



## College of Business

Aligning with Phoenicia University's commitment to be an excellent, engaged, and accessible higher education institute, The College of Business (COB) at Phoenicia University (PU) contributes to the growth and development of the University's business community by supporting learning in the workplace and community (LiWC) through mutual partnerships with key stakeholders in the business industry in Lebanon and the region, and providing rich business educational experiences and opportunities. The College aims to go well-beyond procedural knowledge and to arm students with the critical knowledge, capabilities, and competencies that local, regional, and international marketplaces demand. Each program in the College of Business is carefully designed to promote the development of highly-skilled and competent personnel needed by the business community.

### Mission

In a rapidly changing global world and industry, the College strives to develop students' citizenship in business thinking and rhetoric to become job-ready graduates and lifelong learners. The College works on sustaining quality education and teaching excellence in the various business fields it offers.

### Objectives

- Develop students' procedural knowledge, procedural fluency and flexibility, and conceptual understanding of the various business disciplines where students develop theoretical knowledge, practical skills, and technical capabilities in such disciplines
- Develop students' critical reading of the various business issues and to develop effective, efficient, and sustainable solutions to real-world business challenges and problems
- Improve students' verbal and non-verbal business communication skills and to teach them how to convey their thoughts and ideas successfully
- Encourage students to think strategically and to be able to integrate all functional areas when making strategic decisions through detailed internal and external environmental scanning
- Prompt students' appreciation of professional responsibilities and ethical conduct relevant to core business areas such as marketing, finance, human capital management, accounting, managerial economics, information systems, and strategic management, accounting, managerial economics, information systems, and strategic management
- Develop students' ICT skills along with their intercultural and cross-cultural skills and knowledge



- Prompt students' critical thinking and decision-making skills as they develop their managerial and leadership capabilities
- Develop students' lifelong learning skills

## **Renewal of PRME Commitment**

Phoenicia University committed itself to the Principles of Responsible Management Education. Now, it will be honored to reaffirm its commitment to those Principles and to renew its focus on promoting them. Phoenicia University will continue to establish and maintain partnerships in order to achieve innovation, maintain a continuous process of improving academic practices, and contribute to the sustainable growth of all business dimensions.

### **Interim Dean**

**Ahmad Hijazi, PhD**

## **The Principles for Responsible Management Education**

### **Principle 1 | Purpose**

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

### **Principle 2 | Values**

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

### **Principle 3 | Method**

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



#### **Principle 4 | Research**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

#### **Principle 5 | Partnership**

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

#### **Principle 6 | Dialogue**

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

## **Progress Report**

### **Principles 1 and 2 | Purpose and Values**

The College of Business is dedicated to upholding the principles and values of the UN Principles of Responsible Management Education (PRME). As an institution committed to excellence in education, we recognize the vital importance of educating our students on the importance of responsible management practices and sustainable development.

Our commitment to PRME is reflected in our curriculum, research, and engagement activities. We integrate sustainability and responsible management principles into our courses, ensuring that our students are equipped with the knowledge and skills to make responsible decisions and contribute to sustainable development.

We also conduct research that addresses societal challenges and promotes sustainable solutions. Our faculty members and students work on research projects that aim to solve complex problems, such as climate change, and inequality, using innovative and responsible management practices.

Moreover, we engage with our stakeholders to foster dialogue and collaboration around responsible management practices. We actively seek partnerships with organizations that share our commitment to sustainability and responsible management, and we organize events and activities that promote responsible leadership and management.





At the College of Business, we are committed to creating a better world through education and responsible management practices. We believe that our commitment to PRME will help us achieve our vision of a sustainable and prosperous future for all.

### **Principles 3 | Method**

The College of Business commitment to the United Nations Principles for Responsible Management Education (PRME) demonstrates its dedication to creating a learning environment that cultivates responsible leadership.

By adopting the PRME principles, The College of Business is ensuring that its students are not only gaining the necessary knowledge and skills for their future careers but also developing a sense of responsibility towards society and the environment. The university's curriculum and learning experiences are designed to encourage critical thinking and ethical decision-making, which are essential qualities of responsible leaders.

The College of Business launched the first business incubator in the south region Phoenicia University Incubator (PUI), dedicated to promoting innovation and entrepreneurship by creating an environment that fosters the transformation of groundbreaking ideas into successful businesses. The PUI provides a dynamic and inspiring setting that encourages creativity and sustainable growth for unique startups. It particularly focuses on supporting youth-initiated startups, a rare opportunity in Lebanon. At the PU Start-Up Incubator, participants receive professional guidance and expertise, ensuring their ideas are supported and developed to their fullest potential.

