

## Research Projects

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University reported 4 research projects that implemented responsible or sustainable activities.

### Collaborative Online International Learning

**Period Covering:** August, 2024 - February, 2025

**Department:** Business Administration

COIL Project with 12 international universities



### The impact of institutional effectiveness on energy transition

**Period Covering:** January, 2025 - April, 2025

**Department:** Economics

#### Abstract

This study investigates the impact of institutional effectiveness on the progress of energy transition in selected OPEC countries. As global attention shifts toward sustainable energy systems, understanding the institutional dynamics that shape energy policy and implementation becomes increasingly vital. Utilizing fixed-effects panel data analysis over a defined period, the study examines how various dimensions of institutional quality, such as regulatory frameworks, governance capacity, political stability, and rule of law, influence the shift from fossil fuel dependency to renewable energy adoption. The analysis highlights the heterogeneity across OPEC member states and underscores the

significance of institutional strength in enabling or constraining energy transition efforts. Findings from this research offer critical insights for policymakers and international stakeholders aiming to align energy policy with sustainability goals in resource-dependent economies.



## the role of income inequality, FDI, Geopolitics towards Green energy Investment

**Period Covering:** January, 2025 - April, 2025

**Department:** Economics

### Abstract

This study explores the interplay between income inequality, foreign direct investment (FDI), and geopolitical dynamics in shaping green energy investment across 35 member countries of the Organization of Islamic Cooperation (OIC). As the global push for decarbonization intensifies, understanding the socioeconomic and political determinants of sustainable energy financing becomes imperative, particularly in emerging and resource-rich economies. Employing panel data econometric techniques, this research investigates how disparities in income distribution, the inflow of FDI, and geopolitical stability influence the scale and direction of green energy investments. The findings reveal nuanced relationships, indicating that institutional and economic heterogeneities among OIC countries significantly mediate the effects of these variables. The study offers important policy insights for governments and international stakeholders seeking to foster equitable, resilient, and investment-friendly environments for accelerating the transition to renewable energy.



## Revisit of Malthusian Theory: Do population, technology and climate matter for economic development?

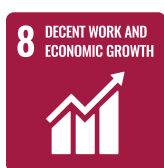
**Period Covering:** July, 2024 - April, 2025

**Department:** Economics

### Abstract

This study revisits the classical Malthusian theory by examining whether population growth, technological advancement, and climate change significantly influence economic development, with a focus on the Gulf Cooperation Council (GCC) countries. Rooted in the Malthusian proposition that

rapid population growth may outpace economic gains, the paper extends the framework to include modern dynamics, namely, the transformative role of technology and the environmental implications of climate variability. Employing panel data analysis using both Fixed Effects and Generalized Method of Moments (GMM) estimators, the study explores the direct and interaction effects of population, technology, and climate indicators on economic growth. The empirical results reveal complex interdependencies: while population growth poses certain constraints, technological progress and climate resilience mechanisms can mitigate its adverse effects and foster sustainable development. These findings provide valuable insights for policymakers in resource-dependent economies aiming to balance demographic pressures with innovation and environmental sustainability.



## Research Awards

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University was awarded 3 research awards for responsibility- and/or sustainability-related research.

### Excellence in Leadership in Education

**Granter:** Edu Leadership Awards 2023 (Bestow Edutex Int. recognized NGO with NITI Ayog, MSME Government of India, MESC, NSDC)

**Grantee:** Dr Atiya Bukhari

**Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

### Carbon Literacy Standard

**Granter:** Nottingham Business School

**Grantee:** Dr. Masahina Sarabdeen

**Award Description:**

The Carbon Literacy Standard is awarded after attending eight weeks of the workshop series and then completing the evaluation requirements.

### Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

### Award Description:

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty

## Research Presentations Related to RME and/or Sustainability

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University gave 2 research presentations related to RME and/or sustainability.

### Conference Presentation

**Authors:** Riyadh, Saudi-Arabia. Masahina sarabdeen; Hind Alofays an

**Date of publication:** April, 2025

**Presented at:** The First Scientific Conference on Labor Market Research, Studies, and Indicators. Organized by The National Observatory of Labor, in cooperation with Princess Nourah Bint Abdulrahman University. 17-18 May 2022. Riyadh, Saudi-Arabia.

**Department:** Economics | Entrepreneurship

Technology and innovation take a crucial role in sustainable value creation; an increase in new jobs, greatly decreases energy consumption and carbon emissions in absolute terms. This study investigates the link between the digital innovation ecosystem via the concept of digital technology readiness on the job and environmental value creation. The finding shows that gross domestic production (DLNGDPG) and individual internet access which is representing digital technology readiness are associated significantly in creating jobs. Digital technology readiness impacts environmental value creation in terms of reducing Green House Gas (GHG) emission and increase in renewable energy consumption except gross fixed capital has a negative relationship with renewable energy consumption in long run. However, digital technology readiness does not imply a labor market in the short run. Meantime, only individual internet access has implications on GHG emissions in the KSA in the short run. Furthermore, adult education and domestic credit to the private sector have a positive influence on renewable energy consumption but gross fixed capital. The finding would help the policymakers to increase ICT investment, revising and modifying the adult education curriculum to meet the job markets in the digital era. Moreover, should be taken more initiatives to reduce GHG emissions and encourage renewable energy consumption at all micro and macro levels in the economy of Saudi Arabia.

**Keywords:** innovation ecosystem, job, and environmental value creation, digital technology readiness, Saudi Arabia



## Conference Presentation

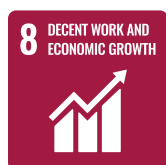
**Authors:** Remittances and Sustainable Development Goals: An Overview of Opportunities and Challenges. Dr Fatm a Mabrouk Princess Nourah bint Abdulrahman University

**Date of publication:** April, 2025

**Presented at:** ASECTU Forum 2024- Tunisia

**Department:** Economics

Migrations and remittances play a significant role in the development of different economies and have the potential to contribute to the achievement of the Sustainable Development Goals (SDGs). This article profoundly reviews the relationship between migrations, particularly remittances and countries' progress toward the SDGs. Based on 122 articles extracted from the Web of Science database during the period 2003-2024, a bibliometric analysis, systematic review, and clustering exploration, the study aims to verify whether the scientific literature brings together sufficiently solid evidence to precisely answer the question of how significantly remittances contribute to the accomplishment of SDGs. Using VOSviewer, a rigorous, structured and reproducible software for information synthesis, the investigation examines the connections between migrations and remittances, including economic, social, and environmental aspects.



## Publications Related to RME and/or Sustainability

### Conference Presentation

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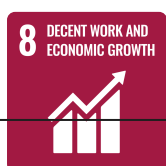
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## Research Voices

The following statements demonstrate ways in which researchers at College of Business Administration, Princess Nourah bint Abdulrahman University bring sustainability and responsible management into their research.

### Research publication, principle, and fundings

#### Publication

CBA considered the number of publications for full academic years 2023 & 2024 for reporting purposes. The publications in refereed journals at the College of Business were 81 in 2023, and it increased to 95 in 2024. It is expected to increase in 2025 as research is vital for advancing knowledge and fostering creativity in higher education. Princess Nourah bint Abdulrahman University (PNU), one of Saudi Arabia's leading women's universities, conducts research that promotes scientific advancement worldwide, particularly in areas such as financial technology, socio-economic development, business studies, and marketing. PNU prioritises studies that enhance and empower the contributions of female researchers across various fields. Research initiatives help bridge the gender gap in academia and the workplace by enabling women to pursue leadership and entrepreneurial opportunities. Research at PNU centres on topics relevant to Saudi society, including inclusive finance, economics, education reform, and women's empowerment. The research centres at PNU are dedicated to community development projects and policy proposals aimed at improving the quality of life.

The publications in line with sustainable development at the College of Business were 41 in 2023, and it increased to 45 in 2024. It represents roughly 50% of the publications. Princess Nourah bint Abdulrahman University's College of Business Administration enacts sustainability and responsibility through its educational framework. In this research, environmental and social sustainability are examined through the lens of the Sustainable Development Goals (SDGs) while integrating values of global social responsibility. Additionally, it demonstrates sustainable academic methods that promote responsible management education and develop innovative solutions to global problems. A variety of collaborations among departments such as Economics, Business Administration, and Accounting are highlighted in the report, as well as partnerships with other universities both locally and globally. Research focusing on SDGs, sustainability, and responsible management emphasizes the need for cross-disciplinary dialogue. Its educational framework. In this research, environmental and social sustainability are examined through the lens of the Sustainable Development Goals (SDGs) while integrating values of global social responsibility. Additionally, it demonstrates sustainable academic methods that promote responsible management education and develop innovative solutions to global problems.

The purpose of research funding is to promote pioneering scientific research related to one of the four national priorities: human health, sustainable environment and basic needs, energy and industry, and future economies through research projects management submitted by researchers from Princess Noura University under the support of the Research, Development and Innovation Development Authority (RDIA) which Contributes in developing scientific and technological progress to achieve the Kingdom's Vision 2030.

Responsibility-related regular research seminars

Impact Purpose

The Scientific Office in CBA organizes monthly seminars to cover a wide range of topics to enhance the research among the students and faculty members research. It frequently emphasized the importance of sustainability and responsibility through its educational framework in these events. These activities are focused through the lens of the Sustainable Development Goals (SDGs) while integrating environmental and social sustainability values of global social responsibility. Additionally, it demonstrates sustainable academic methods that promote responsible management education and develop innovative solutions to global problems.

