

COLLEGE OF ECONOMICS AND POLITICAL SCIENCE



Sultan Qaboos University



PRME

Principles for Responsible
Management Education

Sharing Information on Progress (SIP) 2019



Message of the Dean

As Dean of the School of Economics and Political Science (CEPS) at Sultan Qaboos University in the Sultanate of Oman, I am pleased to express my profound commitment to the six Principles for Responsible Management Education (PRME).

Ethics and Integrity represent the core values CEPS strives to achieve and nurture. These values form an extension of Sultan Qaboos University's (SQU) mission statement, which places the attainment of the highest ethical behaviour at the centre of all aspects of the University, its academics, administration and student development. To achieve these essential values and objectives, CEPS actively promotes ethical awareness, academic integrity, and responsible behaviour and action in several important ways, including: a) Mission, Vision and Values statements; b) Formation and delivery of student learning and development activities; c) Development and delivery of public seminars and lectures; d) Careful design of course content across the whole of the curriculum; e) Quality research produced by the faculty; f) Ongoing local and national development support efforts.



I am happy to share that our College of Economics and Political Science attained a prestigious international standard when we received academic accreditation of all its programmes from the European Foundation for Management Development (EFMD). CEPS is the first and only public college in the entire Middle East to receive this accreditation. We have made great strides towards entrenching the six principles of the PRME, which will be evident from this report.

I would like to take this opportunity to give a special thanks to the management of the Sultan Qaboos University, students, faculty, and staff who have worked very hard to show CEPS' commitment towards the PRME.

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Brief Background

CEPS is located on the campus of Sultan Qaboos University (SQU) in the Al-Khoudh area of Muscat, Oman's capital city. CEPS is one of nine academic colleges based at SQU, the only state mandated university in the Sultanate of Oman.

In keeping with its leading mission as Oman's state university, SQU formed CEPS in 1990 (then the College of Commerce and Economics [CCE]) with the deliberate intention to establish a business school aligned with the academic and organisational standards of international business education institutions.

The period since CEPS' establishment has corresponded with remarkable economic, political and social change in the Sultanate. The College has played a leading role in fostering this positive development through consistently achieving its fundamental purpose to provide:

- Quality education.
- High standard academic and applied scholarship and research.
- Strong and sustained service to the community.



In its relatively short history, CEPS has established a proud legacy through the achievements of its influential alumni and the research output of its faculty and postgraduates across all sectors of Oman's economy, government and society.

Since its beginnings, CEPS has pursued, and built upon, an international focus and standard of academic excellence in the following ways:

- ✓ Unlike other Middle East-based business schools, CEPS hired its founding and ongoing majority of faculty from outside of Oman. Today, over 50 per cent of the CEPS faculty who serve the College and its students hail from over 20 countries worldwide. The core faculty is 31 per cent female and the entirety of faculty, Omani or expatriate, have earned their terminal degrees from international universities. The vast majority (87 per cent) of core faculty hold a PhD. The core faculty is supported by industry experts as part-time faculty (adjuncts and consultants), the proportion of which is typically 10-20 per cent of total core faculty.
- ✓ Unlike other Middle East-based business schools, from the beginning, CEPS designed and taught all its programmes in English with international textbooks, course materials and internationally-focused business case studies.

Highlights of the Commitment to PRME

The PEARL Initiative (<http://www.pearlinitiative.org/#!/home>) has recognised our efforts, as shown in the following statement:

“CEPS has demonstrated its commitment to promoting business ethics and best practices as a cornerstone of its local youth development and education efforts. As a devoted collaborator and participant in the PEARL Initiative’s student engagement activities, the college has encouraged students to engage with businesses and share best business practices that improve their understandings of corporate governance and make a valuable contribution to the business community’s development (PEARL Initiative, 2018)”.



The progress and developments related to PRME during the last 2 years include the following:

- ✓ The Office of the Assistant Dean of Training & Community Services (ADTCS) has assumed responsibility for activities related to PRME.
- ✓ An Ethics, Responsibility and Sustainability (ERS) committee has been formed in CEPS to plan and promote ERS related activities in the departments and among student groups in partnership with and in support of CEPS’ corporate and external partners.
- ✓ Established collaboration with PEARL Initiative (a Siemens-sponsored non-profit organisation) to promote corporate social responsibility and business ethics in the Arabian Gulf region.
- ✓ Updated the mission and values of CEPS to incorporate the Ethics, Responsibility and Sustainability principles.
- ✓ Identified and included Ethics, Responsibility and Sustainability related graduate attributes and learning outcomes in all CEPS programme curricula, with expansion of Ethics, Responsibility and Sustainability topics and student learning in the content of both general and specialised courses.
- ✓ New courses dedicated to business ethics and corporate social responsibility have been developed in the Management and Marketing departments.

