

The British University in Egypt
Faculty of Business Administration,
Economics and Political Science



United Nations
Principles for Responsible Management Education

Sharing Information on Progress Report

2021



PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for**
Responsible Management Education

Letter of Renewed Commitment

The Business Administration Department in the Faculty of Business Administration, Economics and Political Science – The British University in Egypt, is pleased to present its renewed commitment to the Principles for Responsible Management Education. We believe that the PRME's six principles are essential for the development of not only the students and staff members, but also for society at large.

As a signatory to the Principles, we believe in the value of social responsibility, ethics, governance and sustainability and hence advocate the implementation of such values in all areas of our activities.

Your Sincerely,



Prof. Wadouda Badran

Dean of the Faculty of Business Administration, Economics and Political Science



Background

In light of the pandemic, and subsequent campus closure, the Faculty of Business Administration, Economics and Political Science (BAEPS) has undertaken several initiatives in order to ensure that our students are not disadvantaged in terms of their education during the time of Covid-19.

Accordingly, the Faculty of BAEPS has implemented a contingency plan during that period to ensure fulfilling its vision, mission and values. worked over the last two years.

Vision

Our graduates are tomorrow's leaders

Mission

To be the leading Faculty in Egypt and the region, by providing high quality UK education, satisfying both UK-QAA and NAQAAE quality standards and contributing to the development of our community through innovative research that impacts the education process and the welfare of the community.

Values

The University and Faculty's core values are:

- ❖ Academic honesty and integrity.
- ❖ Maintenance of high academic standards.
- ❖ Continuous quality enhancement.
- ❖ Mutual respect in a multi-cultural environment.



- ❖ Development of the University's community.
- ❖ Full engagement and involvement of staff and students.
- ❖ Transparent leadership and management.

In such critical times, it is important that we continue to support our students. We need to ensure that their learning experience is not jeopardized and that the quality of education provided by our Departments is not compromised, so that the students can continue to achieve the Intended Learning Outcomes (ILOSs) of the Faculty programmes and their modules, as outlined in the programme and module specifications, and to satisfy both Egyptian and UK benchmarks for an undergraduate programme. The contingency measures were designed so that students may take full advantage of the learning and support opportunities that are provided for them during the closure period.

Purpose of Post-Closure Initiatives

BAEPS's mission in such critical times revolved around four main pillars: foundational-level support; student-specific closer support for certain groups; continuous monitoring and evaluation/audit and beyond support (includes initiatives relating to all Departments' visibility and outreach).

The foundational level support that was provided comprised the following:

Teaching and Learning

Post-closure, the T&L Team has been actively providing increased support – both directly and indirectly (through the involvement of the members of the team with other administrative teams) – to both staff and students of the respective Departments. The primary focus of their involvement at this level has centred on organizing and coordinating the submission and marking procedures, in order to ensure the smooth transition of these processes as they are now conducted online.

Interactive Learning

In order to ensure that the Faculty staff members obtain the necessary skills for off-campus teaching and



learning, a chain of activities was provided by the Interactive Learning and Staff Development Coordinators and Officers. The Interactive Learning Faculty Coordinator and the Departmental Interactive Learning Officers arranged for the Faculty members to attend training sessions on how to use Tegrity in addition to developing a short video that serves as a supporting reference. Tegrity is a service provided by McGraw-Hill that allows MLs to record their lectures and enables them to post the link later on the e-learning.

Staff Development

In addition to the sessions carried out by the Interactive Learning Team, all academic staff were asked to attend staff development sessions in order to develop the skills needed to shift to online teaching across a wide range of platforms. The staff were taught how to use Zoom and Microsoft Teams, for online interactive sessions so that students will have the opportunity to speak to their teaching teams face-to-face and have discussions providing a regular online face-to-face platform for discussion.

E-Learning

The e-Learning Team has had an important role in the post-closure period in ensuring that students are provided with the necessary tools and materials and that the module content is being delivered in a timely manner.

Library

The Library Team worked to make sure that the students were given access to numerous online sources and e-books, with several new subscriptions and platforms provided for the students to access these sources.

Furthermore, students are now being given the opportunity to develop new skills using platforms such as Coursera. and Google Maharat

Assessments

The Assessment Team developed a targeted approach in order to address the various issues that affected the Assessment Strategy and its implementation during this phase. They identified two main problems and developed solutions to address them, in conjunction with the Faculty Assessment Coordinator and the Vice Dean of T&L and Quality and Validation.



These include: the necessary changes in the Assessment Strategy due to University closure and developing alternative assessments to the exam for students in preparatory, certificate and intermediate levels.