Impact Statement

The Scientific Office in CBA organises monthly seminars to cover a wide range of topics such as promotion requirements, publishing in WOS, using Endnote to manage references, and Balancing Research, teaching and community services among others.

In addition, The Scientific office supervises the research sharing sessions, seminars and workshops organised by the departments on timely needed topics such as Sustainable Development 17 goals, software training for research and so on.

As the impacts, several connections with other universities both domestically and internationally, as well as collaborations among departments including accounting, business administration, and economics. It also exemplifies sustainable academic practices that support the teaching of responsible management and foster the creation of creative answers to global issues. Moreover, research produced by the CBA faculty members on sustainability, responsible management, and the SDGs highlights the importance of interdisciplinary discussion.

Q2. Faculty members must report their responsibility-related research publications regularly

Impact Purpose

PRME's Sustainable Impact Progress (SIP) report evaluates how Princess Nourah bint Abdulrahman University's College of Business Administration enacts sustainability and responsibility through its educational framework. In this research, environmental and social sustainability are examined through the lens of the Sustainable Development Goals (SDGs) while integrating values of global social responsibility. Additionally, it demonstrates sustainable academic methods that promote responsible management education and develop innovative solutions to global problems. A variety of collaborations among departments such as Economics, Business Administration, and Accounting are highlighted in the report, as well as partnerships with other universities both locally and globally. Research focusing on SDGs, sustainability, and responsible management emphasizes the need for

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#### Impact Statement

Sustainability is being deeply ingrained across a number of business school disciplines, as evidenced by the emphasis on SDGs in Economics, Business Administration, and Accounting. This aligns the research outputs of the institution with PRME's mission of promoting sustainable development through responsible management education. Additionally, the inclusion of methods and results from these studies that adhere to responsible management principles enhances the PRME SIP report by highlighting the school's observable achievements in research and instruction.

As evidenced by the number of SDG-aligned research projects across CBA departments over the past two years, 2023 and 2024, CBA's commitment to sustainability is apparent. A surge of 24 research projects addressing SDGs in 2023 increased to 61 in 2024, and 7 SDG-focused projects in 2023 increased to 20 in 2024, especially in the Department of Business Administration. SDG-related projects remained high in 2023 and 2024, as well as 45 total projects in 2023 and 30 in 2024 for the Department of Economics. In addition to Accounting, SDG research remained consistent, with a significant number of projects focusing on them. Its research aligned with SDGs in 80% of cases (12 of 15), while it aligned with 64% (9 of 14) in 2024.

The contributions of all the departments are in line with PRME's fourth principle, which states that research should support the principles of responsible leadership and sustainability. This implies that CBA is working harder to integrate sustainable and responsible management concepts into research, which is essential to PRME's goals.

In addition, all CBA department course coordinators are urged to include research-based teaching into their curriculum to better connect them with PRME's objectives and demonstrate how research influences teaching methods. Through more SDG-focused research, the research and innovation centre at CBA is promoting a culture of responsible management in education and taking additional steps to interdisciplinary cooperation.

#### Research funding specifically related to responsibility

##### Impact Purpose

The purpose of research funding is to promote pioneering scientific research related to one of the four national priorities: human health, sustainable environment and basic needs, energy and industry, and future economies through research projects management submitted by researchers from Princess

Noura University under the support of the Research, Development and Innovation Development Authority (RDIA) which Contributes in developing scientific and technological progress to achieve the Kingdom's Vision 2030.

#### Impact Statement

On 04/24/1445 AH, the comprehensive structure of the university was approved, and based on it, the Deanship of Library Affairs was merged with the Deanship of Scientific Research to include: the Agency for Library Affairs and the Agency for Scientific Research. The Agency for Library Affairs seeks to support the educational and research process and disseminate culture and knowledge to society by providing an interactive knowledge environment, qualified to meet information needs by providing the best services and the latest technologies to achieve the university's vision of excellence locally, regionally and globally. The Deanship of Scientific Research is concerned with meeting the requirements of scientific research and makes strenuous efforts to keep pace with the major challenges required to advance the scientific research movement at the university.

Moreover, The Deanship's research activities include; 1) Providing research that meets local and global needs through local, regional and global partnerships. 2) Providing resources to provide various support programs for scientific research and innovation. 3) Providing an advanced, developed and stimulating infrastructure for scientific research and innovation. 4) Developing human capabilities and creating a sustainable environment that contributes to building a knowledge economy and serving humanity. 5) Developing research competencies with high quality and global competition. 6) Providing support for the educational process. 7) Providing information sources in various disciplines to serve the community. 8) Employing technology to facilitate access to information.

There are two types of research funding projects available. The financial funding for the project is provided in two instalments. The first instalment is 50% of the approved project budget after the contract is signed, and the second instalment is 50% after the Council of the Deanship of Scientific Research and Libraries approves the final report. This is based on the project's financial and final report and the submission of the published research according to the conditions for accepting published research in one of the internationally classified scientific journals within the databases. (WOS) core collection Web of Science and indexed in citation metrics such as Science Citation Index Expanded (SCIE) or Social Sciences Citation Index (SSCI) and published research in WOS emerging sources will not be accepted

The researcher submits a funding application for the research project to the Deanship of Scientific Research and Libraries through the research centre affiliated with the college where they work.

The project is divided into two categories:

#### 1. Small Project

The project duration does not exceed 12 months.

- o The maximum funding amount is 25,000 Saudi Riyals.
- o The scientific output must include at least one scientific paper derived from the research project.

#### 2. Medium Project

The project duration does not exceed 12 months.

- o The maximum funding amount is 50,000 Saudi Riyals.

o The scientific output must include at least two scientific papers derived from the research project.

## Research Barriers

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Collaboration challenges
- ❖ Time constraints
- ❖ Publishing barriers

## Additional Evidence

GSDC24\_Certificate-1

[View document](#) [Download document](#)

Collaboration with Microsoft technology for sustainability

[View document](#) [Download document](#)

Microsoft-Team List 2023

[View document](#) [Download document](#)

Faculty Participation - 2022

[View document](#) [Download document](#)

Green Circles (2)

[View document](#) [Download document](#)

GSDC24

[View document](#) [Download document](#)

GSDC24\_Certificate

[View document](#) [Download document](#)



# Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

## How We Define Partner

Partner is embracing a network approach towards the organization of Universities in creating Social Impact. It embraces a wider approach towards enhancing Partnerships & Collaborations, Mobilizing Knowledge & Cooperation, Builds Social Innovation - Institutional Culture, Creating Meaningful Social Changes through meaningful PRME collaborations strategically at local, regional national and international level.

## Institutional Partnerships

- ❖ Higher Education for Good Foundation (HE4G)
- ❖ Network for Business Sustainability (NBS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies

## Student Organization Partnerships

- ❖ PRME Global Students
- ❖ Sustainable Development Solutions Network (SDSN) Youth

## Partnerships

The following provides more details on 7 key partnerships at College of Business Administration, Princess Nourah bint Abdulrahman University.

### **Collaborative Online International Learning**

Its an international learning exposure with 12 Universities that are members of PRME and this is under the leadership of Dr Ruben Burga, Faculty , University of Guelph, Canada.

### **PNU Spark Hub collaboration**

PNU Spark hub collaboration-Series of training, workshops and sessions for students and faculty in College of Business Administration, Princess Nourah bint Abdulrahman University.

### **Green Circle Initiative**

Collaboration with GCI on combating plastic consumption in campus and suggesting innovative ways to reduce its use in campus by all stakeholders

## Cesim Business Simulation

We are excited to introduce you to **CBA Arena**, an innovative business simulation designed to provide students with a real-world, hands-on learning experience. As a faculty member teaching a relevant course, your role in this initiative is essential to ensuring a smooth and effective learning process for the students.

### What is CBA Arena?

CBA Arena is a two-semester-long business simulation where students manage virtual hotel companies, make strategic decisions, and apply their academic knowledge in a competitive environment. It is an opportunity for them to develop critical thinking, problem-solving, and business management skills in a realistic, engaging setting.

### Invitation to CBA Arena Launch Event

This event will serve as an opportunity to introduce the project, engage with participating students, and ensure a successful start to the simulation.

**Kindly share the attached student invitation with your students on Blackboard to ensure their attendance at the event.**

### Your Role as a Course Instructor

As a faculty member teaching a course linked to the CBA Arena business simulation, you serve as the primary academic evaluator, ensuring that student grades are accurately recorded and that performance assessments align with project requirements. Your assigned course sections are linked to you in the system, giving you a direct role in managing student evaluations and grade submissions.

### Responsibilities Overview

- 1. Managing Student Participation Contracts** – Distributing, collecting, and ensuring that all students sign the **CBA Arena Employee Contract** before starting the simulation. Students who have not signed the contract will have the opportunity to do so during the launch event (attached). **If any students do not sign the contract during the launch event, please ensure they sign it afterward and keep the signed contracts in your records.**
- 2. Publishing Student Rules & Regulations** – Uploading the official project guidelines on Blackboard to ensure all students have access to the policies and requirements of CBA Arena (attached).
- 3. Grade Allocation & Distribution**  
40 Marks for CBA Arena Participation  
20 Marks for the Midterm Exam

40 Marks for the Final Exam

4. **Delivering Weekly Course Lectures** – Conducting lectures as usual throughout the semester.

5. **Assessing Individual Student Reflection Reports** – Reviewing and grading the final self-reflection report, which students submit at the end of the semester (10 marks allocated).

6. **Recording Evaluation Scores from the Judging Committee** – Entering student grades into the system based on committee assessments:

Company Report: 12 Marks

Company Presentation: 12 Marks

Total: 24 Marks

7. **Entering System-Based Participation Scores (Admin Assessment)** – Logging participation-related grades into the system, including:

System Voting, Attendance, and Submission (6 Marks in total).