As part of PU's commitment to making education more accessible and relevant to today's job market, the Center for Continuing Education (CCE) offers a wide range of programs to bridge the gap between academia and industry needs. These programs include diplomas, workshops, and professional certifications, as well as short and part-time courses designed to cater to learners from diverse educational backgrounds. The CCE aims to increase learners' proficiency and enhance their career prospects by providing opportunities for ongoing education and skill development.

### **Principles 4 | Research**

Phoenicia University's Research Center is an interdisciplinary hub for research, innovation, and knowledge creation. It was launched with the goal of enhancing research and development in various fields, including science, engineering, humanities, and social sciences.

The center's mission is to conduct high-quality research, foster collaboration among researchers, and provide a platform for the dissemination of knowledge. It aims to become a leading research center in the region by focusing on cutting-edge research projects that have a significant impact on society.



The Research Center has several research groups and labs. These research groups and labs focus on various areas of research, such as renewable energy, advanced materials, artificial intelligence, data science, and cultural heritage.

The center also offers various services and resources to researchers, including research funding, laboratory facilities, research collaboration opportunities, and research training programs.

Here is a sample of the most recent selection of published articles:

**Dr. Ahmad Samarji**

Sharafeddin, M., and Samarji A., "Facilitating computing education to graduate students in journalism and public relations from Dewey's lens: prototyping", *Journal of Applied Research in Higher Education*, December 2022. <https://www.emerald.com/insight/content/doi/10.1108/JARHE-04-2022-0125/full/html>

**Dr. Diana Hatoum**

Chen H., Haddadi N., Zhu X., Hatoum D., Chen Z., Nassif N., Lin Y., and McGowan E., "Expression Profile of Sphingosine Kinase 1 Isoforms in Human Cancer Tissues and Cells: Importance and Clinical Relevance of the Neglected 1b-Isoform", *Journal of Oncology*, 2022. <https://doi.org/10.1155/2022/2250407>

**Dr. Dima Basma**

Basma D., "The Nature, Scope, and Limits of Modern Trademark Protection: A Luxury Fashion Industry Perspective", University of Manchester, 2016.

**Dr. Dima Dabbous**

Dabbous D. "Reforming the broadcasting sector in the Southern Mediterranean: a critical overview", *MedMedia Closing Conference*, Headquarters of the Arab States Broadcasting Union, 2018.

Dabbous D. "Legal Reform and Women's Rights in Lebanese Personal Status Laws", Chr. Michelsen Institute, *Research on Islamic Feminism in the Arab World*, 2017.

Dabbous D. "The Meaning and Limits on Freedom of Expression in Lebanon: Publications Court Jurisprudence on Freedom of Expression vs. Defamation", Stanford University, Center on Democracy, Development, and the Rule of Law, 2016.

Dabbous D. "Assessment of Public Service Broadcasting in the Southern Mediterranean region", *MedMedia PSB Report*, 2015.

**Dr. Hawraa Issa**

Issa H., Eid A., Berry B., Takhviji V., Khosravi A., Mantash S., Nehme R., Hallal R., Karaki H., Dhayni K., Faour W., Kobiessy F., Nehme A., Zibara K., "Combination of Angiotensin (1-7) Agonists and Convalescent Plasma as a New Strategy to Overcome Angiotensin Converting Enzyme 2 (ACE2) Inhibition for the



Treatment of COVID-19”, *Frontier in Medicine*, March 2021.  
<https://www.frontiersin.org/articles/10.3389/fmed.2021.620990/full>

#### **Dr. Mageda Sharafeddine**

Sharafeddin, M., and Samarji A., “Facilitating computing education to graduate students in journalism and public relations from Dewey’s lens: prototyping”, *Journal of Applied Research in Higher Education*, December 2022.  
<https://www.emerald.com/insight/content/doi/10.1108/JARHE-04-2022-0125/full/html>

#### **Dr. Manar Riman**

Riman M., “Vanishing of the Brauer group of a del Pezzo surface of degree 4”, *Journal of Number Theory*, 2020.  
<https://doi.org/10.1016/j.jnt.2020.03.008>

#### **Dr. Mariam Itani**

Itani M., Ghaddar N., Ghali K., and Laouadi A., “Bioheat modeling of elderly and young for prediction of physiological and thermal responses in heat-stressful conditions”, *Journal of Thermal Biology*, 2020.  
<https://doi.org/10.1016/j.jtherbio.2020.102533>.