A closer support was provided to certain groups of students as the preparatory year students, the senior students, special in need of extra accommodation as well as students at risk (students who have been identified as weak students including the repeaters)

Continuous monitoring and evaluation has taken place to ensure that all these efforts fall in their right place. Moreover, other efforts were accomplished beyond student support. They revolved around four aspects: visibility activities, employability and entrepreneurship, research and postgraduate as well as community service.

Finding ways to increase the visibility of the Faculty while providing outreach for the students has been one of the main aims of the website and Social Media Teams. This was done in order to respond to the different needs of the students across all cohorts. The Faculty was keen to maintain the extra-curricular activities that students were engaged in before campus closure. The Business Administration team contributed in in the CFA competition 2021 and won the first place, second time in a row.



The Principles of Responsible Management Education

BAEPS exerts the effort and time to accomplish its commitment towards the six PRME principles. The following section of the report highlights the actions taken by BAEPS between July 2019 and July 2021.

Principle 1: Purpose

In an effort to develop the capabilities of students to be future generators of sustainable value for business and society at large, the following activities and practices have been conducted:

Youth for Sustainable Development Club (YSD)

The Faculty of BAEPS launched the YSD “Youth for Sustainable Development” Club, which aims at having youth and university students become change agents in the community by contributing to achieve the 17 SDGs within the framework of Egypt’s 2030 Strategy; the event took place virtually on May 18, 2021.

Prof. Wadouda Badran, Dean of the Faculty of BAEPS welcomed the guests, who represented all stakeholders. Among them were the Executive Director of the National Institute for Governance and Sustainable Development, the Undersecretary of the Ministry of Youths and several Directors of NGOs active in sustainable development activities. Prof. Hadia FakhreElDin, Vice Dean for Teaching & Learning, academic supervisor of YSD, explained the mission and objectives of the Club, that is initiated by BAEPS students and supervised by BAEPS staff members. This was followed by a presentation by the club president and vice president, Haidi El Kasas and Mostafa Akram, who clarified the Club’s vision and encouraged more students to join. Yahia Amr, the Environmental committee leader, presented their first project plan; **“Towards Zero Plastic Waste for a Better Environment”** which was a result of brainstorming between all leaders of the club and Dr. Ola Mamdouh, Technical Consultant and BAEPS staff member. The main activities of the project revolve around raising awareness, collecting used plastic as well as recycling and substituting plastics.

During the meeting, Dr. Director of the Institute reviewed the prominent objectives of the institute - the Training arm of the Ministry of Planning - which include spreading the culture of sustainable development and establishing the principles



of governance, as well as carrying out activities and such as the electronic educational platform “Estidama” which provides many training programs for distant learning. Moreover, the Assistant Minister of Planning and Economic Development for Sustainable Development Affairs, reviewed the ministry's efforts in sustainable development. Among them, the launch of the Environmental Sustainability Standards Manual, and the training programs related to sustainability, especially the "Be an Ambassador" initiative, which aims to raise awareness of sustainable development goals and spread the culture of sustainability among youth.



Project Mind Map prepared by YSD leaders and presented during the launch event

Towards a Sustainable Campus Plan

The Center for Innovation, Governance and Green Economy (affiliated with the Faculty of BAEPS through its Director and members of the Board) has commenced in September 2019 a plan under the title: “Towards a sustainable campus” in alignment with the principles of responsible management in education. A sustainable campus requires a wide range of activities ranging from awareness, managing carbon, water and energy consumption, policy and strategy in addition to waste and recycling. For that purpose, the CIGGE has initiated, in the academic year 2019-2020, a sustainable campus awareness campaign to staff and students with a primary focus on waste and recycling specifically paper recycling.

The campaign was conducted in partnership with Go Green company which specializes in transforming waste into reusable matter. Awareness sessions were delivered to both staff and students about how organizations make an unavoidable impact on the environment and how it can be reduced. A paper recycling campaign was conducted where students were invited to get their unneeded paper items and place it in the receptacles designed for that. Moreover, a

competition was organised for creating the best logo and slogan design of the paper recycling campaign. The Center of Innovation, Governance and Green Economy is a research center in the BAEPS faculty and reports to the university management as well as other research centers. Its vision is to promote the center as a leader research entity in Egypt and MENA region, focusing on global issues as well as the Egyptian market needs, by serving its community, region and environment.



Logos presented by the competitors

Principle 2: Values

BAEPS is always eager to integrate into its organisational practices and curriculum the values of global social responsibility. The following activities were done in alignment with the values principle. Exposing our students to training programs on the SDGs as well as letting them face real life Business challenges, are all activities that align with the Values principle. This is elaborated in detail in the below section.

