



جامعة دبي  
UNIVERSITY of DUBAI

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غرفة دبي  
DUBAI CHAMBER



# PRME

## Principles for Responsible Management Education

### Sharing Information on Progress

Academic Year : 2015 - 2016



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UD's President Dr. Eesa Bastaki

University of Dubai (UD) has completed eight years as a signatory of Principals for Responsible Management (PRME) 2016. During this period we have been focusing on different ways of implementing the six principles. Currently UD is actively participating in the anti-poverty interest group of PRME. In order to address UD's activities concerning PRME, this report contains the major events related to the six principles that took place during the past two years. During this period, UD initiated several activities such as international day, visits to cancer center, clean up campaigns, world water conservation day, and earth hours. UD hosted 20 guest speakers from different industries who lectured on their activities related to corporate social responsibility (CSR), business ethics and initiatives on sustainable business. UD's partnership with ENGAGE Dubai, an employee volunteering organization, has been continuing since past several years. In the past two years, we have been focusing on implementing first two, forth, fifth and sixth principles.

President, Dr. Eesa Mohammed Bastaki, has been taking leadership in implementing PRME in UD. Dr. Bastaki was one of the panelists in the PRME MENA conference held in Morocco on 11 November 2014. Provost, Dr. Geoffrey Gachino, is rendering all support for PRME activities at the UD. Dr. Ibrahim Tabche, Dean of the College of Business Administration, supervises the activities. In addition, Dr. Eappen Thiruvattal coordinates PRME activities along with the committee members Dr. Yaprak Anadol and Mrs. Marina Arnaut at the university level. The core values of UD, *Ethical behavior in all aspects of life, sound citizenship through personal, social and environmental responsibility, and continuous improvement in teaching, learning and research* reflect the commitment of UD towards PRME.



**Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.**

During the awareness campaign conducted at the beginning every semester, faculty members explain PRME's role in UD's strategic actions to students. In addition, posters displaying the six principles are displayed in key locations around campus. The following are the highlights of activities based on Principle 2:

### i) New Course in Sustainability

An elective course GSUS 200, Sustainability was prepared and launched in spring 2014 by PRME coordinator, Dr. Eappen Thiruvattal. Textbook/workbook, adapted for the course is '*The Sustainable Business: A Practitioners' Guide to Achieving Long-Term Profitability and Competitiveness*' authored by Jonathan Scott. Anti-corruption toolkit from PRME website was introduced in the course. Students of the course, conducted a group project on sustainability. Each group of students studied the sustainability initiatives of a corporation operating in the UAE and submitted reports worth 30% of their final grade. In addition, they made a presentation worth 10%. Case studies relating to social and environmental, corporate social responsibility and sustainability are used in the courses of College of Business Administration. Faculties were encouraged to teach these topics covered in their textbooks with great importance.



Cover page of the Arabic version of '*The Sustainable Business*' textbook/workbook

Business and Society is a mandatory course for all students who have completed 60 credit hours of study. This course puts great emphasis on case studies relating to environmental issues, corporate social responsibility and ethics. In addition, the materials covered in this course include PRME activities and the methods by which UD implements them. Guest speakers from the industry and Government are also a special feature of the Business and Society class. They bring in real life cases to the class.

### ii) Translation of Sustainability Textbook into Arabic

As part of the commitment to Principle 2 of PRME, UD translated the textbook/workbook, *The Sustainable Business: A Practitioners' Guide to Achieving Long-Term Profitability and Competitiveness* authored by Jonathan Scott into Arabic. This version is posted on the web page of GRLI, which can be accessed and downloaded free of charge by universities for academic purposes. The Arabic version of the book/workbook can be a useful tool for teaching Sustainability courses in Middle Eastern universities that deliver courses in Arabic language. Hard copies of the book are available for purchase from University of Dubai for a nominal price.



**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.

UD organized the following events under this principle:

### i) **Job Fair 2016**



*Students interacting with potential employers*

For the benefit of students in the UAE, UD conducted a job fair at the new campus on 12 April 2016. More than 1500 students and job seekers attended the fair. Students from University of Dubai in addition to other universities were interviewed by more than 40 organizations from government and

private sectors. Major companies including

Dubai Tourism, Dubai Economic Council, Wasl, Apple, Canon, Sony, Accenture and Al Futtaim were present at the fare.

### ii) **“A Smarter Counselor” Workshop**

UD hosted a workshop for school counselors and educators on 7 March 2016 at the new campus. UD Director of Communication, Mr. Hikmat Beaini, presented on “A Smarter Counselor”. The workshop focuses on counseling techniques on how to deal with students in a digital age.



