

PRME Sharing Information on Progress Report



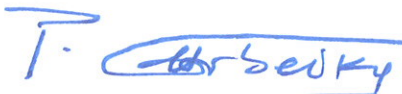
**Faculty of Business and Commercial Sciences
Holy Spirit University of Kaslik**

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Letter of commitment to the PRME

The Holy Spirit University of Kaslik (USEK) has the honor to reiterate its commitment to the Principles for Responsible Management Education (PRME). Our institution is working hard on promoting the PRME Principles among the region and the Faculty of Business and Commercial Sciences is strongly committed to align its teaching and international strategies with the Principles of the Responsible Management Education. It became, in the same line, in 2017, formally eligible for the AACSB Accreditation, www.aacsb.edu, the internationally recognized, specialized accreditation for business and accounting programs at the bachelor's, master's, and doctoral level.



Fr. Prof. Georges Hobeika
President

Contents

1-Letter of renewed commitment to PRME	2
2-Vision of the Faculty of Business	2
3-Mission of the Faculty of Business	2
4-Commitment towards the six principles of PRME	3
5-Major international colloquiums and events	5
6-Curricular activities	7
7-Desired support from the PRME community.....	7

1-Letter of renewed commitment to PRME

We, as faculty of business and commercial sciences, are honored and proud to re-commit since 2012, as per the previous years, to the PRME principles.

The Faculty of Business is committed to align its teaching and international strategies with the Principles of the Responsible Management Education. It became, in the same line, in 2017, formally eligible for the AACSB Accreditation, www.aacsb.edu, the internationally recognized, specialized accreditation for business and accounting programs at the bachelor's, master's, and doctoral level.

2-Vision of the Faculty of Business

Founded in 1966, the Faculty of Business and Commercial Sciences is considered as one of the pioneers in business education in the Near-East. As part of USEK, it has dedicated itself, since its creation, to teach students how to administrate organizations, in the scope of sustainable development, while remaining devoted to its three-hundred years tradition of the Lebanese Maronite Order, a heritage conscientiously preserved and incessantly enriched. In 50 years, we have succeeded in providing local and regional markets with a wide range of specializations under the American Credit System in BBA, MBA and PhD.

3-Mission of the Faculty of Business

The Faculty of Business and Commercial Sciences at USEK is committed to offering quality educational programs in various business fields within a student-centered learning environment, continuously supporting its students in achieving their career goals. Through enriching multidisciplinary programs and empowering faculty initiatives, we seek to nurture entrepreneurial spirit and to graduate civically engaged and ethically responsible professionals for the sustainable development of Lebanon and the region.

4-Commitment towards the six principles of PRME

The Faculty of Business and Commercial Sciences at the Holy Spirit University of Kaslik is committed to the Six Principles of PRME, as per the below:

- **Principle 1 | Purpose:** Participation in international seminar and colloquiums about responsible management in addition to the organization of local seminars and colloquiums. Besides, the Green Committee, which was created in 2016, develops and provides support for sustainability initiatives within USEK campus and community in order to create a culture of students, faculty and staff who are socially, economically and environmentally responsible. In order to accomplish the goals set in the Sustainability Strategy, the Committee has partnered with departments and divisions across campus to launch initiatives and programs intended to make the University more sustainable. USEK celebrated for instance “*Earth Day*” on April 28, 2016. Recycling was mainly tackled in this event as an urgent issue to apply at USEK and worldwide.
- **Principle 2 | Values:** Engagement in inculcating, through the academic activities, the values of global social responsibility.
- **Principle 3 | Method:** Offering of various materials and e-materials enabling the Faculty’s staff to easily teach responsible management and leadership skills to USEK students.
- **Principle 4 | Research:** Engagement in empirical research especially in the framework of the CIRAME (*Centre International de Recherche en Applications Managériales et Économiques*). This unit, which is University-owned, was created after a ten-year period of academic activities within the Faculty and serves two purposes; professionalizing the management of research activities and increasing national and international exposure of its activities and scientific productions.

Lines of Research:

In order to carry out its main mission, **CIRAME** has organized its activities along four lines of research:

Axis 1: **Entrepreneurship and Management of Small and Medium Firms.**

Axis 2: **Corporate Governance.**

Axis 3: **Social Audit and Human Resources Management.**

Axis 4: **Economics.**

- **Principle 5 | Partnership:**

In an attempt to increase its international presence and establish a network of international institutions within different frameworks of academic and institutional cooperation, the Faculty has established connections with internationally reputable institutions.

International network:

- Member of PRME (Principles for Responsible Management Education)
- Member of EFMD (European Foundation for Management Development)
- Member of the Scientific Committee of Eduniversal (SMBG); selected among 1000 best performing schools of business in the world
- Member of AUF (Agence Universitaire de la Francophonie)
- Member of AACSB (Association to Advance Collegiate Schools of Business)
- Headquarters of the General Secretariat for the Arab Society of Faculties of Business, Economic and Political Sciences (BEPS)

Main partnerships of the Faculty of Business

- EBS Business School
- EDHEC Lille et Nice
- ESCA School of Management
- KEDGE Business School
- George Washington University
- Haute École de Gestion de Genève - Suisse
- HEC Montréal
- Le Cordon Bleu
- Université de Reims Champagne-Ardenne
- HEC-ULg University of Liege
- Université Jean Moulin Lyon 3
- Université Panthéon-Assas
- Université Paris-Dauphine
- Université Robert Schuman - EM Strasbourg Business School
- University of Stellenbosch Business School
- Zagreb School of Economics and Management
- Rouen Business School
- ICHEC-Brussels Management School
- UPMF – Université Pierre-Mendès-France de Grenoble

- Morgan International (Lebanon)
- International University of Dakar (Senegal)

The Faculty not only encourages its students to benefit from these partnerships through the **Student Exchange program** but also welcomes foreign students.

