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PRME Principles for Responsible Management Education Sharing Information on Progress ACADEMIC YEAR: 2013-2014

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UD President H.E. Dr. Eesa Al Bastaki

The University of Dubai (UD) is one of the leading higher education institutes in the United Arab Emirates offering a Bachelor and Master degree in Business Administration, a Bachelor of Science degree in Computing and Information Systems, Master of Science degree in Information Systems Management, Master degree in Law. UD will start the PhD program in Business Administration from fall 2014. Licensed nationally by the Ministry of Higher Education and Scientific Research, UD became the first 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 part of an elite group in which only 5% of the world's business schools are a part. 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. Visit our website at www.ud.ac.ae or call +971 4 207 2787 for more information.

With University of Dubai (UD) hosting the 3rd PRME MENA regional conference at Dubai Chamber premises in November 2013, the past two years has been a most productive period for UD in terms of its activities in connection with PRME. Several methods were used to implement five out of the six principles. In the area of curriculum changes, UD has developed an elective course in sustainability, adopting one of the latest textbooks in this area. One more peer-reviewed academic journal article on topics related to PRME was coauthored by the faculty coordinating the PRME activities at UD in addition to the earlier two. During the past 24 months, UD students, faculty and staff got involved in several extra-curricular activities such as field trips, clean-up campaigns, and a pink walkathon for breast cancer awareness. Different faculties hosted guest speakers from the industry, NGOs and government departments to lecture on topics such as corporate social responsibility (CSR), business ethics and the role of the Dubai Chamber in supporting society and sustainable business. The majority of these executives from

industry were partners of Engage, the employee volunteering organization comprising more than 50 organizations in the UAE. Our main focus during the past 24 months has been on implementing the first five principles.

UD's new President, H.E. Dr. Eesa Mohammed Bastaki obtained a firsthand experience of PRME by attending the launch of leaders program at New York and leading the MENA Regional conference in Dubai. He is involved with the PRME activities, and attends its conferences. Prof. Ananth Rao, Chief Academic Officer, is a member of PRME working groups and directs the activities of PRME at UD. Professor Geoffrey Gachino, Acting Dean of the College of Business Administration, supervises implementation of the activities. In addition, Dr. Eappen Thiruvattal coordinates PRME activities at the university level. Further, the PRME team at UD was expanded in October 2013 by inducting two female faculty members.



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.

The major event of the past 24 months was the 3rd PRME MENA Regional conference hosted by UD under the patronage of the Dubai Chamber on November 10th and 11th, 2013. The topic of the event was, “Unleashing the Impact of Responsible Management Education: Could Business Schools offer a Road Map for a Sustainable MENA Region?” As the PRME seek to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century, the topic was very relevant for discussion in the MENA regional conference. Considering the current academic environment in which corporate responsibility and sustainability have entered but not yet become embedded in the mainstream of business-related education, the conference has achieved its goal in terms of making the participants aware of the key issues and the possible solutions to them through curricular changes, research, advanced teaching methodologies and institutional strategies.

The forum hosted by UD featured regional and international speakers who addressed the attendees about the issues of responsible management, its effects on the MENA region and the implications responsible management has for the regional and global economy. They were from diverse areas and experiences. His Excellency Hisham Abdulla Al Shirawi, His Excellency Dr. Eesa Bastaki, His Excellency Khaled Al Kamda, Mr. Jonas Haertle, Dr. Ahmed Abdel Meguid, and Dr. Nehme Azoury spoke at the conference. In addition, senior leaders from the industry also addressed the audience. Judging from the feedback from participants, this conference benefited them in terms of content and networking in the field of sustainability.

In his keynote address, UD's President H.E. Dr. Eesa Bastaki said, "The University of Dubai proudly became the first PRME signatory in the Middle East in 2008. We expect our graduates to become future sustainable leaders in business. With the power one gains from leading a large corporation one must also feel a great sense of responsibility to its customers, its employees and the society in which it operates."



H.E. Dr. Eesa Mohammed Bastaki addressing the 3rd PRME MENA regional conference

Jonas Haertle, Head of the PRME Secretariat at the UN Global Compact Office said, “We are encouraged by over 500 higher education institutions around the world which have committed to the PRME. At the same time, more needs to be done to adapt responsible management education to the regional context. The 3rd PRME MENA Regional Forum at UD provided a premier opportunity to identify concrete ways of adapting PRME to the challenges and opportunities in the MENA region. It also provided an opportunity to reflect on what has been learned from previous meetings at American University in Cairo in Egypt and Holy Spirit University of Kaslik in Lebanon”.