8. **Final Grade Recording** – Ensuring that all student grades are accurately recorded in the academic system.

9. **Evaluating the Impact of the Simulation** – Providing feedback and recommendations to improve future implementations of the project.

## **Womenhood and Childhood Association Collaboration**

Project Description:

Students (a group of 4-5 students) have been selected from the list of activities planned for the community through the intervention of the Womanhood and Childhood Association. The group must study how talent management is implemented in the company. The project must highlight a detailed process how the team intends to carry out the 2 hour event through a list of engagements including presentation. Once the report is submitted, students have to present the full process of their planning, engagement, presentation of their chosen topic in the form of a PowerPoint presentation in front of the class.

The Project consists of two Parts: Total 20 marks

1) Group Project report -10%

2) Team Presentation to the association- 10 %

#### Project Guidelines:

1. Introduction of the selected topic and its relevance to societal development/ social responsibility of students towards the community through their qualitative and meaningful collaboration.
2. Framework of the workshop- what each team is planning to engage in the 1 to 2-hour session for the Association (as suggested by them). As it's a 1-2 hour seminar/webinar- you all need to prepare well and give the best qualitative information to your audience such that they can truly benefit from your contribution
3. The details of the learning outcome the team intends to achieve for themselves and also for the community attending your session.
4. Social Impact on community/ Feedback form / Post-event survey should be circulated to the participants from the association.
5. Experiential learning that you gained from this community engagement with the Womanhood and Childhood Association that helped enhance your and your teams' talent management skills
6. References
7. Meeting Minutes

#### Project Report Format:

The following points should be addressed and highlighted in the case study report:

Assignment Cover Page –PNU logo, University name, project title, Course Name and Code, section, Student Name and ID, Instructor Name, Department, Date of Submission. (0.25 marks)

Company Cover Page : Company logo, Mission & Vision (0.25 marks)

Table of content: Headings of each part with serial number & page numbers (0.25 marks)

Table of figures: Headings of each figure, chart & table with serial number & page numbers (Total 7-8 are required) (1.5 marks)

Correct spelling, punctuation, grammar, appropriate vocabulary + Fluent sentences, clear transitions, and effective paragraph structure (0.75 marks)

Part I. Introduction (3 marks)

- This is to explain the purpose of the report and highlight the aspect and sub-topic you want to discuss etc

- Write the background of the theme of association (Like- Awareness of the importance of sports/ Family happiness how to achieve/Mothers' rights over society/The role of the family in social responsibility/Supporting mothers of autistic people/Maternal health and its importance/Educating mothers and children on the importance of saving and financial awareness)
- Nature of engagement, session goals & objectives should be highlighted in addition to the talent management skills that you want to apply/exhibit in this societal engagement (write them in the report.)

#### Part II. Company Profile (1 marks)

- Details like company name, number of employees, status etc including
  - o Company's hierarchy
  - o Structure of the organization:
  - o Board of directors

#### Part III. Integrated System & Applied Practices (1 marks)

- Integrate relevant systems, activities, processes, human resource roles and relevant activities the model of talent management and resourcing that your team is making use of with evidences.

#### Part IV. Conclusion, Recommendation/ Suggestions (1 marks)

- Note: Based on
  - o Refer text book as reference
  - o Research Papers based on talent management
  - o Data collected from the company chosen by you

#### References/ Citations (0.5 marks)

#### Group Members Participation (0.5 marks)

- Meeting of minutes with the complete details includes
  - o All assigned tasks to each members
  - o Task completion status
  - o All members signatures

#### Project requirements:

- A team can have up to 4-5 students.
- Assign one of group members to be the leader
- Group participation form duly signed by all members should be attached in the report.
- The project report must be in the form of a written form as per guidelines with a minimum of 10-15 max pages or word limit (2500-4000 words) in English (Cover Page not include).

- Charts, graphs, model, or pictures can also be included in the project.
- Student teams can collect information for the group project through:
  - ▲ Secondary research of data through published sources.
  - ▲ Primary sources: Students can contact the company officials directly and interview the relevant responsible executives.
  
- Formatting Rules for the Report:
  - ▲ Number of pages: 10-15 pages
  - ▲ Font: Times New Roman
  - ▲ Font size: 12 point
  - ▲ Margins: one inch (2.5 cm)
  - ▲ Spacing: one-and-a-half lines (1.5)
  - ▲ Justification: left
  - ▲ First Page: University logo and Name, the title, course name, course code, student name, student ID, instructor's name, department, the date
  - ▲ Header and footer: the title of the project, and page number bottom center
  
- References and Citation:
  - ▲ American Psychological Association (APA) Style,
  - ▲ All references you use should be cited appropriately according to APA standards. Please visit <https://www.library.cornell.edu/research/citation/apa> for guidelines on citations. Take the time to visit and bookmark for your future reference the previous link for details on how to cite a variety of hardcopy and online sources.

#### Presentation Guidelines:

- All group members should present a part of the presentation. (Presentation evaluation is individual)
- Project Presentations should be submitted online (on the Blackboard) after your team presents in the webinar/Seminar assigned by the association.
- During presentation:
  - ▲ Professional appearance (clothes)
  - ▲ Clear voice (not too high or too low / not very fast or very slow)
  - ▲ Eye contact with audience
  - ▲ Don't read from the slides (you can use notes in your hand to only remind you of some extra points, but you should not be reading from them all the time)
  - ▲ Ability to answer questions (all group members should know all parts , so they can answer any question from any part)

- ▲ Manage time (60 min) minutes divided equally within group members)
- ▲ Use the right body language
- ▲ All students have a coordination during presentation

• Slides should be:

- ▲ Clear
- ▲ Organized content
- ▲ Not crowded (no too much text in the slides, only brief points)
- ▲ Text color contrasts with background color (so you can read it easily)
- ▲ Figures/pictures are supporting the idea (if you have any pictures)
- ▲ No excess use of "Slide Animation"
- ▲ Cover all main points in the project
- ▲ Logical sequence of information presentation
- ▲ Use Power Point.

Assessments criteria: Refer to the Project Report & Presentation attached Rubrics.

Plagiarism Grades Deduction Criteria:

- o Student will lose 20% of work grade if the percentage of plagiarism is between 20% and 30%.
- o Student will lose 50% of work grade if the percentage of plagiarism is between 30% and 60%
- o Student will get Zero if the percentage of plagiarism is 60% or more.

## **CBA Partnership Department**

Contribution of CBA Partnership Department

Informing: knowledge translation and dissemination.

This report highlights the reality of strategic partnerships between the College of Business at Princess Nourah bint Abdulrahman University and several international and local institutions. It emphasizes the positive impacts of these partnerships on educational outcomes, scientific research, and community service. The report reviews the most important partnership agreements that the College of Business has established with international and local partners over the past years, showcasing the collaboration and joint activities in various educational, research, and community fields. It also outlines future plans to enhance and expand these partnerships, positively affecting the development of outcomes from the College of Business and strengthening its role in community service. The College of Business places significant importance on its community role and continuously seeks to enhance its contributions to local community service and development. During the period covered in this report, the college implemented a range of distinguished community initiatives and activities

characterized by diversity and inclusiveness, addressing health, psychological, social, and economic issues, as well as important awareness campaigns. This detailed report includes highlights of international and local partnerships and the community service achievements of the College of Business during the year 1445 AH. It presents a detailed overview of the partnerships, activities, and various events carried out by the college, showcasing its active role in learning and community service while meeting community needs.

Dialoguing: bilateral or multilateral conversations with external communities

International Partnerships:

1. University of Strathclyde:

- o Enhancing educational and research missions and expanding mutual relationships to create collaboration opportunities.

2. Skema Business School:

- o Enhancing educational and research missions, expanding mutual relationships, and creating collaboration opportunities.

Local Partnerships:

1. Saudi Economic Association:

- o This agreement aims to cooperate in raising economic and financial awareness in Saudi society.

2. General Authority for Competition:

- o This agreement aims to promote and enhance a culture of fair competition and combat monopolistic practices.

3. Al-Kharif Group:

- o Aims to collaborate in the development of a Bachelor's program in Human Resources and provide volunteer and part-time job opportunities for students to develop the skills of female graduates.

4. Tadawul Group:

- o Cooperation in exchanging expertise between both parties in areas of mutual interest in finance and economics to meet labor market requirements.

5. Final Solutions Company:

- o Aims to enhance information technology and develop and produce accounting and administrative software programs.

6. General Authority for Zakat and Income:

- o Utilizes the university's technical and educational expertise to author a curriculum textbook in the field of Zakat and taxation, along with complementary and additional components to enable learners to acquire knowledge skills.

7. Public Administration Institute:

- o Aims to strengthen joint cooperation between the two parties in training, consulting, studies, leadership development, and providing logistical services.

8. Financial Communication and Knowledge Center:

- o Aims to enhance the culture of knowledge exchange, raise financial awareness, and share academic experiences.

9. Saudi Organization for Accountants:

o This agreement aims to cooperate in developing the Bachelor's program in Accounting Sciences at the College of Business.

10. Riyadh Chamber of Commerce:

o This collaboration aims to implement programs and activities that help activate the roles of both parties in achieving the Kingdom's Vision 2030.

Problem solving: joint problem-solving with external partners in a purposeful relationship

Detailed Report on the Key Achievements of the Community Service of the College of Business at Princess Nourah Bint Abdulrahman University for the Year 1445 AH:

1. Initiative "Our Winter is Warmer":

o Responsible Entity: Community Responsibility Department at the University

o Overview of the Initiative: This initiative aimed to provide winter supplies to those in need, with participation from several college faculty members and administrators.