El Loubani M., Ghaddar N., Ghali K., and Itani M., “Hybrid cooling system integrating PCM-desiccant dehumidification and personal evaporative cooling for hot and humid climates”, *Journal of Building Engineering*, 2021. <https://doi.org/10.16/j.job.2020.101580>

Ghaddar D., Itani M., Ghaddar N., Ghali K., and Zeaiter J., “Model-based adaptive controller for personalized ventilation and thermal comfort in naturally ventilated spaces”, *Building Simulation*, 14, 1757-1771, 2021.  
<https://doi.org/10.1007/s12273-021-0783-x>

#### **Dr. Mohammad Zbib**

Zbib M., Howard M., Maughan M., Briot N., Balk T., and Bahr D., “The Mechanical Response of Arrays of Carbon Nanotubes Coated with Metallic Shells”, *Materials Research Society Advances*, 3, 2801-2808, 2018.  
<https://doi.org/10.1557/adv.2018.562>

Ikhmayies S., Zbib M., “Synthesis of ZnO Hexagonal Micro Discs on Glass Substrates Using the Spray Pyrolysis Techniques”, *Journal of Electronic Materials*, 46, 3982-3986, 2017. <https://doi.org/10.1007/s11664-017-5495-8>

Ikhmayies S., Zbib M., “Spray Pyrolysis Synthesis of ZnO Micro/Nanorods on Glass Substrate”, *Journal of Electronic Materials*, 46, 5629-5634, 2017. <https://doi.org/10.1007/s11664-017-5629-z>

Zbib, M., Howard, M., Maughan, M., Briot, N., Balk, T., and Bahr, D., “Conformal Coating of Metallic Shells on Carbon Nanotube Turfs”, *Materials Research Society Advances*, 5(64), E1, 2020, <https://doi.org/10.1557/adv.2018.524>

Ikhmayies S., Zbib M., “Synthesis Of ZnO Hexagonal Prisms On Aluminum Substrates By The Spray Pyrolysis Technique”, *Transition Towards 100% Renewable Energy*, 2018.





### **Dr. Ramzi Taha**

Mohsen M., Alansari M., Taha R., Alnuaimi N., and Abu Taqa A., "Carbon Nanotube Effect on the Ductility, Flexural Strength, and Permeability of Concrete", *Journal of Nanomaterials*, 2019. <https://doi.org/10.1155/2019/6490984>

Alnahhal W., Taha R., Alnuaimi N., and Alhamrani A., "Properties of fibre-reinforced concrete made with discarded materials", *Magazine of Concrete Research*, 2019. <https://doi.org/10.1680/jmacr.17.00293>

### **Published Policy Documents**

Samarji A., "The "S" in "STEM": Education and policies amid and post-COVID-19", *Emerald Open Research*, Lebanon, January 2022. <https://doi.org/10.35241/emeraldopenres.111491.1>

### **Principles 5 | Partnership**

The Global Outreach and International Affairs Office (GOIA) at PU is committed to fostering global partnerships and promoting internationalization efforts at the university. The office oversees a range of agreements, including summer session programs and memorandums of understanding, to ensure that the PU community and partner universities receive full support for their queries and requests.

PU has established agreements with several prestigious universities around the world, including the University of California Berkeley (UC Berkeley) for its Summer Session Program. This program has provided an excellent opportunity for our students to enhance their academic progress. Additionally, PU has signed agreements with universities for student exchange programs, faculty exchange programs, and executive education, including the University of Edinburgh, University of California Los Angeles (UCLA), Michigan State University (MSU), University of Illinois at Chicago (UIC), University of Central Oklahoma (UCO), and California State University San Bernardino (CSUSB). Moreover, PU is actively pursuing partnerships with other top-ranked universities worldwide to expand its academic offerings and provide more opportunities for its students to experience global education. The GOIA office is dedicated to supporting and facilitating these efforts to enhance PU's global impact and reach.

### **Principles 6 | Dialogue**

The College of Business has actively participated in numerous local debates and conferences aimed at fostering dialogue on various topics related to Public Policies. These encompass social, economic, developmental, and legal issues.

These include:



- Gender Equality Seminar
- Women in Media Seminar
- Fake News and Validation Workshop
- Water Quality Testing Service
- Accessible and Inclusive Education: Differently-Abled Students Seminar