Be an Ambassador of the SDGs



The research center for Innovation Governance and Green Economy (CIGGE) and the BAEPS Committee for responsible management and sustainable development have announced for the training programme by the ministry of planning for being an Ambassador of the SDGs. This is a call by the Egyptian Ministry of Planning that aims to familiarise youth (age between 18 to 35) about sustainable development and how the country can pursue to achieve it. It aims to build national capacities in sustainable development, through a series of training courses for various sectors and groups of people. The winning ambassadors pass through several scanning processes till they are selected for this position. The CIGGE helped and guided students how to apply. The community service committee has also invited Dr. Amira Hossam from the ministry to promote for this training and encourage students to apply. Three students and one teaching assistant are currently enrolled in that programme.

Haidy ElKassaby – Political Science student

Mostafa Ghazy – Political Science student

Nourhan Amin – Business Administration student

Sara Bakry – Economics Teaching Assistant





Announcement Flyer for "Be an Ambassador" organized by the ministry of planning

Youth and Creativity: How to serve your society?

Under the auspices of Prof. Amany Khodair, Vice Dean for Enterprise and Community Service, The BAEPS Enterprise Community Service (ECS) has organized an on-campus session on Mon 14th of Dec. The title of the session was "Youth and Creativity: How to Serve Your Society" by the Ministry of Youth. Where, the BAEPS-ECS was honored to host the guest speaker, Dr. Yousef El Wardany, the assistant of the Egyptian Minister of Youth. Prof. Khodair welcomed our guest and students to the event. She stressed upon the importance of youth in the development of Egyptian society. She also announced the upcoming BAEPS Community Service events and the criteria for the BAEPS Biannual Community Service Award for 2020/2021. Dr. El Wardany presented the different projects of the Egyptian ministry of youth to include Egyptian young people in the development process, world peace and the state political structures. The session

began by Prof. Khodair's welcome note introducing and thanking our dear guests and student community service team members 50 of whom participated in the event. The session was moderated by Prof. Amany Masod, Professor of Political Science at the BUE and Cairo University. During the session Dr. Wardany opened the floor for questions and many students were thoroughly engaged with the discussions. Dr. Wardany also announced that the Ministry of Youth will host a group of volunteers from BAEPS to work on different initiatives taken by the ministry.

Presenting Creative Concept and Integrated Marketing Communication Campaigns to KFC Corporation (Senior students – Year 3 after Preparatory)

The Business Administration Department aims at providing social services and enhancing its students' employability skills through collaborating with organizations in the industry. In its best efforts to achieve these goals, during the first semester, Dr. May Fahmy, the Integrated Marketing Communications Lecturer at BAEPS approached Ms. Aliaa Hemeida, Head of Marketing Department at Americana Group, and asked her to send a creative brief to enable the Integrated Marketing Communication students to work on a real-life campaign. The brief directed the students to create a 360-communication campaign employing numerous media tools along with filling the gaps in KFC's menu through proposing innovative product concepts that appeal to their target market. Accordingly, Dr. May Fahmy has selected four of the high-potential groups in the Integrated Marketing Communications module to work on the creative brief, then Dr. May Fahmy and Ms. Sarah Samir provided them with the required practical mentorship and support that gave these creative students an opportunity to bring their innovative ideas to life by connecting them with industry.

During the first semester of the upcoming year, Dr. May Fahmy scheduled a meeting at KFC's Head Office, where the students pitched their creative concepts to KFC's communication team, composed of; Ms, Aliaa Hemeida (Head of Marketing), Mr. Rany Fouad (Area Operation Manager) and Ms. Fayrouz Soliman (HR Manager).

After students pitched their presentations, Ms. Aliaa & Mr. Rany provided them with a detailed constructive feedback on their performance; nevertheless, all members of the KFC's communication team were very impressed by the students' creative campaigns and innovative ideas; moreover, they have informed Dr. May Fahmy and the students that KFC will make use of the resourceful ideas presented. Additionally, students were awarded certificates of appreciation for their outstanding performance, handed by KFC's communication team.

The students' feedback for the whole experience of KFC's campaign was very positive; where they have emphasized that they consider it as a transformational experience that they have greatly benefited from, furthermore, it's a valuable guide to their future Marketing careers.





