



جامعة دبي
UNIVERSITY of DUBAI

Sharing Information on Progress (SIP) Report for Academic Year 2009-2010

University of Dubai (UD) made significant progress in the academic year 2009-2010 in terms of implementing the six principles. Following is a brief report of those activities.

I. Letter of renewed commitment

(See attached letter)

II. Concerning the principles:

UD's Mission, Values, and Objectives fit well to the first four principles Purpose, Values, Method, and Research. In addition, UD has done significant progress on the last two principles on Partnership and Dialogue, by its activities in the community through ENGAGE, a group of organizations involved in employee volunteering, partnership with the Center for Responsible Management at the Dubai Chamber, and active participation in environmental projects conducted in the UAE by UD Environmental Club and Dubai Municipality.

1. PRME Principles Description

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.

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.

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

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.

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.

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

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

2. Brief overview

The first two **Missions of UD** fit well with the first three principles on **Purpose, Values, and Method**.

- *Serve the educational needs of diverse undergraduates, postgraduates, and professionals at different social segments, economic levels, and geographical areas.*
- *Produce high caliber graduates capable of becoming business leaders.*

These missions viewed along with the following **Value statements of UD**, match with the outcomes of the first three principles.

- *Ethical behavior in all aspects of life*
- *Sound citizenship through personal, social, and environmental responsibility*
- *Respect for the opinion and beliefs of others.*
- *Equal opportunity for all men and women*
- *Continuous improvement in teaching, learning, and research*
- *Doing everything for the benefit of the students without sacrificing the quality*

The fifth **Mission** and third **Objective of UD** reflect the fifth principle on **Research**.

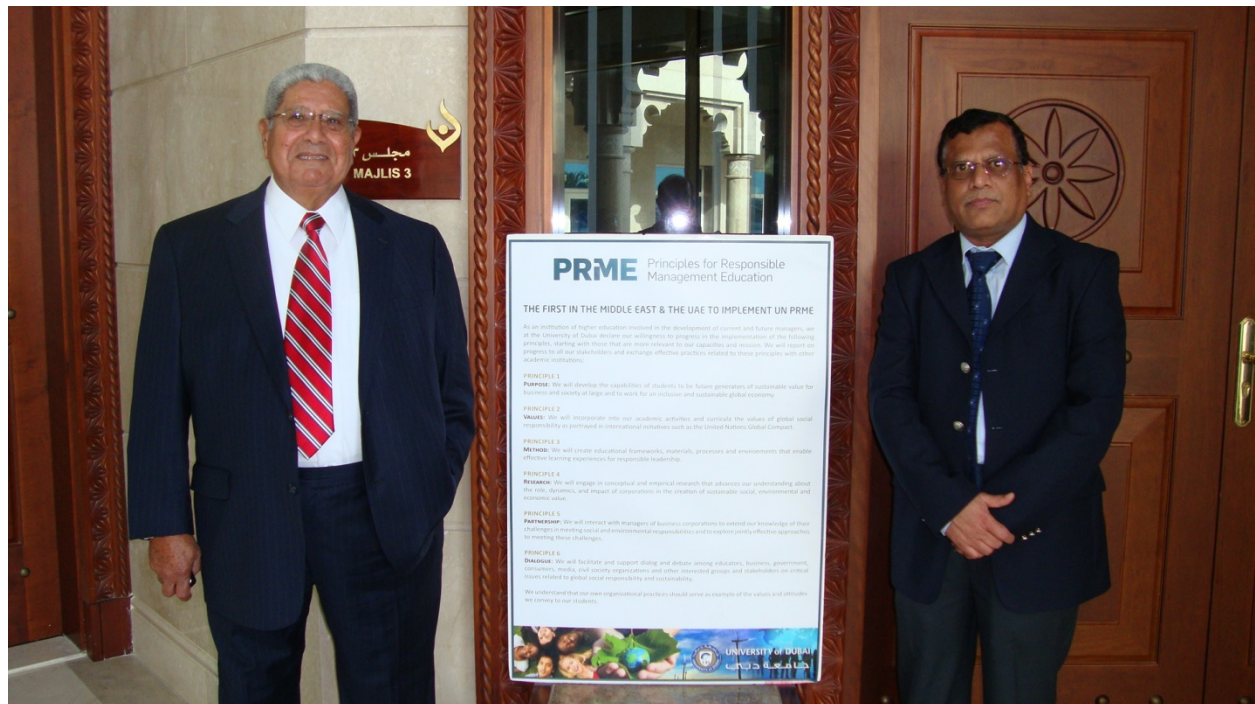
- *Engage in applied research focused on the economic development of the UAE*
- *Provide research, consultancy, professional development, and technology support services to the business community in the UAE.*

3. Major achievements

Major achievements of UD during the academic year are briefly stated in the following pages.

3.1. Creating awareness among the stakeholders

UD runs an awareness campaign during the first week of each semester. Along with the general topics, students get information on the PRME activities during this time. Faculty members get information on the six principles during the Faculty Council meetings and other occasions. Many faculty members in turn take lectures on topics related to the principles, work out cases, and show relevant videos in the classes on a regular basis. Posters of the six principles are placed at prime locations of the two campuses, to create awareness among students, faculty, staff, and all the visitors to UD.