2. Workshop "Institutionalizing Community Responsibility":

o Responsible Entity: Community Responsibility Department at the University

o Overview of the Workshop: The workshop aimed to develop community service management and targeted community service coordinators.

3. Initiative "Sustainable Green University":

o Responsible Entity: Community Responsibility Department at the University

o Overview of the Initiative: The second phase of this initiative involved planting trees in selected locations within the university.

4. Exhibition "Responsible University":

o Responsible Entity: Community Responsibility Department at the University

o Overview of the Exhibition: Targeted the college students.

5. Event "DICE":

o Responsible Entity: College Agency for Research, Innovation, and Business

o Overview of the Event: A digital innovation and creativity event related to the DICE course, aimed at developing competitive competencies in the national economy and enhancing the research and innovation ecosystem and entrepreneurship.

6. Workshop for "Pride of Nourah" Team:

o Responsible Entity: Community Responsibility Department at the University

o Overview of the Workshop: A workshop for the Pride of Nourah students from the College of Business, contributing to the development of students and empowering them to work as a supportive group for the college.

7. Community Service Project "Financial Literacy":

o Responsible Entity: Office of Responsibility and Community Service in the College

o Overview of the Project: The second phase of the project, aimed at raising awareness and improving financial literacy among university students through educational lectures.

8. Campaign "World Alzheimer's Month":

- o Responsible Entity: Community Responsibility Department at the University
- o Overview of the Campaign: A campaign for World Alzheimer's Month titled "#I Need You" in collaboration with the Saudi Alzheimer's Charity Association.
- 9. Initiative "National Day":
  - o Responsible Entity: Community Responsibility Department at the University
  - o Overview of the Initiative: Activating the National Day within the College of Business with participation from several college students and faculty members.
- 10. Exhibition "Breast Cancer Awareness":
  - o Responsible Entity: Community Responsibility Department at the University
  - o Overview of the Exhibition: An exhibition for breast cancer awareness titled "The Outcome is Good."
- 11. Event "World Sports Day":
  - o Responsible Entity: Community Responsibility Department at the University
  - o Overview of the Event: The event was organized by the Sports Activities Unit in the Student Services Department, featuring various sports activities.
- 12. Event "World Mental Health Day":
  - o Overview: Specialists from You Can Mental Health Center were hosted.
  - o Activities: Provided psychological consultations and used psychological assessments and games.
  - o Open Meeting: Held an open meeting with students and staff for education and awareness.
- 13. Scientific Competition titled "Challenges of Community Responsibility Management at the University":
  - o Overview: Targets student participation in scientific challenges.
- 14. Diabetes Awareness Exhibition:
  - o Overview: The college participated in an educational awareness campaign about diabetes.
- 15. Career Day:
  - o Overview: Participation from the Student Services Department to activate Career Day with college students.
- 16. Collaboration with the Motherhood and Childhood Association in Al-Ghat:
  - o Overview: The executive management of the association aims to enhance the services provided to women and children.
  - o Participation: Some faculty members participated in this initiative remotely.
- 17. Awareness Lecture titled "The Path to Financial Freedom: From Saving to Investment":
  - o Collaboration: In cooperation with the Financial Communication and Knowledge Center "Mutammim" and the Financial Academy.
  - o Target Audience: Lecture for students of Princess Nourah Bint Abdulrahman University.
- 18. Event Celebrating Saudi Foundation Day:
  - o Overview: Activating Saudi Foundation Day in the College of Business with several college members.
- 19. Initiative "Welcome Ramadan":
  - o Overview: Participation in preparing and distributing Ramadan baskets to those in need.
- 20. World Civil Defense Day:

o Overview: Raising awareness through a series of actions and measures necessary to protect public and private property.

21. World No Tobacco Day:

o Overview: Activating World No Tobacco Day, which falls on May 31, 2024.

This is a summary of the key achievements of international and local partnerships and community service by the College of Business at Princess Nourah Bint Abdulrahman University for the year 1445 AH. These partnerships, initiatives, and events varied between awareness, education, and community responsibility, reflecting the active role of the college in enhancing education and serving the community.

Acting: working collaboratively to enact change

Agreement Name Start Date End Date Completed and Activated Items

Al-Kharif Group Awaiting signature (with Legal Department) Gregorian Year Awaiting details on specific collaborative projects that will enhance business education and practical experiences for students.

Financial Communication and Knowledge Center 8/8/2021 8/8/2021 Developed joint training programs in finance and business, directly benefiting the curriculum and practical training of PNU students.

Provided logistical support for events that facilitated networking opportunities between students and industry professionals.

Saudi Economic Association 28/03/2023 28/03/2024 Conducted seminars and workshops to raise economic awareness, enriching the academic experience of PNU business students.

Actively participated in organizing conferences, allowing students to engage with leading experts and practitioners in the field.

Public Administration Institute 27/2/2022 27/2/2026 Facilitated multiple meetings for the fourth scientific forum, contributing to the academic discourse and research opportunities for PNU faculty and students.

Defined and delegated tasks between parties to ensure effective collaboration, enhancing the visibility of PNU's programs.

Tadawul Group 19/5/2022 One year from signing date Engaged in discussions regarding the renewal process, with potential for expanding internship and employment opportunities for PNU students in the financial sector.

General Authority for Competition 9/11/2023 Three Gregorian Years Organized seminars and workshops that promote competition culture, directly benefiting PNU students through enhanced understanding of market dynamics.

Collaborated on training programs specifically designed for business students, focusing on competition law and practices, thus enriching their education.

Skema Business School 31/08/2023 03/08/2025 Launched a joint Master's program that provides PNU students with international exposure and advanced academic credentials.

Established a framework for student exchange programs, allowing PNU students to gain valuable international experience and broaden their perspectives.

Saudi Association of Internal Auditors 28/11/2022 28/11/2023 Conducted workshops to enhance the understanding of internal auditing practices, equipping PNU accounting students with essential skills for their careers.

Collaborated on creating specialized courses in internal auditing, directly enhancing the accounting curriculum offered at PNU.

Zakat, Tax, and Customs Authority 24/5/2023 One Gregorian Year from the signing date Developed educational resources in zakat and taxation, providing PNU students with critical insights into these important areas of business practice.

Initiated the design of a Master's program in Taxation, fostering academic collaboration that enhances PNU's offerings in tax education.

Saudi Organization for Accountants Awaiting the organization's response regarding renewal Awaiting confirmation on renewal and potential collaborative projects that would further support the College of Business at PNU with professional development opportunities.

University of Strathclyde 19/6/2018 Ongoing renewal Oversaw joint research projects that provide PNU faculty and students with opportunities to publish and present their findings in international forums.

Riyadh Chamber of Commerce 10/19/2022 10/19/2023 Implemented training programs focused on business development, directly benefiting PNU students through practical skills and networking opportunities.

Dublin University 30/3/2023 30/3/2026 Established partnerships for research funding opportunities that support PNU's business research initiatives and student projects.

Developed a marketing strategy for joint Master's programs and events, enhancing PNU's visibility and attractiveness to prospective students.

## **Saudi payments**

Collaboration with Saudi Payments was for the course- Advanced Project Management. It was a three months collaboration where they gave experiential learning session for students in project management.

One best team qualified to participate in Project Management Institute's KSA Challenge and got first prize.

## Partner Voices

The following statements from our partners demonstrate ways in which our collaborations at College of Business Administration, Princess Nourah bint Abdulrahman University support sustainability and responsible management education.

### Description of partnering activities that involve acting

#### Community Service Report

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Developed a marketing strategy for joint Master's programs and events, enhancing PNU's visibility and attractiveness to prospective students.

## **CBA Partnership Department**

Informing: knowledge translation and dissemination.

This report highlights the reality of strategic partnerships between the College of Business at Princess Nourah bint Abdulrahman University and several international and local institutions. It emphasizes the positive impacts of these partnerships on educational outcomes, scientific research, and community service. The report reviews the most important partnership agreements that the College of Business has established with international and local partners over the past years, showcasing the collaboration and joint activities in various educational, research, and community fields. It also outlines future plans to enhance and expand these partnerships, positively affecting the development of outcomes from the College of Business and strengthening its role in community service. The College of Business places significant importance on its community role and continuously seeks to enhance its contributions to local community service and development. During the period covered in

this report, the college implemented a range of distinguished community initiatives and activities characterized by diversity and inclusiveness, addressing health, psychological, social, and economic issues, as well as important awareness campaigns. This detailed report includes highlights of international and local partnerships and the community service achievements of the College of Business during the year 1445 AH. It presents a detailed overview of the partnerships, activities, and various events carried out by the college, showcasing its active role in learning and community service while meeting community needs.

Dialoguing: bilateral or multilateral conversations with external communities

International Partnerships:

1. University of Strathclyde:

- o Enhancing educational and research missions and expanding mutual relationships to create collaboration opportunities.

2. Skema Business School:

- o Enhancing educational and research missions, expanding mutual relationships, and creating collaboration opportunities.

Local Partnerships:

1. Saudi Economic Association:

- o This agreement aims to cooperate in raising economic and financial awareness in Saudi society.

2. General Authority for Competition:

- o This agreement aims to promote and enhance a culture of fair competition and combat monopolistic practices.

3. Al-Kharif Group:

- o Aims to collaborate in the development of a Bachelor's program in Human Resources and provide volunteer and part-time job opportunities for students to develop the skills of female graduates.