Presenting Creative Concept and Integrated Marketing Communication Campaigns to KFC Corporation

Principle 3: Method

To integrate the SDGs into the programme, more modules are embedding the SDGs into their module outlines and coursework projects. The following actions have been accomplished:

Introducing the SDGs in English for Academic Writing module (Preparatory Year Students)

- SDGs were used as prompts to write two essays: a cause-and-effect and a problem-solution essay.
- The first session of each week was always dedicated to introducing one of the goals, through a video that was followed by a class discussion.

The list of topics that were provided as essay prompts are:

1. Achieving food security and improved nutrition and promoting sustainable agriculture.
2. Ensuring healthy lives and promoting well-being for all at all ages.



3. Ensuring inclusive and equitable education and promoting lifelong learning opportunities for all.
4. Achieving gender equality and empower all women and girls.
5. Taking urgent actions to combat climate change and its impacts.
6. Ensuring sustainable consumption and production patterns.
7. Ending poverty in all its forms
8. Ensuring availability and sustainable management of water and sanitation for all
9. Ensuring access to affordable, reliable, sustainable, and modern energy.
10. Promoting sustainable economic growth, full and productive employment, and decent work.
11. Building resilient infrastructure, promote inclusive and sustainable industrialization and foster creativity.
12. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Integrating SDGs in the coursework of Research Methods module (Year 1 after preparatory students)

Each group (4-5 self-selected students) should brainstorm and select one of the following research SDGs

- 1- Poverty
- 2- Good Health & Well-being
- 3- Quality Education
- 4- Responsible Consumption & Production
- 5- Climate Change.

After agreeing on a topic, students are expected to collaborate with each other to undertake the research. Each research project includes an oral presentation and a written report. The presentation should comprise: Research Problem/Gap, Research Aim and/or Objectives, Sample of Literature Review, Research Hypotheses/Questions and Research Model). The report should comprise: Abstract, Introduction about the selected topic including its importance and the relevant Research Problem/Gap, Research Aim and/or Objectives, Relevant Literature Review, Research Strategy, Three Secondary Data that address the research aim and Recommendations to handle the research problem/gap).

Accordingly, this research project mainly fulfills Principle 3 (*Method*) and Principle 4 (*Research*) of PRME. Where, Principle 3 that is *Method*, is tackled through creating and enabling an educational framework, materials and processes



that enable effective learning experiences for students regarding the responsibility existed towards the worlds' sustainability and its SDGs. And given that the project requires employing conceptual research steps, mainly through literature review, as well as applying empirical research steps, mainly through data collection and evaluation regarding the selected SDG. Thus, Principle 4 that is *Research* is tackled through engaging in both conceptual and empirical research that advanced students' understanding of the role required for creating sustainable value.

Embedding Lifecycle Sustainability Analysis and Sustainability Reporting in the Sustainable Development module coursework (Senior Students-Year 3 after Preparatory)

The coursework has been designed in a way to deepen the understanding of how sustainability issues impact businesses and investigate how businesses, address environmental problems and social challenges in the context of sustainable development. In a group work, students are required to critically investigate the life cycle sustainability assessment of the products produced or services offered by a business company (of their choice) in terms of environmental, social and economic aspects. In addition, an evaluation for the corporate sustainability reporting should be presented based on its relevant criteria. They should identify the sustainability challenges, recommend solutions and relate the analysis to the SDGs. The stages investigated were design, extraction of raw material, production, distribution and packaging, consumption and end of life. Moreover, they are required to include an evaluation of the Sustainability Reporting within the chosen company based on the GRI categories: Strategy and Analysis, Organizational Profile, Report Parameters, Governance Commitment and Engagement, Management Approach and Performance Indicators.

Guest Speaker in Integrated Marketing Communication (Senior Students-Year 3 after Preparatory)

The Marketing Lecturer Dr. May Fahmy has invited Mr. Bassem Hany, a prominent former student at the British University in Egypt as a guest speaker in the lecture of the Integrated Marketing Communications module. Mr. Bassem has received a BSc. in Marketing Major in 2018 from the Business Department at the British University in Egypt, and is currently the Marketing Director at Zaj Profits Agency; one of the contemporary Digital Marketing agencies in Egypt. Mr. Bassem has delivered an instrumental lecture regarding the Integrated Marketing Communications where he has shared his work experience and knowledge by introducing the 'know-how' of working in a digital marketing agency. He introduced all the novel platforms that the companies nowadays employ in the market, and he explained how each tool is applied to achieve the maximum profit. He also highlighted the various milestones and obstacles companies face when experimenting with these tools, moreover, he has offered advice on how to overcome these pitfalls.



The session was engaging, and the students' feedback was very positive.