- **Principle 6 | Dialogue:** USEK continuously supports an ‘open-minded’ dialog among educators, students, business, government, consumers, media, civil society organizations and other interested groups along with stakeholders on the diverse critical issues related to global social responsibility and sustainability.

5-Major international colloquiums and events

USEK organized its annual entrepreneurship competition, “Entrepreneurship 2014”. This event, hosted by the Faculty of Business and Commercial Sciences, was established to reward students for their new business ideas. May 28, 2014

USEK supported many students initiatives and activities concerning themed events aligned to PRME principles like the Business for a Cause – Social Enterprise Conference organized by multi-disciplinary and CSR leader Al Ahli Holding Group in partnership with the socially active youth of Leo District 351, Lebanon on the 2nd and 3rd March 2015.

The Business School Impact Survey (BSIS) valued the economic impact of the USEK Faculty of Business on Lebanon on September 15, 2015. BSIS is a scheme designed to determine the extent of a school’s impact upon its local environment – the city or region in which it is located. This innovative tool measured the economic, social and societal impact of USEK’s Faculty of Business on the Keserwan region in particular and Lebanon in general. The scheme was initially designed by the French National Foundation for Management Education and is already well established in the French higher education arena. The BSIS process has been adapted for an international audience and is now offered in a joint venture between the European Foundation for Management development (EFMD) and FNEGE as a service to members of the EFMD throughout the world.

The Arab Society of Faculties of Business, Economic and Political Sciences (BEPS) and The Faculty of Business and Commercial Sciences at the Holy Spirit University of Kaslik (USEK)

organized the international colloquium “Accrediting Business Schools: A Necessity or a Trend?” on April 26 & 27, 2016. This event was organized jointly with AACSB International-Association to Advance Collegiate Schools of Business, as a supporting organization and PRME.

This conference brought together accreditation establishments, business educational institutions, and governmental higher education bodies altogether. In addition to the legislative and professional contributions that it offered, this conference provided scientific and academic evidence related to the importance of accredited business schools in the Arab world. Authors were hence invited to submit papers sharing their conclusions and recommendations in this regard.

On March 8, the world celebrates the achievements of women in all fields from business to politics, societal to cultural. As per the International Women’s Day (IWD) Committee, it is “a collective day of global celebration and a call for gender parity”. On this occasion, USEK celebrated on the 8th March, 2016 the success of local and regional women who have made a difference in domains that are usually perceived as dominated by the male gender.

This conference encompassed two round tables tackling “Women in Leadership and in Entrepreneurship” and was animated by guest speakers from different fields who shared their success stories with the audience.

A socially responsible Marketing Competition Initiative 2016 was held on May 6, 2016 following the previous successful competition held on May 14, 2015 to encourage students to come up with innovative new ideas.

USEK organized the Entrepreneurship Day which was hosted by the Faculty of Business and Commercial Sciences and took place on May 5, 2016. It gave the chance to watch students pitch creative business ideas in front of professional entrepreneurs. It was previously held also on May 12, 2015.

The Hult Prize 2016 event was held at USEK. Students from the Faculty of Business and Commercial Sciences competed with each other. The winning team will travel to the USA to face the international competitors. The Hult Prize Foundation is a start-up accelerator for budding young social entrepreneurs emerging from the world’s universities. Named as one of the top five ideas changing the world by President Bill Clinton and TIME Magazine, the annual competition for the Hult Prize aims to create and launch the most compelling social business ideas—start-up enterprises that tackle grave issues faced by billions of people. Winners receive USD1 Million in seed capital, as well as mentorship and advice from the international business community.

6-Curricular activities

Members of the Faculty staff (namely the Chairperson of International Relations at the Faculty of Business) participated, as a speaker, in the 5th PRME MENA Regional Forum held by Talal Abu Ghazaleh Graduate School of Business in Jordan.

PRME principles were introduced to USEK students at the level of the BA degree such as in classes pertaining to Business Communication whereby students are taught issues pertaining to ethical and legal communication (distinguishing ethical dilemmas from ethical lapses, ensuring ethical communication and ensuring legal communication).

At the level of the MBA/M.Sc. degrees, courses revolving around Corporate Social Responsibility and Ethics have been added to the curriculum. Moreover, international business professors, seminar lecturers and guest speakers were invited to the Faculty of Business and Commercial Sciences to interact with students about responsible management challenges.

7-Desired support from the PRME community

USEK is the first university in Lebanon to have become carbon-neutral in the region. It is keenly aware of the ethical dimensions of CSR and is active both in raising awareness among staff and students and in taking concrete action to put part of the principles into practice. There are a series of policies to position USEK as a model of environmental responsibility including energy efficient buildings on campus and a sustainable procurement project. To support this cause, CSR concepts and ethical behaviors have been incorporated in a large portion of the curriculum of the School of Business. Therefore, USEK is highly interested in organizing, in the upcoming years, high-level international colloquiums, which deal with such issues.

USEK's School of Business is particularly attached to the global dissemination of a culture of responsible education and community service which illustrate its commitment to apply PRME principles. A case in point is the organization, back in 2012, of the 2nd PRME MENA Regional Forum 2012 in Lebanon entitled "Doing Business Responsibly: When Corporations Become Citizens".