4. Tadawul Group:

- o Cooperation in exchanging expertise between both parties in areas of mutual interest in finance and economics to meet labor market requirements.

5. Final Solutions Company:

- o Aims to enhance information technology and develop and produce accounting and administrative software programs.

6. General Authority for Zakat and Income:

- o Utilizes the university's technical and educational expertise to author a curriculum textbook in the field of Zakat and taxation, along with complementary and additional components to enable learners to acquire knowledge skills.

7. Public Administration Institute:

- o Aims to strengthen joint cooperation between the two parties in training, consulting, studies, leadership development, and providing logistical services.

8. Financial Communication and Knowledge Center:

- o Aims to enhance the culture of knowledge exchange, raise financial awareness, and share academic experiences.

9. Saudi Organization for Accountants:

- o This agreement aims to cooperate in developing the Bachelor's program in Accounting Sciences at the College of Business.

10. Riyadh Chamber of Commerce:

- o This collaboration aims to implement programs and activities that help activate the roles of both parties in achieving the Kingdom's Vision 2030.

Problem solving: joint problem-solving with external partners in a purposeful relationship

Detailed Report on the Key Achievements of the Community Service of the College of Business at Princess Nourah Bint Abdulrahman University for the Year 1445 AH:

1. Initiative "Our Winter is Warmer":

- o Responsible Entity: Community Responsibility Department at the University

- o Overview of the Initiative: This initiative aimed to provide winter supplies to those in need, with participation from several college faculty members and administrators.

2. Workshop "Institutionalizing Community Responsibility":

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- o Overview of the Workshop: The workshop aimed to develop community service management and targeted community service coordinators.

3. Initiative "Sustainable Green University":

- o Responsible Entity: Community Responsibility Department at the University

- o Overview of the Initiative: The second phase of this initiative involved planting trees in selected locations within the university.

4. Exhibition "Responsible University":

- o Responsible Entity: Community Responsibility Department at the University

- o Overview of the Exhibition: Targeted the college students.

5. Event "DICE":

- o Responsible Entity: College Agency for Research, Innovation, and Business

- o Overview of the Event: A digital innovation and creativity event related to the DICE course, aimed at developing competitive competencies in the national economy and enhancing the research and innovation ecosystem and entrepreneurship.

6. Workshop for "Pride of Nourah" Team:

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7. Community Service Project "Financial Literacy":

- o Responsible Entity: Office of Responsibility and Community Service in the College

o Overview of the Project: The second phase of the project, aimed at raising awareness and improving financial literacy among university students through educational lectures.

8. Campaign "World Alzheimer's Month":

o Responsible Entity: Community Responsibility Department at the University

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11. Event "World Sports Day":

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12. Event "World Mental Health Day":

o Overview: Specialists from You Can Mental Health Center were hosted.

o Activities: Provided psychological consultations and used psychological assessments and games.

o Open Meeting: Held an open meeting with students and staff for education and awareness.

13. Scientific Competition titled "Challenges of Community Responsibility Management at the University":

o Overview: Targets student participation in scientific challenges.

14. Diabetes Awareness Exhibition:

o Overview: The college participated in an educational awareness campaign about diabetes.

15. Career Day:

o Overview: Participation from the Student Services Department to activate Career Day with college students.

16. Collaboration with the Motherhood and Childhood Association in Al-Ghat:

o Overview: The executive management of the association aims to enhance the services provided to women and children.

o Participation: Some faculty members participated in this initiative remotely.

17. Awareness Lecture titled "The Path to Financial Freedom: From Saving to Investment":

o Collaboration: In cooperation with the Financial Communication and Knowledge Center "Mutammim" and the Financial Academy.

o Target Audience: Lecture for students of Princess Nourah Bint Abdulrahman University.

18. Event Celebrating Saudi Foundation Day:

o Overview: Activating Saudi Foundation Day in the College of Business with several college members.

19. Initiative "Welcome Ramadan":

o Overview: Participation in preparing and distributing Ramadan baskets to those in need.

20. World Civil Defense Day:

o Overview: Raising awareness through a series of actions and measures necessary to protect public and private property.

21. World No Tobacco Day:

o Overview: Activating World No Tobacco Day, which falls on May 31, 2024.

This is a summary of the key achievements of international and local partnerships and community service by the College of Business at Princess Nourah Bint Abdulrahman University for the year 1445 AH. These partnerships, initiatives, and events varied between awareness, education, and community responsibility, reflecting the active role of the college in enhancing education and serving the community.

Acting: working collaboratively to enact change

Agreement Name Start Date End Date Completed and Activated Items

Al-Kharif Group Awaiting signature (with Legal Department) Gregorian Year Awaiting details on specific collaborative projects that will enhance business education and practical experiences for students.

Financial Communication and Knowledge Center 8/8/2021 8/8/2021 Developed joint training programs in finance and business, directly benefiting the curriculum and practical training of PNU students.

Provided logistical support for events that facilitated networking opportunities between students and industry professionals.

Saudi Economic Association 28/03/2023 28/03/2024 Conducted seminars and workshops to raise economic awareness, enriching the academic experience of PNU business students.

Actively participated in organizing conferences, allowing students to engage with leading experts and practitioners in the field.

Public Administration Institute 27/2/2022 27/2/2026 Facilitated multiple meetings for the fourth scientific forum, contributing to the academic discourse and research opportunities for PNU faculty and students.

Defined and delegated tasks between parties to ensure effective collaboration, enhancing the visibility of PNU's programs.

Tadawul Group 19/5/2022 One year from signing date Engaged in discussions regarding the renewal process, with potential for expanding internship and employment opportunities for PNU students in the financial sector.

General Authority for Competition 9/11/2023 Three Gregorian Years Organized seminars and workshops that promote competition culture, directly benefiting PNU students through enhanced understanding of market dynamics.

Collaborated on training programs specifically designed for business students, focusing on competition law and practices, thus enriching their education.

Skema Business School 31/08/2023 03/08/2025 Launched a joint Master's program that provides PNU students with international exposure and advanced academic credentials.

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## **Description of the relationship between the PRME Signatory Member and the identified institutions**

College's commitment to providing high-quality education and meeting rigorous academic standards

As an accredited institution through NCAAA, we are committed in providing an impactful and transformative education to our students to expand their employability chances and let them excel in the global marketplace. Also we are committed in providing quality education and meeting the challenging academic standards

## Description of the relationship between CBA and NCAAA

The National Center for Academic Accreditation and Evaluation or NCAAA is a Saudi Arabian government agency in charge of the concerns pertaining to quality standards at higher education institutions. In other words, upon the receipt of NCAAA accreditation, that will imply that a certain college or university has satisfied specific standards concerning quality benchmarks.

Accreditation with NCAAA means that the college has demonstrated its dedication to quality education, qualified faculty, adequate resources, and effective administrative processes. This also means that the programs are job relevant and have been tailored to equip students with the skills needed to pursue successful careers effectively.

CBA is NCAAA accredited institute which means that we adhere to :

**Quality Assurance:** It gives confidence to students and parents that they are getting quality education at the college.

**Brand Visibility:** It enhances the reputation and credibility of the college both nationally and internationally.

**Employability and benefits access:** Students could get scholarships for higher education and other opportunities.

**Improvisation on continuous basis:** It motivates the college to bring regular improvement in their programs and services.

The NCAAA accreditation of the College of Business is an indicator of a commitment to quality education by the college while maintaining all standards

## Description of partnering activities that involve problem-solving

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## **Description of partnering activities that involve dialoguing**

Report on Achievements of the Corporate and Community Service Department for the College of Business for the Year 1445 AH

Introduction:

This report highlights the reality of strategic partnerships between the College of Business at Princess Nourah bint Abdulrahman University and several international and local institutions. It emphasizes the positive impacts of these partnerships on educational outcomes, scientific research, and community service. The report reviews the most important partnership agreements that the College of Business

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## **CBA Partnerships**

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o This collaboration aims to implement programs and activities that help activate the roles of both parties in achieving the Kingdom's Vision 2030.

## Additional Evidence



### Cesim Business Simulation

We are excited to introduce you to **CBA Arena**, an innovative business simulation designed to provide students with a real-world, hands-on learning experience. As a faculty member teaching a relevant course, your role in this initiative is essential to ensuring a smooth and effective learning process for the students.

### **What is CBA Arena?**

CBA Arena is a two-semester-long business simulation where students manage virtual hotel companies, make strategic decisions, and apply their academic knowledge in a competitive environment. It is an opportunity for them to develop critical thinking, problem-solving, and business management skills in a realistic, engaging setting.

### **Invitation to CBA Arena Launch Event**

This event will serve as an opportunity to introduce the project, engage with participating students, and ensure a successful start to the simulation.

**Kindly share the attached student invitation with your students on Blackboard to ensure their attendance at the event.**

### **Your Role as a Course Instructor**

As a faculty member teaching a course linked to the CBA Arena business simulation, you serve as the primary academic evaluator, ensuring that student grades are accurately recorded and that performance assessments align with project requirements. Your assigned course sections are linked to you in the system, giving you a direct role in managing student evaluations and grade submissions.

### **Responsibilities Overview**

- 1. Managing Student Participation Contracts** – Distributing, collecting, and ensuring that all students sign the **CBA Arena Employee Contract** before starting the simulation. Students who have not signed the contract will have the opportunity to do so during the launch event (attached). **If any students do not sign the contract during the launch event, please ensure they sign it afterward and keep the signed contracts in your records.**
- 2. Publishing Student Rules & Regulations** – Uploading the official project guidelines on Blackboard to ensure all students have access to the policies and requirements of CBA Arena (attached).
- 3. Grade Allocation & Distribution**
  - 40 Marks for CBA Arena Participation
  - 20 Marks for the Midterm Exam
  - 40 Marks for the Final Exam
- 4. Delivering Weekly Course Lectures** – Conducting lectures as usual throughout the semester.
- 5. Assessing Individual Student Reflection Reports** – Reviewing and grading the final self-reflection report, which students submit at the end of the semester (10 marks allocated).