Guest Speaker in Integrated Marketing Communication

The Egyptian Banking Institute Event

On the 22nd of November 2020, The Enterprise and Community Service (ECS) Committee was delighted and pleased to invite BAEPS Faculty students to its 3rd Event - The Egyptian Banking Institute (EBI). The event was held on campus and attended by both BAEPS staff members and students, while keeping the university social distancing regulations. The event included an awareness session about the institute and how it applies the best international practices to develop the technical and managerial skills needed by the financial sector professionals in general, and the banking sector professionals in specific. In addition, our respected guest explained the training offers that would be provided by the institute to our BAEPS students. As a participant in the BAEPS-ECS Collective Training Fair, the institute would announce Internship opportunities to selected students then.

CFA Competition

The BAEPS BUE finance and accounting students' team has won the annual research challenge competition in Egypt for 2020, organized by the CFA Society Egypt, held at the Nile Ritz Carlton Hotel, with the participation of 21 universities,



to provide the best Financial evaluation reports (fundamental analysis) to determine the fair value of the share of Ibn Sina Pharma Company, and we are proudly announcing that the BUE is now representing Egypt in the regional challenge that will be held in Jordan.

Principle 4: Research

The faculty of Business Administration, Economics and Political Science has organised its first Annual Conference on November 2020 that revolved around sustainable development.

In alignment with the university strategy to encourage quality research and in alignment with the PRME, BAEPS organised its first annual conference in November 2020 revolving around the sustainable development. The conference offered three tracks:

1. Business Administration track:

“The Business Current and Future Outlook within the Egypt 2030 Strategy”

The Sustainable Development Strategy (SDS): Egypt Vision 2030 represents a foothold towards inclusive development. Thus, economic and social justice, and reviving the role of Egypt in regional leadership are deliberated as a cultivating prosperity path. SDS represents a roadmap for maximizing competitive advantage to achieve the aspirations of Egyptians in a dignified life. The regional and global circumstances give the SDS a comparative advantage; for revisiting and align the strategic vision with international developments. Thus, helping Egypt achieve specific objectives. In this regard, this interactive event’s contributions seek to focus on Egypt’s business outlook specifically in the areas of responsible management, innovation and management, women and youth empowerment, and internationalization and technology support.

2. Economics track:

“The Economic-Social Pillar: The Road to Improved Outcomes”

In the context of revisited economic priorities by the Egyptian post-2013 government as well as the changing regional and global environment, Egypt’s economic, social, and political setup is currently witnessing a dynamic change. The new prevailing setup framed in Egypt’s Sustainable Development Strategy (vision 2030) as well as Egypt’s announced commitment to the Global SDGs agenda have together encouraged the Egyptian government to pursue radical changes not only in economic and social policies but also in the institutional environment governing the operation of the Egyptian economy. In 2016, Egypt announced the launch of a courageous Structural Reform Programme with the intention of addressing the longstanding fundamental monetary, fiscal, and social imbalances,



which have exacerbated massively in the recent years and have been a prime cause of the witnessed political and social unrest in Egypt. These reforms resulted in radical economic and social changes leading to ground-breaking outcomes in several dimensions.

Research in this track highlights the impact of the changes that took place within the Egyptian economy, including the effectiveness of the policies and programs implemented. Researchers assess these policies with a view on how to improve their effectiveness or how other supporting policies could be utilized.

3. Political Science track:

“Egypt’s International Relations after 2013: The Search for a New Balance”

Participants in this track reflected on the development of Egypt’s international relations after 2013. Their contributions critically investigate the patterns of continuity and change in Egypt’s international relations, including its relations with key state actors and regional/international organizations.

The manuscripts presented in the conference are in the table below:

Business Administration Track	Economics & Political Science Tracks
<p>Sustainable Development Policy: A Participatory Approach to Increase Students’ Awareness of Solid Waste Management</p> <p><i>Dr. Zeinab Younis and Dr. Ola Mamdouh</i> <i>The British University in Egypt</i></p> <p>Corporate Social Responsibility and Firm Risk in the Egyptian Stock Exchange</p> <p><i>Dr. Dina Hassouna & Dr. Rania Salem</i> <i>The British University in Egypt</i></p>	<p>Engendering Sustainable Development Competencies in Higher Education: The Case of Egypt</p> <p><i>Dr. Suzanna Elmassah</i> <i>Cairo University & Zayed University</i></p> <p>Carbon Dioxide Emissions: Dynamic Panel Data Analysis of Energy Intensive Industries in Egypt</p> <p><i>Dr. Iman Al-Ayouty, Dr. Hoda Hassaballa & Dr. Maha El Hini</i> <i>The British University in Egypt</i></p>