Mr. Jonas Haertle, Head of PRME Secretariat addressing the closing ceremony.



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) Environmental trip to Sri Lanka

In March 2014, under the supervision of UD student services, a group of 15 students made a trip to several locations of the island nation, Sri Lanka. The trip included visits to

tea factories, water falls, mountains, and Jungle Island. The trip gave the students an opportunity to explore the diverse environments of a tropical country.



Students and Staff of UD on the environmental trip to Sri Lanka

ii) **International Day against Drug Abuse and Illicit Trafficking.**

The University of Dubai is committed to the well-being of the communities in which it operates. We whole-heartedly supported Dubai Police's sustained drive to achieve a "Healthy Community without Drugs". With the theme, 'Make health your "new high" in life, not drugs', on Thursday, June 26, 2013, the Drug Hazard Awareness Section of Dubai Police made an incisive presentation on the need to raise public awareness in order to safeguard the community and the country's socio-cultural fabric from the hazards of drug addiction. Dubai Police emphasized the need to protect our society, especially our young adults, from the devastating effects of narcotics. It is the responsibility of not only the guardians of the law but also of every person and organization.



UD students attend a presentation on prevention of drug abuse by Dubai Police.

iii) **Pink Walkathon**

With the objective of creating Breast Cancer Awareness and support breast cancer patients, students, staff and faculty from UD participated in the Pink Walkathon on Friday, 1st November 2013 at Zabeel Park, Dubai. The event was organized by BurJuman Center, one of the leading shopping malls of Dubai.



UD students, staff, and faculty participated in the Pink Walkathon organized by BurJuman Center, Dubai.

iv) **UD No Car Day**

In order to make our stakeholders act upon the root cause of global warming, UD organized "No Car Day" on 22nd April, 2013. On this day, all participants in the event commuted to the university by walking, cycling, using public transport or carpooling. It is our hope that by creating awareness and initiating such activities, a reduced use of automobile will reduce, in turn, carbon emissions.



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.

As a continuing effort, UD runs an awareness campaign for the first week in all 200 and 300 level courses every semester. During the campaign, faculty members explain PRME's role in UD's strategic actions. In addition, posters displaying the six principles are displayed in key locations around campus. In addition, following progress was achieved under this principle:

i) **Curriculum changes with Corporate Social Responsibility and Sustainability**

As part of the curriculum improvement, UD got approval for a new course called Sustainability in April 2014 for the Bachelor's program in Business Administration. This course will be offered as an elective from fall 2014. Students of a core course, Business and Society, conducted a group project on CSR and Corporate Social Responsibility. Each group of students studied the CSR initiatives of a corporation operating in the UAE and submitted a report. This report is worth 30% of their final grade. In addition, they made a presentation worth 10% of their final grade. Case studies relating to social and environmental, corporate social responsibility and sustainability were made mandatory for all courses in the College of Business Administration. Faculty Members were encouraged to teach these topics covered in their textbooks with great importance.

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, corporate governance, and ethics. In addition, the materials covered in this course include PRME activities and the methods by which UD implements them. Guest speakers from industry and government are also a special feature of the Business and Society class. They bring in real-life cases to the class.



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.

The coordinator of PRME activities at UD, Dr. Eappen Thiruvattal, co-authored the following three articles related to CSR and PRME, which were published in leading peer-reviewed journals.

Youssef, M., Anadol, Y., Thiruvattal, E. (2013). Consumer reaction towards Corporate Social Responsibility in the United Arab Emirates. *To appear in Social Responsibility Journal*.

Alcaraz, J. M., Marcinkowska, M.W., Thiruvattal, E. (2011). The UN-Principles for Responsible Management Education Sharing (and evaluating) information on progress. *Journal of Global Responsibility*, Vol. 2 No. 2, 2011, pp. 151-169.

Alcaraz, J. M., Thiruvattal, E. (2010). An interview with Manuel Escudero, the United Nations' Principles for Responsible Management Education: A Global Call for Sustainability. *Academy of Management Learning & Education*, Vol. 9(No. 3), pp. 542-550. www.aom.pace.edu/amle/

The topics covered in these articles were an evaluation of SIPs submitted to PRME and an interview with the Secretary General of PRME.