*Participants of “A smart counselor” workshop with Mr. Hikmat Gilani*

### iii) Dubai Nike Marathon

On Friday 13 November 2015, UD students along with staff members took part in the “We Run DXB, Nike Dubai 10 km marathon” organized by Nike. The event was conducted at Mohammed Bin Rashid Boulevard at Dubai Mall. More than 15,000 runners participated in the race, which started at 7.00 am. Proceeds of the event were set aside for charity purposes by the organizers.



*UD students and staff at Dubai Nike Marathon*

### iv) UAE Drones for Good Award



*UD students and staff with President Dr. Eesa Bastaki at Drones for Good Award event.*

In order to enlighten the innovative ideas of students, UD enrolled several students for “The UAE Drones for Good Award” conducted on February 24, 2016. International price winner Loon Copter was awarded US\$ 1 million and the national price winner Al Morshed Al Thaki was awarded AED 1 million. The event was a great encouragement for UD students to

engage in innovative projects.

### v) Student Alumni Mentoring Program

Student Alumni Mentoring Program is a unique program by which graduating students are assigned to an alumni mentor, who guides the student for the working environment. This year’s event conducted on Sunday, 8 November 2015, was attended by the new joiners of mentors and mentees, staff and faculty members of the University. The program recruited nine pairs and three trios. The orientation lecture was delivered by Ms. Amina El Marzak, Manager of Students and Alumni Affairs Department.



## vi) Visit to Cancer Center



*UD students and staff with President Dr. Eesa Bastaki visiting cancer patients*

cancer ward at Dubai Hospital.

As part of its Corporate Social Responsibility (CSR) activity, on 5 November 2015 UD organized a visit to Dubai Hospital for a group of students and faculty members headed by the president of UD, Dr. Eesa Bastaki. The purpose of the visit was to encourage UD students to involve in CSR and inspire hope to those waging a brave fight against cancer. UD delivered some gifts to the inmates of the

## vii) Emergency and First aid Training

On 21 March 2015, a group of UD students attended the emergency first aid training at the UD campus. The event was organized in collaboration with Dubai Corporation for Ambulance Services (DCAS). The students received training that will become handy in case of emergencies.



*Students being trained by DCAS officer*

## viii) International Mother Language Day

UD participated in the global event to celebrate the “Mother Language Day” on 21 February 2016. The event is formally recognized by the United Nations General Assembly resolution, and has the objective to promote awareness of linguistic and cultural diversity and multilingualism. Ms. Arefeh Khaled, UD student, painted a picture using Arabic / Persian / English / Thai / Japanese calligraphy as part of this international event.



*Painting by UD student, Ms. Arefeh Khaled*

### ix) Student Forum between UD & Umm Al Moumineen Association

Under the patronage of H.H. Sheikha Fatima Bint Zayed Bin Saqr Al Nahyan, Head of Umm Al Moumineen Association, UD organized the first student forum titled: “Self-development of students” on 8 May 2014. The event was attended by 500 female and male students from high schools registered under Ajman Education Zone. The event underlined the commitment of UD and Association to achieve its joint objectives in regard to the community development.



*Female students from high schools attending the self-development event*



**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.

Dr. Yaprak Anadol, committee member and Dr. Eappen Thiruvattal, coordinator of PRME co-authored the following article, which was published in a leading peer-reviewed journal.

Anadol Y, Youssef M, and Thiruvattal E. (2015) “Consumer Reactions towards Corporate Social Responsibility in the United Arab Emirates” *Social Responsibility Journal*, Vol. 11 No. 1, pp. 19-35.



**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.

In partnership with international and national stakeholders UD has been involved in activities benefitting the environment and society. The following section describes these activities:

### i) The World Water Day

In celebration of the World Water Day, the Environmental Club at UD organized two activities on



*UD students in action on the World Water Day*

22 March 2016. The objective of the program was to create awareness and learn about water related issues focusing on how enough quantity and quality of water can change people's life and livelihoods. The first activity was "How to wash a car with one bucket of water". The Environmental Club succeed in washing two cars using only one bucket and re-using the remaining water to irrigate plants. The

second activity was how to save water during ablution. The goal was to be inspired to communicate the message to the society and take action to make a difference.

### ii) UD Won 2nd Place at DEWA Conservation Award Ceremony

UD is an active participant in DEWA's conservation award competition conducted for the past 10 years. UD won the 2nd place in the Conservation Award 2014-2015. Prices for the winners were distributed by officials of by DEWA at Grand Hyatt hotel Dubai, on 20th May 2015. This award, Conservation Award for a Better Tomorrow, is an integral part of DEWA's strategic initiative to combat global warming and climate change, in partnership with KHDA. The award established in line with Dubai's commitment to environment sustainability. UD



*UD's president receiving award from DEWA officials*



### iii) Cultural exchange program

In spring 2015, a group of Chinese teachers from Ningxia University completed an Arabic language and Culture program provided by the Center of the Executive Development at UD. The group wrote an emotional poem about their days in Dubai and recited it all in Arabic. On 20 August 2015 president of UD Dr. Eesa Bastaki congratulated the group for learning Arabic language, understanding Arab culture and life style, and delivered certificates of completion to the Chinese teachers.