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."



VISION

The College of Economics and Political Science intends: *"To be internationally recognised for excellence in business and political science education, research and contributions to socio-economic development."*

Building upon its existing strengths and Strategic Pillars, CEPS intends to pursue the achievement of this Vision through the following three key Strategic Pillars:

Internationalisation

This involves advancing our *"Al-Alamiyyah"* (Arabic for global) strategy – or 'Global Pathways' – in the consolidation and expansion of our internationalisation planning. This strategic pillar is under the leadership and administration of the ADTCS office.

Corporate Connections

This involves advancing our *"Jisr"* (bridge) strategic pillar to form additional 'bridges' between CEPS, companies and organisations (locally and internationally). This means building more employment and training opportunities and contributions for CEPS graduates, and to expand the role of CEPS in socio-economic development through effective partnerships with the corporate world.

Ethics, Responsibility and Sustainability

This involves advancing our *"Akhlāq Maswuliyyah"* strategy (Arabic for ethics and responsibility) as the guiding principle and lifelong commitment for students' professional and personal development. In addition, we include our *"Al-Mustadama"* (sustainability) strategic pillar as the principle perspective and framework in guiding student professional and personal decision-making and leadership activities.



Principle 2 | Values

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



VALUES

CEPS holds shared values with SQU in terms of excellence, integrity, equity, commitment and collegiality. In addition, our CEPS values include ethics and agility, which are important to a modern business school.

Excellence

We expect and foster excellence in student, faculty and staff performance in achieving our Mission.

Integrity

We expect and promote a college environment, which maintains the highest standards of academic integrity in learning, research and respect for regulations, laws and customs.

Equity

All members of the CEPS 'family,' – which includes all students, staff, faculty and alumni – are expected to dispense and receive equal consideration and opportunity in all activities, policies and decisions.

Collegiality

We foster an environment of positive and professional collaboration in the spirit of collegiality based within Omani traditional values of tolerance, coexistence and understanding.

Commitment

We expect and positively encourage dedication and commitment to the achievement of CEPS' Mission.

Ethics

We demand and actively foster awareness and respect for impeccable standards of ethics in the conduct of business, policy-making, research and all other related professional fields.

Agility

In a changing business and policy-making world, CEPS understands the need to promote the value of intellectual and practical dexterity and agility.

MISSION

The Mission of CEPS is the following:

To provide a learning and research environment benchmarked to international business and political science standards and engage in national and international strategic partnerships in order to contribute to national development.

The College mission clearly states that the responsibility of CEPS is to contribute to national development and promote international cooperation. The adoption of the values related to ethics and integrity introduced above, demonstrates CEPS' commitment to PRME. The College has developed its Strategic Plan 2016-2020, in which one of the actions is the advancement of national priorities and international recognition benchmarks related to economic and social development, and sustainability.

This Mission is underpinned by four strategic goals that form the foundations of CEPS purpose and activities:

Excellence in Teaching and Learning

CEPS aims to produce quality graduates imbued with critical thinking and creative, innovative and professional skills, which will enable them to pursue successful careers in line with the needs of the labour market and responsible socio-economic advancement. Our goal is to follow national and international accreditation standards in the delivery of these attributes through continually assessed, student-centred, interdisciplinary programmes based on active-learning and outcome-based teaching methods.

At postgraduate levels CEPS' aim is to offer senior students and professionals multi-disciplinary opportunities to benefit from integrated research and coursework-based programmes. CEPS' postgraduate programmes aim to facilitate active faculty-peer-external stakeholder collaborations that foster the acquisition and application of internationally recognised skills based on best practice and ethical, responsible and sustainable business, information system management and policymaking.

Research and Development

CEPS aims to promote a college-wide research culture of engagement among faculty and students in internationally recognised research output that contributes to academic knowledge, applied research, innovation and commercialisation. This research culture is geared towards strengthening collaborative, strategic research activity with national and international universities, companies, organisations, and institutes to transform knowledge into value for Oman and the world.

Community Service

CEPS aims to provide service to the community through effective corporate and international partnerships, and by contributing outstanding graduates and research in support of sustainable socio-economic development.

Operational Excellence

CEPS aims to achieve operational excellence in academic and non-academic activities by optimally aligning its resources and cultivating a culture of teamwork.