**6. Recording Evaluation Scores from the Judging Committee** – Entering student grades into the system based on committee assessments:

Company Report: 12 Marks

Company Presentation: 12 Marks

Total: 24 Marks

**7. Entering System-Based Participation Scores (Admin Assessment)** – Logging participation-related grades into the system, including:

System Voting, Attendance, and Submission (6 Marks in total).

**8. Final Grade Recording** – Ensuring that all student grades are accurately recorded in the academic system.

**9. Evaluating the Impact of the Simulation** – Providing feedback and recommendations to improve future implementations of the project.

## Excellence in Leadership in Education

**Granter:** Edu Leadership Awards 2023 (Bestow Edutex Int. recognized NGO with NITI Ayog, MSME Government of India, MESDC, NSDC)

**Grantee:** Dr Atiya Bukhari

### **Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

CLT NBS April 2024 Final.pptx

[View document](#)  [Download document](#) 

## Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

### **Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty



# Practice

We adopt responsible and accountable management principles in our own governance and operations.



## How We Define Practice

CBA has been following responsible and accountable management principles in teaching, learning and professional development of stakeholders and is visible in the governance and operations in CBA and PNU.

## Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Ethical leadership or good governance policies
- ❖ Professional training opportunities
- ❖ Ministry of education recommendation documents
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water

## Practice Awards

In 2024, College of Business Administration, Princess Nourah bint Abdulrahman University received 3 awards for responsible and/or sustainable practices.

### Excellence in Leadership in Education

**Granter:** Edu Leadership Awards 2023 (Bestow Edutex Int. recognized NGO with NITI Ayog, MSME Government of India, MESC, NSDC)

**Grantee:** Dr Atiya Bukhari

**Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

### Carbon Literacy Standard

**Granter:** Nottingham Business School

**Grantee:** Dr. Masahina Sarabdeen

**Award Description:**

The Carbon Literacy Standard is awarded after attending eight weeks of the workshop series and then completing the evaluation requirements.

## Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

### **Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty

## **Practice Voices**

The following statements from stakeholders at College of Business Administration, Princess Nourah bint Abdulrahman University demonstrate our commitment to sustainable and responsible practices.

### **Practice Principle in CBA**

CBA has been practicing responsible and accountable management principles in all its teaching and learning practices. Innovation in Teaching Bachelor's degree students will begin their educational and developmental journey towards innovation and excellence. They will be studying compulsory joint courses for all the college programs from the first level to the fourth level. Then, students will continue the education pathway by studying compulsory and elective specialized courses for each program from the fifth to the seventh level, ending their educational journey with cooperative training at the eighth level. Innovation in teaching includes the following: 1. Active Learning Salon Is a teaching method that aims to enhance interaction and effective participation between faculty members and students by providing a lecture environment similar to a conversational salon. It combines the Book Club Approach teaching method by motivating students to read materials and participate in critical discussions; and the Meeting Room teaching method by organizing the class as a meeting where discussions and exchange of ideas take place. Applying the Learning Salon teaching method enhances interactive and cooperative learning and develops students' critical thinking and communication skills. It will promote student's participation in the learning process and equality among students. This project is considered a business simulation. It uses acting and modeling techniques to create a virtual environment (virtual companies) that demonstrates the process of managing and operating companies in reality. Business simulation provides an applied experience for students through which they can make decisions, implement strategies, and face realistic challenges in the labor market.

Holding on the mission of CBA high through effective RME practices-Qualifying socially responsible and distinguished women leaders with the knowledge and skills through innovative educational strategies to develop business practices, community service, and promote sustainable development locally and globally.

- 1) Innovation in teaching and learning
- 2) Sustainable Development Goals integration to curriculum
- 3) Industry Academia collaboration for enhancing research outcome, learning outcome and curriculum outcome
- 4) AI integration to courses- using Technical skills used in your respective courses
- 5) PNU Code lab integration for innovative business ideas

## Strategy Alignment

To fulfill the mission of the College of Business Administration, four strategic goals have been articulated. The third and fourth goals focus on sustainable development, with various initiatives introduced to achieve them.

**Goal 3. Building a prominent and socially influential identity through the development of skills, activating community partnerships, and promoting sustainable development goals to contribute to building a prosperous economy.**

**Three initiatives have been introduced to achieve this goal. The following are the goals with the action plans to accomplish them.**

*A. The PRME initiative aims to promote sustainable development goals.*

This initiative is directed by the Teaching and Learning Quality Department - Vice Dean for Educational Affairs, Research and Innovation Center, Vice Dean for Research, Innovation, and Business.

- Map the current situation: understand the status of the college and evaluate the depth and coverage of the SDGs in the current curriculum, research activities and publications, and college partnerships.
- Develop courses to integrate PRME principles and SDGs explicitly into the core curriculum of all programs.
- The development of staff capabilities in embedding PRME principles and SDGs in their teaching practices will be facilitated with this measure.
- Showcase the projects aligned with all SDGs (either multiple or single), along with the development.

The college has implemented a strategy to explicitly integrate PRME principles and the SDGs into its research activities.

**B. Make a difference.**

The Department of Partnerships and Community Responsibility – Vice Dean for Research, Innovation, and Business is leading this initiative.

- Develop an awareness campaign focused on the importance of volunteering.
  - Provide volunteer opportunities for students and college staff.
  - Ensure the college's representation in volunteer activities (Badge).
  - Build a database of students and college staff who volunteer inside and outside the university.
  - Prepare students and college staff to offer programs to serve the community. • Set standards for valuable community initiatives with a focus on strengthening national identity.
  - Partner with experienced actors to serve the community.
  - Allocate courses for each level to support participation in community service. • Every year, we provide community service certificates to distinguished and active students, giving them priority in sharing their data in the job market.
  - Obtaining this certificate will require a set of conditions set by the unit, such as participating in a range of activities during the school year, participating in student clubs, participating in extracurricular activities, initiatives, or voluntary activities, and having high ethics.
  - The students upload all their participation to the unit and meet the certificate requirements.
  - Build a database showing volunteer areas and activities.
  - Diversify community participation of faculty members, including courses and professional participation, such as tax calculation and feasibility studies.
  - Diversify the participation of the students, targeting different segments of society

### **C. Leaders**

The Student Services Department and Student Council are responsible for this initiative.

- Student competitions: Build a fixed annual competition database.
  - Send competition details to the heads of departments.
  - A proposition by department heads of different courses that suit the nature of the competition and communication • with the course professors to build a team and enter competitions.
  - Follow up with the heads of the departments and course professors. • Examine and share the results.
  - Speak to Lead. Each semester, create a 'Speak to Lead' event according to specific procedures.

- The Student Advisory Board of the College – Cohort Representative – Friends of Academic Advisory – Quality Friends Annual announcement of the following positions: joining the student advisory board of the college, cohort • representative, the president of a student club, the president of academic advisory friends, and the president of quality friends.
- Propose filtering criteria and procedures.

*Goal 4. Achieving sustainable outcomes by creating value-added sources of income for the college and the university and making efficient and effective use of the various available resources. **One initiative has been introduced to achieve the goal:***

- **CBA Elite Initiative**

This initiative is directed by the Business and Project Management Office—Vice Dean of Research, Innovation, and Business

- Prepare specialized training suites based on the needs of the job market.
- Prepare different training suites, general practical and personal skills training suites, and specialized tax training. Suites, feasibility studies, and data analysis using specific software programs.
- Various training courses, short-term workshops, 10-day training courses, and training programs are available.

## **Additional Evidence**

### **CBA History**

The College of Business Administration at Princess Nourah bint Abdulrahman University was established in 1428 AH. It offers academic programs that are in line with the needs of the labor market and the Kingdom's Vision 2030. The college seeks to have a prominent role in the transition towards a knowledge-based economy, which is adopted and aimed for by the National Transformation Program. The college also aspires to raise the level of its programs and curricula and align them with the latest developments and changes in the local and global labor market. The college has placed great importance on raising the level of learning outcomes in terms of knowledge and skills.

The college strives to play a prominent role in the transition toward a knowledge-based economy, in alignment with the objectives of the National Transformation Program. It also aspires to enhance the quality of its academic programs and plans, ensuring they align with global developments and emerging trends.

Furthermore, the college is committed to guiding policies and initiatives related to sustainability, aiming to meet present needs without compromising the ability of future generations to meet their own. Sustainability is not merely an environmental responsibility—it also encompasses social and economic dimensions. Accordingly, under the leadership of its Dean, the college works to raise awareness about the importance of sustainability among students, faculty, and administrative staff, integrating it as a core component of curricula and campus activities. The college also supports sustainable initiatives such as:

- Promoting academic research and studies focused on sustainability and providing support and encouragement in this field.
- Incorporating the concept of sustainability into academic curricula, particularly within management, business, and related disciplines.
- Enhancing sustainable practices within the college to improve efficiency across all areas.
- Collaborating with external institutions and the local community to exchange knowledge, expertise, and skills in the field of sustainability.

As students are at the heart of the educational process, the college places great emphasis on elevating the competencies of its graduates—intellectually, professionally, and skillfully—while fostering innovation and creativity in financial, economic, administrative, and professional fields. The college also boasts a distinguished team of human resources, including faculty and administrative members, who work collaboratively to advance the college’s mission, vision, and objectives.