### iv) Employee volunteering

UD is an active member and partner of ENGAGE Dubai, an employee volunteering organization with more than fifty member companies. This is an initiative of the Dubai Chamber. As a partner of ENGAGE, UD has brought 20 executives as guest speakers from participating organizations to lecture to students during the past 24 months. Faculty members of UD also participated in different employee volunteering activities organized by ENGAGE.

### v) Guest speakers on SCSR and sustainability

On a regular basis, UD hosts executives from the industry as guest speakers on topics such as corporate social responsibility, environmental problems, and sustainability. In the past two years we have hosted 20 guests from organizations including the Standard Chartered Bank, Gulf Craft, General Electric, Apparel Group, DU telecommunications, and Dubai Chamber.

### vi) Clean up campaign 2014

UD Students participated in ‘Clean up the World’ campaign on 12 November 2014. The week-long clean-up campaign was organized by Dubai Municipality in partnership with the United Nations Environment Program (UNEP). Every year the event engages an estimated 35 million volunteers in 130 countries, making it one of the largest community based environmental campaigns in the world. This year UD students participated in the campaign by cleaning Al Sufouh Beach, Jumeirah.



*UD students and staff participating in the clean-up campaign 2014*

### **vii) Student volunteering at Senses Centre**

On 29 April 2014, student volunteers of UD students rendered their services at Senses Centre day care for challenged students. Visit at the center brought smile on the faces of the inmates. Students interacted with all the inmates by singing, playing and helping them. UD thanked Senses for giving the students the opportunity to be part of their extraordinary family for a day. These talented children need some extra help, from volunteers and well-wishers.



*UD students volunteer at Senses Residential and Day Care Centre.*

### **viii) UD Students Celebrate the Earth Hour**



*UD students celebrating Earth Hour 2015*

On Tuesday, 24 March 2015 the Environmental Club at UD celebrated the Earth Hour as global warming looms as the greatest threat to the earth and its inhabitants. The Environmental Club at University of Dubai switched off the lights for 60 minutes to share the experience and join the Earth Hour event.

### **ix) UD Students Participate in Inter-College Competition**

UD Students Participate in Inter-College Competition on 10 December 2015. The students have successfully participated in the Emirates Environmental Group inter-college competition as part of their community engagement towards environment. During the competition, the students delivered a presentation showing great understanding of various environmental topics. This competition was an extension of their Business and Society course in addition to their commitment to Principles of Responsible Management Education. The students received a certificate of appreciation at the end of the competition.



### x) Workshop on "Global Environmental Challenges"

Students and faculty members of UD attended a workshop on 5 November 2015 organized by the Emirates Environmental Group (EEG) at Marriot, Al Jaddaf. The theme of the workshop “Global Environmental Challenges: From Green Attitude to Green Action”, provided the students an opportunity to learn the values and methodologies necessary to achieve a sustainable future.



*UD student interacting during the workshop*

### xi) Environmental Competition in Ajman

UD and Umm Al Moumineen Women's Association in Ajman announced the winners in the environmental competition held throughout the UAE schools on 5 October 2015. Winners were given cash gifts from UD for the best research (AED 10000), best Module (AED 6000), best short movie (AED 5000) and best photo (AED 4000). Dr. Eesa Bastaki, the president of UD congratulated the winners in the presence of Sheikha Azza bint Abdullah Al Nuaimi.

### xii) Neuro-linguistic programming at UD

On 20 January 2016, UD held a workshop for Dubai Healthcare City on Neuro-linguistic programming (NLP). The UD trainer, Mr. R. Shanker captivated an audience of more than 40 people with his passion and knowledge on the subject. A two day training session will take place on the 15<sup>th</sup> and 16<sup>th</sup> of February on NLP with Mr. Shanker at the UD.



*Neuro-linguistic workshop in progress*

### xiii) World Diabetes Day



*Students at the World Diabetes day event*

As the International Diabetes Federation observed World Diabetes Day on November 12, 2014, UD organized an event to create awareness about the epidemic among its stakeholders. The event focused on the risk factors and hazards of diabetes and highlighted the importance of providing better healthcare to patients with Diabetes.



