**OYAGSB SHARING INFORMATION ON PROGRESS (SIP)**

**PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)**

**SHARING INFORMATION ON PROGRESS (SIP)**

**This SIP provides a report on the activities of the School from 2014 to 2015 under PRME.**

**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS, UNIVERSITI UTARA MALAYSIA**

Universiti Utara Malaysia was established in 1984. Although the Graduate School was established in 1991, the Othman Yeop Abdullah Graduate School of Business (hereinafter referred to as ‘the School’), in its present form and structure, was established in 2011, with the primary aim of overseeing and administering the MBA and DBA programmes independently, and the PhD and Master of Science in management programmes in collaboration with the University’s College of Business (UUM COB). The school continued to achieve success in its accreditation efforts when it obtained the ABEST 21 for its programs in early 2015. In addition the school successfully obtained the AMBA accreditation for its MBA program in September 2015. The school aspires to be recognized as one of the World Top 100 Business Schools by 2020.

The School has the mission to become the centre of excellence for business and management education via innovative and quality academic programmes, high impact and quality research, publication and consultancy services, and corporate training, recognised by industry

**Core Values**

The school has its core values which are consistent with the six PRME principles. These core values are:

1. To continuously improve people and programmes;
2. To nurture a culture of intellectual curiosity;
3. To ensure high integrity and ethics in the conduct of the programmes;
4. To create knowledge and ideas that can advance the practice of management and prepare students to be thoughtful and effective leaders;
5. To create and support a conducive educational environment that recognises the value and potential of each individual; and
6. To pursue opportunities to better serve the society, environment and economy.

**Programmes**

The School is currently one of the largest graduate business schools in the country and is in line with the University’s overall aspiration to become the premier provider of management and business programs in the country, and eventually in the region. As of 1 April 2015, overall business and management postgraduate student numbers are as follows:

|  |  |  |
| --- | --- | --- |
| **No** | **Programmes** | **Number** |
| 1 | Master of Business Administration | 633 |
| 2 | Doctor of Business Administration | 372 |
| 3 | Doctor of Management | 61 |
| 4 | Master of Science1 | 1,047 |
| 5 | PhD1 | 1,007 |
|  | **TOTAL** | **3,120** |

Note: 1Master of Science and PhD programmes are offered in collaboration with the UUM COB.

All courses in the various programs are designed around a set of nine learning outcomes. Of these nine learning outcomes, three directly address the issues of social responsibility and ethical behavior. For the MBA programme, one of the core courses is Ethics, Law and Corporate Social Responsibility.

**Research**

The quality of academic programmes in terms of teaching and learning is complemented by a strong research culture. All faculty members are actively engaged in research and publication activities. To strengthen the research and publication activities, the School has set up five Competency Centres (CCs) as follows:

Financial Analysis and Policy

Leadership, Innovation and Change

Consumer and Market Analysis

Sustainability and Community Development

Business Information Systems, Planning and Management

The school is working to set up a center of excellence for “Sustainable Business and Society” through a reorganization of the competency centers. This will enable the school to focus research on the schools tagline “Transforming Leaders for Sustainable Business and Society”.

Since the School’s establishment in 2012 up to 2015, faculty secured 19 funded research grants, with a total value of RM 2,777,996.00 (USD637, 155.05)[[1]](#footnote-1); published 209 peer-reviewed papers, of which 31% are published in ISI or SCOPUS indexed journals. These amount to more than two peer-reviewed publications per faculty member per year and almost RM106, 846.00 (USD 24,505.96) per faculty member in research grant funding since 2012.