As an innovative step, a research seminar was organized at UDCBA on April 26, 2012 to create awareness among the faculty members about carbon emission and renewable energy investment strategy.



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.

PRME principles are implemented in UD through multi-level activities. The 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 society and the environment.

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

i) **Employee volunteering**

UD is an active member and partner of ENGAGE Dubai, an employee volunteering organization with fifty member companies. This is an initiative of the Dubai Chamber. As a partner of ENGAGE, UD has brought 15 executives as guest speakers from

participating organizations to lecture to students over the past 24 months. UD faculty also participated in different employee volunteering activities organized by ENGAGE.

ii) Faculty for a day

Faculty for a Day is the event in which executives from the industry provide guest lectures to students in UD classes. This event is now extended all through the semester, making it more convenient for faculty and executives to fit their schedule. These lectures give our students insights into corporate social responsibility, environmental problems and sustainability. Further, speakers from Dubai Chamber and Dubai Economic Department contextualize the course by making the students aware of the services offered by these departments to the business community. In the past 24 months we have received 18 guest lectures from organizations including the Dubai Chamber, Standard Chartered Bank, WFP and TNT Express.

iii) Clean Up the World 2013



In partnership with the United Nations Environment Program (UNEP) Dubai Municipality with a vision: “We strive to mobilize the largest voluntary drive in the emirate to make Dubai the most beautiful and cleanest city”, organized the 20th Clean Up the World campaign from 20th to 23rd of November 2012. The theme of the event was “Our Place ... Our Planet ... Our Responsibility”. As part of this global environmental campaign UD stakeholders participated in the event over the last two years also. The number of participants from the university has increased in the past years, indicating the increase in awareness among the students, staff and faculty members. By taking such individual and collective action, a positive impact has been noticed in Dubai’s beaches, bird sanctuary and other public areas.

The primary goals of the campaign were:

- Enhancing awareness about waste reduction and recycling while attempting to find lasting solutions to the growing waste problem.
- Fostering cooperation among organizations and institutions involved in planning and executing environment action programs so as to encourage participation in such programs.
- Focusing media attention on environment protection activities, thereby enhancing awareness of governments and industries with regard to local environment issues.



UD students and staff participating in the clean-up campaign 2013

iv) Seminar on organic food products

As UD is committed to the sustainable production and consumption of food items, it conducted a seminar on production and consumption of organic food products on 1st March 2014. Industry experts in the area of food production and officials from the food

control department of Dubai Municipality gave interactive lectures to students, staff and faculty members.

v) Philanthropic

UD faculty and staff collected funds for the purpose of enhancing service facilities at Rashid Center for Disabled. The President of UD, H.E. Dr. Eesa Al Bastaki handed over the amount to the organization on 26th November 2013 in an informal function.

vi) Cancer awareness

In cooperation with the UAE Ministry of Health, UD organized a cancer awareness campaign at the campus on 1st October 2013. Free mammograms were conducted for female participants among UD stakeholders. The need to perform regular breast screening, with Breast Self-Exam (BSE), Clinical Breast Exam (CBE) and Mammography, was explained to the participants.

vii) Seminar on water and energy conservation

In association with the Dubai Water and Electricity Authority (DEWA), UD conducted a workshop on conservation of water and energy for students, faculty and staff on December 11, 2013. Officials from DEWA emphasized the need for water and energy conservation and showed different methods of implementing them.

viii) Diabetes walkathon

UD students and faculty also took an active part in several events in order to express their social concerns. With the theme of “Start Walking”, Imperial College London Diabetes Center (ICLDC) Abu Dhabi was organized a Diabetes walkathon on November 17th, 2013. The objective of the event was “Diabetes-Knowledge-Action”, and make individuals, groups, and organizations in the UAE make initiatives by creating regular walking routes, forming walking groups and events. UD students, staff and faculty walked along with thousands of participants to express their solidarity with the patients and raise funds for the care of needy patients.



UD students, staff, and faculty members participating in the Diabetes walkathon.

In this regard, UD desires following support from the PRME

- More activities for the champions group such as conferences in different regions.
- Opportunity to interact with the regional signatories can improve the implementation process.

Eappen Thiruvattal., PhD, Assistant Professor

PRME Coordinator, University of Dubai

P.O. Box 14143, Tel. +97142072703

Fax: +97142242670, E-mail: ethiruvattal@ud.ac.ae