**Principle 6 | Dialogue: We will facilitate and support dialog 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.**

**i) Presentation at PRME affinity group of AACSB- Amsterdam**

UD's coordinator of PRME, Dr. Eappen Thiruvattal, attended the PRME affinity group meeting of Annual Accreditation conference of AACSB at Amsterdam, Netherlands on 24 May 2015. Dr. Thiruvattal presented to an audience of delegates from several universities, the different methods by which PRME was successfully implemented in the UD in different stages, leading to the 3<sup>rd</sup> PRME MENA regional conference in Dubai. The interactive session encouraged several delegates to be part of the global community of PRME and implement its principles in their institutions.

**ii) Workshop at PRME MENA conference- Cairo**

UD's delegate Dr. Yaprak Anadol attended PRME MENA Conference in Cairo, Egypt in April 2016. Dr. Anadol co-facilitated the Anti-corruption workshop and shared the experience of University of Dubai in implementing anti-corruption tool kit in the classroom environment. The PRME conference enabled all the participants to share personal and institutional experiences which lead to produce new ideas and constructive suggestions on the implementation of the SDGs through the framework in the MENA Region.

**iii) Seminar on Corporate Social Responsibility**

UD organized a Seminar titled "Dubai and Corporate Social Responsibility" on 18 November 2014. Dr. Harold Koster, the Dean of UD Law School, presented the topic to an audience of entrepreneurs, executives and CEOs. Dr. Koster explained the importance of CSR in achieving economic success, building reputation and gaining the trust of stakeholders. He focused on the positive role of CSR in attracting and keeping good employees on payrolls. Following the seminar, a discussion took place about CSR in the UAE as an example of a successful CSR nation.



#### iv) UD Hosts International Students from India & China

UD hosted international students from well-known management institutions from India and China on Thursday, 2 April 2015. The orientation session was attended by international MBA students from Ningxia University, China, ISBR India, SDMIMD India, and TAPMI India. The students are part of an international plan initiated by UD to promote educational cooperation among exceptional universities around the world.



*UD faculty and Staff with visiting students from India and China*

#### v) UD Hosts MBA students Portugal and Ireland

Students from Nova Catolica University, Lisbon visited the UD on 24 April 2014. Executive Director of the MBA Program, Ms. Anabela Possidonio led the team during their visit. Objective of the visit was to connect with equally accredited institutions to promote



*Students and faculty member from Portugal with UD's Dean Dr. Ibrahim Tabche*

international collaboration and to know “How business is done in the UAE”. Corporate Business Services CEO and Managing Director, Ayman Al Awadhi, conducted a presentation on the topic. On 14 March 2016, a delegation of executive MBA students and faculty members from University College of Dublin visited UD's new campus in the Academic City. Dr. Eesa Bastaki, president of UD, welcomed the delegation and discussed the UAE economy and globalization. He encouraged Emirati-Irish cooperation in the education sector and thanked the delegation for their visit.

## About University of Dubai

The University of Dubai is one of the leading higher education institutes in the United Arab Emirates offering bachelor, master, and PhD degrees in Business Administration, a Bachelor of Science degree in Computing and Information Systems, a Master of Science degree in Information Systems Management, and a master degree in Law. Licensed nationally by the Ministry of Higher Education and Scientific Research, UD became the first private University in Dubai to hold the AACSB international accreditation in 2009 and the first University in the UAE to hold the ABET-CAC accreditation for its Computing and Information Systems (BS) program in 2006 under Information Systems criteria. The AACSB accreditation makes the University of Dubai a part of the elite group of 5% business schools of the world. UD delivers a premium education aided by a team of professors with extensive experience in their respective disciplines. The Dubai Chamber of Commerce and Industry founded UD in 1997 to prepare generations with the tools to become world leaders. PRME principles are implemented in UD through multi-level activities. Team effort by all units in the university is key to its success. UD has incentivized the implementation by measuring faculty members' efforts in this direction and linking it with their career progress. In order to engage students in activities related to PRME, campaigns, class lectures and posters were used to create awareness. Student participation in activities such as field trips, recycling and tree planting, clean up the world campaign, conservation workshops, and earth hour, make them aware of their responsibilities towards the society and environment. Visit our website at [www.ud.ac.ae](http://www.ud.ac.ae) or call +971 4 5566900 for more information.

## In this regard, UD desires following support from the PRME

WE would appreciate PRME's additional support for coordination between the Global Compact LEAD member organizations, and guidance for projects with LEAD members. Further, opportunities for interaction between different regional groups may create better understanding of the issues each region is facing.

Eappen Thiruvattal, Assistant Professor, PhD, CMILT (UK)

PRME Coordinator, University of Dubai

P.O. Box 14143, Tel. +97145566919

E-mail: [ethiruvattal@ud.ac.ae](mailto:ethiruvattal@ud.ac.ae)