	Horizontal Trust and Economic Growth in MENA <i>Ms. Mariam Abdelkarim & Dr. Rania Miniesy</i> <i>The British University in Egypt</i>
Working Women Psychological Empowerment and Work-Life Balance during COVID-19 Pandemic: Evidence from Egypt <i>Dr. Maha Dajani & Dr. Bassant Adel</i> <i>The British University in Egypt</i>	Public Debt and Economic Growth in Egypt: A Vector Autoregression (VAR) Approach <i>Dr. Sahar Halim</i> <i>The British University in Egypt</i>
Green Banking Practices: Examining the Impact of Blockchain Technology on Bank Profitability in Egypt <i>Mr. Bassel Mohamed & Dr. Rania Pasha</i> <i>The British University in Egypt</i>	Nudging to Increase the Formalization Rate In the Egyptian Economy <i>Dr. Rania Salah El-Din</i> <i>Ahram Canadian University</i>
Exploring the Antecedents of Student's Acceptance of Digital Learning Platforms: An Empirical Study on Interactive Digital Textbook Learning Systems <i>Dr. Noha Bendary</i> <i>The British University in Egypt</i>	Monetary-Fiscal Games under Political Uncertainty: The Role of Institutions <i>Dr. Sarah Elkhishin</i> <i>The British University in Egypt</i> <i>& Dr. Dina Kassab</i> <i>Cairo University</i>
A Proposed Performance Measurement Model Based on Satisfying Organisational Employees, Managers and Customers <i>Prof. Maged Morcos</i> <i>The British University in Egypt</i>	New Balance or New Front? Egyptian Policy in Eastern Mediterranean, 2013-2019 <i>Mr. Moatamer Amin</i> <i>The British University in Egypt</i>
Sustainability from a Human Resource Development Lens <i>Dr. Sherine Elfeky & Dr. Bassant Adel</i>	الصراع على النفوذ في العلاقات المصرية- التركية: دراسة في تأثير التوجه الإمبراطوري الإقليمي لتركيا على العلاقات بين البلدين <i>Dr. Dalia Roshdy</i>

<p><i>The British University in Egypt</i></p> <p>The Impact of Personality Traits on Counterproductive Sustainability Behaviours (CSB): The Mediating role of Job Satisfaction in Call Centres in Egypt</p> <p><i>Dr. Safaa Shaaban & Ms. Nouran Ali</i></p> <p><i>The British University in Egypt</i></p>	<p><i>Cairo University</i></p> <p>Environmental Diplomacy: A Tool for Maximizing Egypt's National Interests</p> <p><i>Dr. Nilly Kamal Elamir</i></p> <p><i>Future University in Egypt</i></p>
<p>The Impact of SM Adoption on Financial & Non-Financial Growth of MSMEs: An Empirical Comparison of Facebook and Instagram in Egypt.</p> <p><i>Dr. Hadia Fakhreldin & Ms. Mahitab Shahin & Dr. Rania Miniesy</i></p> <p><i>The British University in Egypt</i></p>	<p>Cairo's Strategic Partnership with Washington and Moscow</p> <p><i>Dr. Ahmed Mahdi</i></p> <p><i>The British University in Egypt</i></p>
<p>Enhancing Enterprise Competitiveness and Sustainability through the Use of eWOM: The Case of Egypt</p> <p><i>Ms. Nada Ragab & Dr. May Fahmy</i></p> <p><i>The British University in Egypt</i></p>	<p>Egypt's Strategic Partnership with China after 2013: The Primacy of Economics</p> <p><i>Dr. Gamal Selim</i></p> <p><i>The British University in Egypt</i></p>

Moreover, other publications that integrate SDGs into the research were conducted by BAEPS staff as follows:

1. Shaaban, Safaa (2020) "The impact of Responsible Leadership (RL) on Responsible Employee (RE): The mediating role of Sustainable Leadership (SL)". International journal of Business and Management. Vol. 15, NO.8, August 2020.



2. Shaaban, Safaa, and Mohamed Sherien M. Shehata (2019). "The Impact of Resilience on Performance under Transformational and Transactional Leadership." *Organizational Cultures: An International Journal* 19 (2): 33-46. doi:10.18848/2327-8013/CGP/v19i02/33-46.