UD President Prof. Omar Hefni and Dean of College of Business Administration Dr. Ananth Rao alongside PRME poster

3.2. Curriculum Change

As part of the curriculum development, we have re-defined the syllabus of the course “BBUS 350 Business and Society” (mandatory for all UD’s business school students) to embody the six PRME principles and align all the contents with the mandate of Responsible Leadership.

Further, in other courses, faculty members cover case studies available in course textbooks dealing with corporate social responsibility, ethics, and environment. Additional case studies on these topics are also available for the faculty as resources. Faculty’s teaching performance in this area is assessed and reported through student evaluations of teaching performance every semester.

3.3. Innovative teaching methodologies

UD faculty attended the workshop ‘What the Best College Teachers Do’ conducted in New Jersey in June 2009, and shared the main contents with the UD faculty in the Teaching Forum, for their implementation in the courses they teach.

3.4. Guest Speakers on Corporate Social Responsibility

UD invites experts in Corporate Social Responsibility as guest speakers to deliver lectures in classes every semester. This activity emphasizes our commitment to enhance the course curriculum with the six principles.



Guest speaker of Corporate Social Responsibility, Dr. William Derban, Head of Community Relations, Emerging Markets, Barclays Bank, with course instructor Dr. Eappen Thiruvattal.

3.5. Active involvement in Environmental Programs

UD has been participating in several environmental activities in the past academic year. They include 'Clean Up the Word', 'Your Tree in Dubai', and 'Visit to Wild Life Park'. Pictures of a few of these activities are included in this report.

3.5.1. Clean up the world campaign

UD takes part in the 'Clean up the World' campaign every year since its initiation in Dubai by United Nations Environment Program (UNEP) and Dubai Municipality. Several educational institutions volunteered to participate in these events. This year, the event took place on November 1, 2009 at the Jumerah beach, Dubai.



UD delegates at the 'Clean up the World' campaign at Jumerah Beach Park, Dubai.

3.5.2. Visit to wild life park.

PRME delegates are active members of the UD Environmental club. Members of the Environmental club organized a one-day trip to the Wild Life Park Al Ain, on March 29, 2010. The trip enhanced the knowledge of the members about the species of Arabian Peninsula, and the endangered species.



Students and faculty visiting Al Aine Wild Life Park

3.5.3. ‘My Tree in Dubai’ campaign

UD delegates planted tree saplings at Mushraf Park, Dubai for the ‘My Tree in Dubai’ campaign on April 24, 2010. UNEP organized this event as part of the ‘One Million Tree’ project coordinating with Dubai Municipality as the initiator and the main partner. In order to be eligible to take part in the event, each participant had to collect and provide Dubai Municipality with sixty Kg. of used paper suitable for recycling. The event created awareness among the members, the need for protecting the environment by recycling and planting more trees.



University of Dubai’s tree saplings planted at Mushraf Park during ‘My tree in Dubai’ project.

3.6. Community involvement through ENGAGE

UD is the member of the steering committee of ENGAGE, which is currently having more than fifty member organizations involved in employee volunteering. Engage is initiated by the Center for Responsible Business (CRB), a division of Dubai Chamber. Objective of ENGAGE is to transfer skills, knowledge, and experience through employee volunteering and engagement.

UD invites company delegates as guest speakers to classes during Faculty for a Day event every semester. For courses such as Business and Society, faculty members assign the member organizations of ENGAGE to groups of students on CSR audit projects. For such projects, students visit the organizations several times, meet the executives, study the ways by which they implement CSR in the UAE, prepare report on the activities, and present them in classes.



Executives of member organizations of ENGAGE Dubai rewarded for their employee volunteering activities. Delegates are seen with Dubai Chamber and Center for Responsible Business executives.

3.7. Active participation in PRME global programs

One of the UD delegates attended the first PRME Forum conducted on 4th and 5th December 2008 at the United Nations, New York, and shared his experiences with the UD faculty during the research forum. Further, an interview conducted by UD delegates with the PRME head is in press for publication in Academy of Management Journal.

Learning is considered here as an issue of engaging in and contributing to the practices of the community. Instructional research tries to find ways to instill the values of sustainability and corporate citizenship as part of the core content of the leader's vision.

Our instructional practice and research, thus, reshapes and re-creates scenarios where students can be exposed to the needs and views of different company stakeholders and the overall business setting of the firm. These exercises cover mainly topics such as sustainability, social legitimacy, business ethics, responsible leadership, and ultimately the corporations' impact on the creation of social, environmental, and economic value.

4. Future perspectives/Key Objectives

- Increase awareness of the six principles among the stakeholders
- Review the curriculum regularly to improve student's learning of the six principles
- Increase the current activities such as classroom interaction, placing posters, and PR through media.
- Continue with the community activities
- Improve interaction with PRME global activities.

In conclusion, the UD strive to implement the PRME among the UAE society in two directions. First, we interact with the community directly. Second, we educate our students on the principles of responsible management.

For the University of Dubai

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