CBA Mission, Vision, and Strategy



[View document](#)  [Download document](#) 

## Green Youth Community

Green Youth Community for all future leaders and entrepreneurs

Vision 2030 is a sustainable vision for the future of Saudi Arabia with sustainability at the heart of everything the kingdom does. In today’s world students make a critical statement for the future they imagine, and they are taking action to transform today’s world for the betterment of tomorrow’s society. The Principles for Responsible Management Education (PRME) is a voluntary initiative that engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals. CBA has become a signatory member of Principles for Responsible Management Education (PRME) and for that CBA is planning to have a sustainability committee for students, which will start to operationalize in the coming academic year. It has helped us in many ways in learning the contributions of PRME and how its implementation in CBA has enhanced our understanding about SDGs, Sustainable practices, innovative learning environment, different activities focusing on sustainability.

Sustainability in CBA

[View document](#)  [Download document](#) 

## Description of the relationship between the PRME Signatory Member and the identified institutions

College's commitment to providing high-quality education and meeting rigorous academic standards

As an accredited institution through NCAAA, we are committed in providing an impactful and transformative education to our students to expand their employability chances and let them excel in the global marketplace. Also we are committed in providing quality education and meeting the challenging academic standards

## Description of the relationship between CBA and NCAAA

The National Center for Academic Accreditation and Evaluation or NCAAA is a Saudi Arabian government agency in charge of the concerns pertaining to quality standards at higher education institutions. In other words, upon the receipt of NCAAA accreditation, that will imply that a certain college or university has satisfied specific standards concerning quality benchmarks.

Accreditation with NCAAA means that the college has demonstrated its dedication to quality education, qualified faculty, adequate resources, and effective administrative processes. This also means that the programs are job relevant and have been tailored to equip students with the skills needed to pursue successful careers effectively.

CBA is NCAAA accredited institute which means that we adhere to :

**Quality Assurance:** It gives confidence to students and parents that they are getting quality education at the college.

**Brand Visibility:** It enhances the reputation and credibility of the college both nationally and internationally.

**Employability and benefits access:** Students could get scholarships for higher education and other opportunities.

**Improvisation on continuous basis:** It motivates the college to bring regular improvement in their programs and services.

The NCAAA accreditation of the College of Business is an indicator of a commitment to quality education by the college while maintaining all standards

## Collaborative Online International Learning

Its an international learning exposure with 12 Universities that are members of PRME and this is under the leadership of Dr Ruben Burga, Faculty , University of Guelph, Canada.



## Cesim Business Simulation

We are excited to introduce you to **CBA Arena**, an innovative business simulation designed to provide students with a real-world, hands-on learning experience. As a faculty member teaching a relevant course, your role in this initiative is essential to ensuring a smooth and effective learning process for the students.

### What is CBA Arena?

CBA Arena is a two-semester-long business simulation where students manage virtual hotel companies, make strategic decisions, and apply their academic knowledge in a competitive environment. It is an opportunity for them to develop critical thinking, problem-solving, and business management skills in a realistic, engaging setting.

### Invitation to CBA Arena Launch Event

This event will serve as an opportunity to introduce the project, engage with participating students, and ensure a successful start to the simulation.

**Kindly share the attached student invitation with your students on Blackboard to ensure their attendance at the event.**

### Your Role as a Course Instructor

As a faculty member teaching a course linked to the CBA Arena business simulation, you serve as the primary academic evaluator, ensuring that student grades are accurately recorded and that performance assessments align with project requirements. Your assigned course sections are linked to you in the system, giving you a direct role in managing student evaluations and grade submissions.

### Responsibilities Overview

- 1. Managing Student Participation Contracts** – Distributing, collecting, and ensuring that all students sign the **CBA Arena Employee Contract** before starting the simulation. Students who have not signed the contract will have the opportunity to do so during the launch event (attached). **If any students do not sign the contract during the launch event, please ensure they sign it afterward and keep the signed contracts in your records.**
- 2. Publishing Student Rules & Regulations** – Uploading the official project guidelines on Blackboard to ensure all students have access to the policies and requirements of CBA Arena (attached).
- 3. Grade Allocation & Distribution**  
40 Marks for CBA Arena Participation  
20 Marks for the Midterm Exam

40 Marks for the Final Exam

4. **Delivering Weekly Course Lectures** – Conducting lectures as usual throughout the semester.

5. **Assessing Individual Student Reflection Reports** – Reviewing and grading the final self-reflection report, which students submit at the end of the semester (10 marks allocated).

6. **Recording Evaluation Scores from the Judging Committee** – Entering student grades into the system based on committee assessments:

Company Report: 12 Marks

Company Presentation: 12 Marks

Total: 24 Marks

7. **Entering System-Based Participation Scores (Admin Assessment)** – Logging participation-related grades into the system, including:

System Voting, Attendance, and Submission (6 Marks in total).

8. **Final Grade Recording** – Ensuring that all student grades are accurately recorded in the academic system.

9. **Evaluating the Impact of the Simulation** – Providing feedback and recommendations to improve future implementations of the project.

## Excellence in Leadership in Education

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**Grantee:** Dr Atiya Bukhari

### **Award Description:**

Teaching, Learning, Quality Assurance and Accreditation

## **Womenhood and Childhood Association Collaboration**

Project Description:

Students (a group of 4-5 students) have been selected from the list of activities planned for the community through the intervention of the Womanhood and Childhood Association. The group must study how talent management is implemented in the company. The project must highlight a detailed process how the team intends to carry out the 2 hour event through a list of engagements including presentation. Once the report is submitted, students have to present the full process of their planning, engagement, presentation of their chosen topic in the form of a PowerPoint presentation in front of the class.

The Project consists of two Parts: Total 20 marks

- 1) Group Project report -10%
- 2) Team Presentation to the association- 10 %

Project Guidelines:

1. Introduction of the selected topic and its relevance to societal development/ social responsibility of students towards the community through their qualitative and meaningful collaboration.
2. Framework of the workshop- what each team is planning to engage in the 1 to 2-hour session for the Association (as suggested by them). As it's a 1-2 hour seminar/webinar- you all need to prepare well and give the best qualitative information to your audience such that they can truly benefit from your contribution
3. The details of the learning outcome the team intends to achieve for themselves and also for the community attending your session.
4. Social Impact on community/ Feedback form / Post-event survey should be circulated to the participants from the association.
5. Experiential learning that you gained from this community engagement with the Womanhood and Childhood Association that helped enhance your and your teams' talent management skills
6. References
7. Meeting Minutes

Project Report Format:

The following points should be addressed and highlighted in the case study report:

Assignment Cover Page –PNU logo, University name, project title, Course Name and Code, section, Student Name and ID, Instructor Name, Department, Date of Submission. (0.25 marks)

Company Cover Page : Company logo, Mission & Vision (0.25 marks)

Table of content: Headings of each part with serial number & page numbers (0.25 marks)

Table of figures: Headings of each figure, chart & table with serial number & page numbers (Total 7-8 are required) (1.5 marks)

Correct spelling, punctuation, grammar, appropriate vocabulary + Fluent sentences, clear transitions, and effective paragraph structure (0.75 marks)

### Part I. Introduction (3 marks)

- This is to explain the purpose of the report and highlight the aspect and sub-topic you want to discuss etc
- Write the background of the theme of association (Like- Awareness of the importance of sports/ Family happiness how to achieve/Mothers' rights over society/The role of the family in social responsibility/Supporting mothers of autistic people/Maternal health and its importance/Educating mothers and children on the importance of saving and financial awareness)
- Nature of engagement, session goals & objectives should be highlighted in addition to the talent management skills that you want to apply/exhibit in this societal engagement (write them in the report.)

### Part II. Company Profile (1 marks)

- Details like company name, number of employees, status etc including
  - o Company's hierarchy
  - o Structure of the organization:
  - o Board of directors

### Part III. Integrated System & Applied Practices (1 marks)

- Integrate relevant systems, activities, processes, human resource roles and relevant activities the model of talent management and resourcing that your team is making use of with evidences.

### Part IV. Conclusion, Recommendation/ Suggestions (1 marks)

- Note: Based on
  - o Refer text book as reference
  - o Research Papers based on talent management
  - o Data collected from the company chosen by you

### References/ Citations (0.5 marks)

### Group Members Participation (0.5 marks)

- Meeting of minutes with the complete details includes
  - o All assigned tasks to each members
  - o Task completion status
  - o All members signatures

### Project requirements:

- A team can have up to 4-5 students.
- Assign one of group members to be the leader
- Group participation form duly signed by all members should be attached in the report.
- The project report must be in the form of a written form as per guidelines with a minimum of 10-15 max pages or word limit (2500-4000 words) in English (Cover Page not include).
- Charts, graphs, model, or pictures can also be included in the project.
- Student teams can collect information for the group project through:
  - ▲ Secondary research of data through published sources.
  - ▲ Primary sources: Students can contact the company officials directly and interview the relevant responsible executives.

• Formatting Rules for the Report:

- ▲ Number of pages: 10-15 pages
- ▲ Font: Times New Roman
- ▲ Font size: 12 point
- ▲ Margins: one inch (2.5 cm)
- ▲ Spacing: one-and-a-half lines (1.5)
- ▲ Justification: left
- ▲ First Page: University logo and Name, the title, course name, course code, student name, student ID, instructor's name, department, the date
- ▲ Header and footer: the title of the project, and page number bottom center

• References and Citation:

- ▲ American Psychological Association (APA) Style,
- ▲ All references you use should be cited appropriately according to APA standards. Please visit <https://www.library.cornell.edu/research/citation/apa> for guidelines on citations. Take the time to visit and bookmark for your future reference the previous link for details on how to cite a variety of hardcopy and online sources.