Principle 5: Partnerships

In an attempt to develop the interaction with the industry and service sectors to inspect approaches to face their challenges, the following activities have been done:

The Center of Innovation, Governance and Green Economy collaboration with Port Training Institute and Marseilles port authority

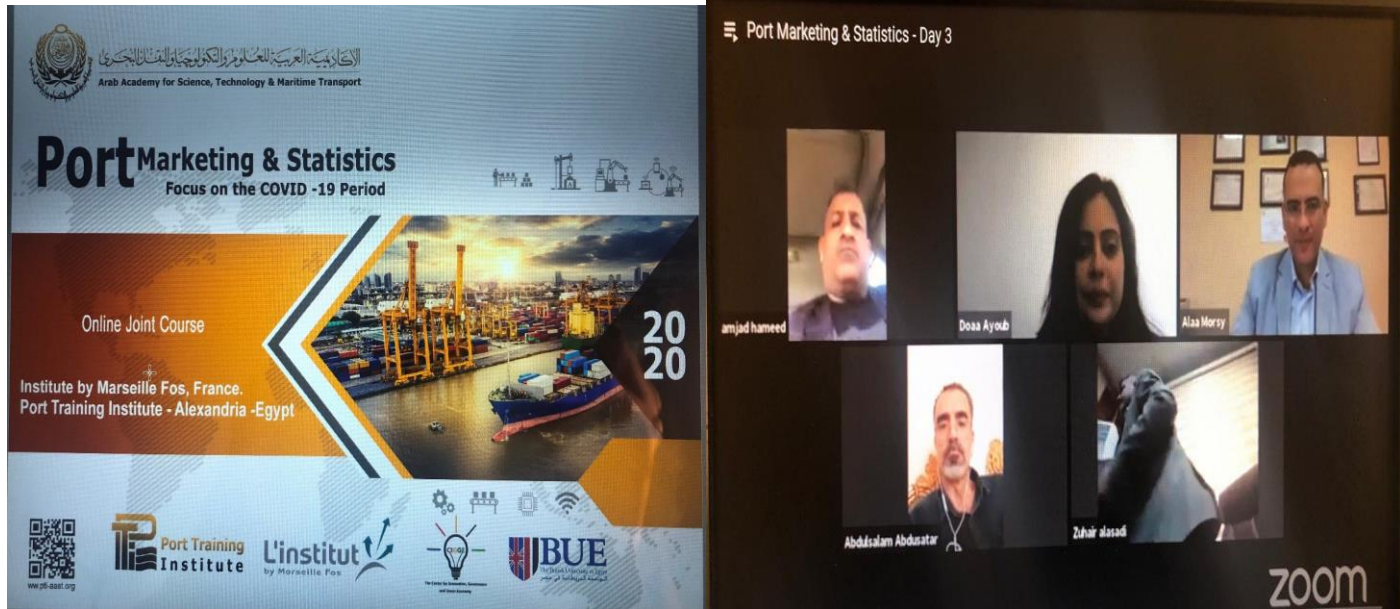
The center of Innovation, Governance, and Green Economy is always working under the moto of linking industry to academics. In this direction, it accepted a formal invitation from the Port Training Institute, The Arab Academy for Science, Technology and Maritime Transport to collaborate with the Ports Training Institute - Alexandria and Marseille Fos- France Port in delivering a Training course in the workdshop titled “Ports Marketing and Statistics”.

The training took place on the 18 & 21st of November, 2020.

- Dr. Dr. Doaa Ayoub – Lecturer of Marketing had provided a Training on Ports Marketing Strategies and the changes in Consumer behavior during COVID-19 pandemic
- Dr. Zeinab Nawar – Lecturer of Economics and head of the development committee at CIGGE provided a training on about the changes that occurred in the International economy as a result of the COVID-19 and its effects on the future trends in Ports and Maritime Economics.

The training was a great opportunity for international visibility and networking for the Business department and for the BAEPS faculty on the whole.





The Center of Innovation, Governance and Green Economy collaboration with Port Training Institute and Marseilles port authority

Export Incubator Program EIP-ExpoLink

The Center of Innovation, Governance and Green Economy is in the phase of preparing a memorandum of understanding between ExpoLink and the BAEPS faculty. Given the rising demand for export in Egypt and the need to enable new exporters, the Egyptian Exporters Association Expolink provides the Export Incubator Program (EIP) as a recurrent academic - practical program that aims to build the export capacity in Egypt, which in turn on the long term reach its impact for more job creations, adding to inclusive social and economic development. EIP offers a comprehensive export support program ranging from incubation services, training, adding to facilitating the access to finance and various market linkages. Through the online learning mode, participants will get an opportunity to acquire both an inclusive academic knowledge coupled with practical mentoring that is designed to cover the export business fundamentals to be well equipped for exploiting the export global opportunities and to explore the various export related career options. This is in collaboration with Foreign Trade Training Center and the Federation of Egyptian Industries.