**Networking**

The School works closely with several local agencies, such as AIM and Etiqa Takaful, in developing entrepreneurs among the poor and mostly single women. Internationally, the School has a working relationship with Human Resource Development Commission (HRDC), Acheh, Indonesia, Autonomous Region of Muslim Mindanao (ARMM), Philippines, and Stimulating Household Improvements Resulting in Economic Empowerment (SHIREE), Bangladesh. The School is also the founder, along with five other co-founders, of the World Association of Business Schools in Islamic Countries (WAiBS), of which the Dean is the Secretary General. The principle reason for the founding of WAIBS is to promote management education and training towards community and social development, specifically in OIC member countries. Some of the activities undertaken are as follows:

1. In recognition of its community engagement efforts, the School in 2014 and 2015 continued to receive grants from the Ministry of Education (MoE) Malaysia to manage the Women in Social Enterprise (WISE) Project. The School collaborates with AIM to train entrepreneurship students about social enterprise. In addition, the School also won another grant for its Advanced Business and Entrepreneurship Management (ABEM) Programme, which is utilised to conduct training programmes to develop skills and knowledge in entrepreneurship among academics as well as trainers of entrepreneurship programmes in Malaysia. From 2012 to current, several programmes under WISE and ABEM have been carried out.
2. The School provides leadership and manages the PPRN(Public Private Partnership In Research Network) that helps industry to benefit from research produced in the local universities to solve industry problems.
3. The School continues to provide leadership for the WAiBS Convention. The third WAiBs converntions was held in Kuala Lumpur on the November 2-3, 2015.
4. In promoting the agenda of community development in the region, the School organised the IMT-GT Forum on Entrepreneurship and Community Development towards the end of 2013. This was a follow-up to the First International Conference on Corporate Social Responsibility, Business and Human Rights, organised jointly with the University of Bakrie, Indonesia, held in Jakarta in 2012.
5. The School hosted in 2014 the 5th PRME Asia Forum at Kuala Lumpur and took the lead to establish the PRME Asia Chapters.
6. A delegate from OYAGSB also participated in the 6the PRME Asia Forum held at GOA in India organized by the Goa Institute of Management. During the meeting, a steering committee for the ASEAN+ chapter was agreed and a meeting of the steering committee took place and the types of activities to be carried out by the chapter were discussed.

**CSR Activities**

The School continues to carry out several CSR activities, and these include the following:

1. In 2012, UUM launched the Scholarship Award for students in the Autonomous Region in Muslim Mindanao (ARMM). Under this programme, as part of UUM’s corporate social responsibility, ten scholarships for eligible students from ARMM to pursue their studies in UUM are on offer. In 2013, two recipients of this Scholarship registered for their studies in UUM. In 2014 and 2015 four more of this Scholarship students pursued their management studies at UUM.
2. In 2013, fifty six undergraduate and postgraduate students, both local and international, were selected as recipients of Zakat (alms giving) , which was made possible by Etiqa Takaful, as part of their Social or Corporate Zakat Responsibility.
3. In 2010, the University signed a Memorandum of Agreement (MoA) with the Government of Acheh. Under this MoA, 39 students from Acheh registered as MBA and PhD students in UUM, at special discounted fees, in line with UUM’s commitment to promote learning among the financially disadvantaged.
4. The school played a strong role is providing support and assistance to flood victims of the Sate of Kelantan in late 2014 and early 2015

**Industry links and diversity**

The School’s nurtures strong links with industry and its diverse faculty members in terms of nationality and professional backgrounds provide experiential learning and global perspectives in teaching, class participation and presentations. Extensive use of case studies also encourages debates and discussions among students and between students and faculty members. Through linkage with the industry, the School gains access to invite prominent industry practitioners to share their expertise in the School by being Guest Speakers to the School’s regular Business Talks (BizTalk Series). In addition, the UUM student population currently represents more than 45 countries, which provides rich national-cultural diversity to the students.

**CONTINUOUS COMMITMENT**

With its tagline “Transforming Leaders for Sustainable Business and Society, the School will continue with its efforts as enshrined under the six core principles and values of PRME.

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1. Exchange rate used US dollars (USD) to Ringgit Malaysia (RM): USD1 = RM 4.36 as of 14 November 2015. [↑](#footnote-ref-1)