Presentation Guidelines:

- All group members should present a part of the presentation. (Presentation evaluation is individual
- Project Presentations should be submitted online (on the Blackboard) after your team presents in the webinar/Seminar assigned by the association.
- During presentation:
  - ▲ Professional appearance (clothes)
  - ▲ Clear voice (not too high or too low / not very fast or very slow)

- ▲ Eye contact with audience
- ▲ Don't read from the slides (you can use notes in your hand to only remind you of some extra points, but you should not be reading from them all the time)
- ▲ Ability to answer questions (all group members should know all parts , so they can answer any question from any part)
- ▲ Manage time (60 min) minutes divided equally within group members)
- ▲ Use the right body language
- ▲ All students have a coordination during presentation

• Slides should be:

- ▲ Clear
- ▲ Organized content
- ▲ Not crowded (no too much text in the slides, only brief points)
- ▲ Text color contrasts with background color (so you can read it easily)
- ▲ Figures/pictures are supporting the idea (if you have any pictures)
- ▲ No excess use of "Slide Animation"
- ▲ Cover all main points in the project
- ▲ Logical sequence of information presentation
- ▲ Use Power Point.

Assessments criteria: Refer to the Project Report & Presentation attached Rubrics.

Plagiarism Grades Deduction Criteria:

- o Student will lose 20% of work grade if the percentage of plagiarism is between 20% and 30%.
- o Student will lose 50% of work grade if the percentage of plagiarism is between 30% and 60%
- o Student will get Zero if the percentage of plagiarism is 60% or more.

Final-Project Description

[View document](#)  [Download document](#) 

## Green Circle Initiative

Collaboration with GCI on combating plastic consumption in campus and suggesting innovative ways to reduce its use in campus by all stakeholders

CLT NBS April 2024 Final.pptx

[View document](#)  [Download document](#) 

## **Innovative teaching**

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

**Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty



# Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



## How We Define Share

CBA is active and believes in open exchange of both successes and failures without any restrictions. This shared experience becomes the bedrock of collective learning. By honestly discussing what worked and, perhaps more importantly, what didn't, we foster an environment of continuous improvement. This brings more In a business setting, this means teams become more agility, innovation, and resilience, ultimately leading to better outcomes and a stronger understanding of the market and its challenges.

## Engagement Opportunities

College of Business Administration, Princess Nourah bint Abdulrahman University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Boards and advisory committees

## Communication Audiences

College of Business Administration, Princess Nourah bint Abdulrahman University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Faculty and staff
- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Research and academic networks
- ❖ Business and industry partners

## Sharing Voices

The following statements from stakeholders at College of Business Administration, Princess Nourah bint Abdulrahman University demonstrate our commitment to sharing and learning from sustainability and responsible management practices.

## Sustainability Business Centre

College of Business Administration is in the process of officially launching its Sustainability Business Centre that aims to educate and inspire female leaders to support Saudi Arabia's Vision 2030 and the United Nations Sustainable Development Goals (SDGs) towards a sustainable society. **To rise as one of the leading sustainability center to promise value, peace and prosperity on the planet**

## Student PRME contributed development

My Experience with the PRME Global Students Ambassador Program (PGS) Participating in the PRME Global Students Ambassador Program (PGS) in the Middle East has been a transformative and enriching educational journey.. As someone deeply passionate about sustainability and social impact, this program provided me with valuable insights and practical tools to understand and contribute to the global sustainability. PGS is one of the most impactful programs, communicates with students across different regions, allowing us to learn from experts, engage in collaborative workshops, and explore real-world sustainability challenges through the lens of the UN Global Compact and PRME's principles. The program covered a variety of essential topics from sustainable development, climate literacy, and business ethics, to the roles of global civil society and responsible management education. One of the highlights of my journey was completing the Climate Literacy Training, which helped me deeply understand the urgency of climate action and how businesses and individuals can drive meaningful change. Additionally, I had the privilege of participating in the PRME Global Students Presentation during COP28 in Dubai. Standing on stage and sharing our final project a reflection of weeks of research, collaboration, and innovation , was an unforgettable experience. It was not only a moment of pride but also a call to action to continue promoting sustainability in every aspect of life. This program has truly moulded me into a more responsible, informed, and proactive global citizen. It emphasized the importance of collective action and how youth involvement is essential in addressing the world's most pressing issues. Through this experience, I also built a network of like minded peers and mentors who are all committed to making a positive difference. I believe that such initiatives should receive more awareness and participation, especially in our region. The knowledge and perspective I gained are not just academic they are essential tools for shaping a more sustainable future. PRME's multi-faceted approach, integrating education, action, and collaboration, made this program a milestone in my personal and professional growth. With PGS has been eye-opening, empowering and deeply impactful a true example of how global collaboration can create local and international change.

## Communication Barriers

College of Business Administration, Princess Nourah bint Abdulrahman University faces the following barriers in transparent communications:



Data privacy  
regulations

Media visibility

Ownership  
issues

Accessibility  
issues

## Additional Evidence

Sustainability in CBA

[View document](#)  [Download document](#) 

العلوم في الإدارة (1)

[View document](#)  [Download document](#) 

Certificates\_PGS Ambassador Middle East (4) (1)

[View document](#)  [Download document](#) 

EYAB (2)

[View document](#)  [Download document](#) 

Certified Climate Literacy Trainers in CBA

[View document](#)  [Download document](#) 

UN PRME project - Financial Freedom for All  
(1)\_compressed (2)

[View document](#)  [Download document](#) 

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## PNU Spark Hub collaboration

PNU Spark hub collaboration-Series of training, workshops and sessions for students and faculty in College of Business Administration, Princess Nourah bint Abdulrahman University.



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#### References/ Citations (0.5 marks)

#### Group Members Participation (0.5 marks)

- Meeting of minutes with the complete details includes
  - o All assigned tasks to each members
  - o Task completion status
  - o All members signatures

#### Project requirements:

- A team can have up to 4-5 students.
- Assign one of group members to be the leader
- Group participation form duly signed by all members should be attached in the report.
- The project report must be in the form of a written form as per guidelines with a minimum of 10-15 max pages or word limit (2500-4000 words) in English (Cover Page not include).

- Charts, graphs, model, or pictures can also be included in the project.
- Student teams can collect information for the group project through:
  - ▲ Secondary research of data through published sources.
  - ▲ Primary sources: Students can contact the company officials directly and interview the relevant responsible executives.
  
- Formatting Rules for the Report:
  - ▲ Number of pages: 10-15 pages
  - ▲ Font: Times New Roman
  - ▲ Font size: 12 point
  - ▲ Margins: one inch (2.5 cm)
  - ▲ Spacing: one-and-a-half lines (1.5)
  - ▲ Justification: left
  - ▲ First Page: University logo and Name, the title, course name, course code, student name, student ID, instructor's name, department, the date
  - ▲ Header and footer: the title of the project, and page number bottom center
  
- References and Citation:
  - ▲ American Psychological Association (APA) Style,
  - ▲ All references you use should be cited appropriately according to APA standards. Please visit <https://www.library.cornell.edu/research/citation/apa> for guidelines on citations. Take the time to visit and bookmark for your future reference the previous link for details on how to cite a variety of hardcopy and online sources.

#### Presentation Guidelines:

- All group members should present a part of the presentation. (Presentation evaluation is individual)
- Project Presentations should be submitted online (on the Blackboard) after your team presents in the webinar/Seminar assigned by the association.
- During presentation:
  - ▲ Professional appearance (clothes)
  - ▲ Clear voice (not too high or too low / not very fast or very slow)
  - ▲ Eye contact with audience
  - ▲ Don't read from the slides (you can use notes in your hand to only remind you of some extra points, but you should not be reading from them all the time)
  - ▲ Ability to answer questions (all group members should know all parts , so they can answer any question from any part)

- ▲ Manage time (60 min) minutes divided equally within group members)
- ▲ Use the right body language
- ▲ All students have a coordination during presentation

• Slides should be:

- ▲ Clear
- ▲ Organized content
- ▲ Not crowded (no too much text in the slides, only brief points)
- ▲ Text color contrasts with background color (so you can read it easily)
- ▲ Figures/pictures are supporting the idea (if you have any pictures)
- ▲ No excess use of "Slide Animation"
- ▲ Cover all main points in the project
- ▲ Logical sequence of information presentation
- ▲ Use Power Point.

Assessments criteria: Refer to the Project Report & Presentation attached Rubrics.

Plagiarism Grades Deduction Criteria:

- o Student will lose 20% of work grade if the percentage of plagiarism is between 20% and 30%.
- o Student will lose 50% of work grade if the percentage of plagiarism is between 30% and 60%
- o Student will get Zero if the percentage of plagiarism is 60% or more.

Final-Project Description

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## Green Circle Initiative

Collaboration with GCI on combating plastic consumption in campus and suggesting innovative ways to reduce its use in campus by all stakeholders

CLT NBS April 2024 Final.pptx

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## Innovative teaching

**Granter:** Efdumundo

**Grantee:** College of Business Administration, PNU

**Award Description:**

Awarded for innovation in teaching and learning. Providing timely and enriching development programs for faculty, providing teaching and assessment resources for faculty

Research Publication and conference data  
2023-2024

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SIGNATORY

# College of Business Administration, Princess Nourah bint Abdulrahman University

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Saudi Arabia



## Website

<https://www.pnu.edu.sa>