Having this type of partnership with ExpoLink, would empower both the existing and promising entrepreneurs who are aspired to explore the export businesses, with all the required knowledge and



competencies that they need to start, develop and prosper along their export journey.

Principle 6: Dialogue

BAEPS staff members engaged in several local and international debates tackling different issues:

Country-CoInvestigator (CCI) for Egypt in the GLOBE 2020

Dr. Safaa Shaban has been selected as a Country-CoInvestigator (CCI) for Egypt in the GLOBE 2020 research project (Global Leadership and Organizational Behavior Effectiveness). GLOBE is a unique large-scale study of cultural practices, leadership ideals, and generalized and interpersonal trust in more than 160 countries in collaboration with more than 500 researchers.

Speaker in the SDGs awareness Project by the state ministry of information

Dr. Ola Mamdouh has participated as a speaker in the SDGs awareness Project by the state ministry of information. Given the efforts done by the government to achieve sustainable development through the national projects that are being implemented by the different ministries, the project's aim is to familiarize youth with the sustainable development goals. The project is supported by the ministry of youth and sport, ministry of planning, ministry of environment and the European Union in Egypt. The project mainly launched a website that includes brief awareness videos on the 17 SDGs internationally, regionally and in Egypt. Youth can gain a certificate of SDGs awareness if they complete watching all of the related videos. An introductory video of the SDGs is conducted by Egyptian celebrities, then detailed videos on the 17 SDGs are delivered by subject experts. Videos on 13th SDG: Climate Action was conducted by Dr. Ola Mamdouh.

<https://www.sdgsegypt.org/>

<https://www.sdgsegypt.org/supporters>





العمل المناخي

الجزء الاول



الجزء الأول

الجزء الأول

الجزء الثاني

الجزء الثالث

التقييمات

Training to be offered by the National Institute of Governance and Sustainable Development

In the inauguration of the activities of the YSD Club, Dr. Sherifa Sherif, Executive Director of the National Institute for Governance and Sustainable Development, announced awarding 40 grants to BAEPS students to take an online training programme on the educational platform of the Ministry of Planning and Economic Development, to prepare them to spread awareness of the SDGs in their future YSD projects.



























































Future Plan













BAEPS aims to pursue achieving the PRME principles along with contributing to achieve the 17 SDGs. The following plan has been put in place:








- Awareness Sessions on PRME and SDGs by the PRME faculty committee for students and staff
- Mapping SDGs to the programme modules
- Towards a sustainable campus plan



Appendix 1: Faculty Practices and PRME Matrix

Faculty Practices	PRME Principles						SDGs	KPIs
	1) Purpose	2) Values	3) Method	4) Research	5) Partnership	6) Dialogue		
YSD Club	✓						 	- No. of enrolled students: 60 - No. of proposed projects: 1
SDGs Training by ministry of planning					✓	✓	                 	- No. of enrolled students: 40
Be an Ambassador for Sustainability	✓						                 	-No. of enrolled students and TAs: 4
Towards Sustainable Campus Plan	✓	✓	✓	✓	✓	✓	                 	-No. of initiatives accomplished: 1 -No. of initiatives in the plan: 3
Paper Recycling Competition		✓	✓				 	-No. of participating students: 11

Paper Recycling campaign		✓	✓				 	-Paper Collection Turnover Ratio
Egyptian Banking Institute		✓					  	-No. of extra-curricular sessions
Ports Training	✓		✓		✓	✓		-No. of training sessions delivered by BAEPS staff: 3
ExpoLink					✓	✓	  	-No. of enrolled students or alumni
SDGs in English Language Curriculum		✓	✓				                 	-No. of SDGs visited: 12
SDGs in Sustainable Development Module		✓	✓				    	-No. of SDGs visited: 6
SDGs in Research Methods Module		✓	✓				    	-No. of SDGs visited: 6

BAEPS conference and Research publications on Sustainability by staff				✓				-No. of publications: 2 -No. of presentations: 21
Youth and Creativity (How to serve your society)		✓						-No. of initiatives engaging students as responsible citizens -No. of registered students
Contingency Plan facing the Pandemic	✓	✓	✓					-several KPIs for monitoring
Guest Speakers			✓					-No. of guest speakers
Speaker in SDGs awareness Project by state ministry of information & UN						✓		-No. of training sessions delivered by BAEPS staff: 3
Creative Concept and Integrated Marketing Communication Campaigns to KFC		✓						-No. of times of engaging students with industry
CFA Competition		✓						-Winners and runners up: 1 st position