Principle 3:- Method

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



CEPS Strategy on Ethics, Responsibility and Sustainability

As a reflection of its principal educational mission, CEPS actively promotes ethical awareness through student learning activities, course content across the whole of its curriculum, research, and through its local and national development support efforts. Ethics, Responsibility and Sustainability is an essential part of CEPS' curriculum content and teaching approaches for all of the academic programmes, including MBA, MA and MSc.

Recently, CEPS has adopted a strategy for ERS (Figure 1), described as follows:

Ethics and Responsibility: Advance “الأخلاق والمسؤولية” (*Al-Akhlaq wa Al-maswuliyyah*) “Ethics and Responsibility” as the guiding principle and lifelong commitment for student professional and personal development.

Sustainability: Advance “المستدامة” (*Al-mustadama*) “Sustainability” as the principle perspective and framework in guiding student professional and personal decision-making and leadership activities. CEPS strives to ensure that all activities in the college are developed and implemented under these two important umbrella strategies.

Figure 1: CEPS strategy for ethics, responsibility and sustainability



Formal Commitments

In April 2017, CEPS became an advanced signatory of the international organisation, Principles for Responsible Management Education (PRME). Adhering to and advancing PRME principles and practices frames CEPS' understanding of its own organisational practices.

As an extension of our commitment, in October 2017, CEPS faculty joined together with the PRME regional members to share and learn from other participating institutions at the PRME MENA regional meeting. At the meeting, CEPS representatives pledged to advance the PRME Sustainable Development Goals (SDG) that were highlighted at the global compact forum, organised and conducted by the American University of Beirut.

CEPS also has established a very close working relationship and collaboration with the PEARL Initiative. PEARL is a Gulf business-led organisation sponsored in part by Siemens Corporation. Its aim is to promote a corporate culture of accountability and transparency as a driver of competitiveness and sustainable economic growth across the Gulf region of the Middle East. In partnership with PEARL, CEPS faculty have taken the lead in Oman to regularly organise seminars to promote business ethics and corporate social responsibility (CSR). The College established a CSR internship opportunity at the PEARL offices where CEPS students now intern, and one of CEPS' students has joined the 2017 PEARL Student Advisory Board. CEPS students, with their faculty supervisors, participated in the 2017 GCC-wide business case study competition on CSR.

Corporate CSR and ERS partnerships have also been explored with several local and international companies with signed agreements planned for the 2018-2019 academic year. In partnership with the ADTCS office, the new ERS Committee will be overseeing and advancing these agreements through scheduled CSR-ERS related activities, both on and off campus. These activities are intended to also reflect and advance greater student and public understanding of CEPS' "الأخلاق والمسؤولية" (Al-Akhlaq wa al- masuliyya) and "المستدامة" (Al-mustadama) "Sustainability" ERS Strategic Pillars.

Integration of ERS into Educational Offerings

To reflect principles of quality curriculum and academic impact, ERS is present in the alignment of SQU-CEPS undergraduate and postgraduate attributes and course content. SQU student attribute goals are designed to ensure that undergraduates possess work ethics, positive values, and enjoy intellectual independence and autonomy. Moreover, students are imbued with skills and motivation to engage in independent lifelong learning and research. CEPS graduates relish good citizenship qualities, are conscious of their national identity and social responsibilities, engage in community affairs and are mindful of contemporary issues. At the postgraduate level, students carry these attributes to the next level as an integral part of their efforts in mastering advanced research and coursework activities, and reaching a higher professional level of personal development and managerial responsibility.

In order to achieve the above mentioned attributes, all CEPS undergraduate programmes include in their degree plans 12 credits as University Requirements. These credits include required subjects like Contemporary Omani Society, Oman & Islamic Civilisation, or Islamic Culture. To further support SQU objectives, the College has included ERS into its Graduate Attributes and Learning Outcomes. One of the CEPS graduate attributes states that graduating students should understand and apply knowledge of ethics, active citizenship, and international engagement. As a learning outcome graduates should be able to recognise the ethical, sustainable, and socio- economic responsibilities involved in the workplace and the world.

There are two courses that are directly related to ERS. First, the Department of Management is offering a full-time elective course on Business Ethics and Social Responsibility (MNGT3519). Second, the Department of Marketing is offering an elective course on Business Ethics (MRKT4654). These courses are also available to other programmes and students as minor electives. The College is also planning a revision of the CEPS Core Requirements by 2020.

Many courses across all departments also contain ERS topics and academic modules. The College has completed a curriculum mapping project where each programme was required to map courses to satisfy student development related to ERS.

Academic Integrity in Education Activities

The University is devoted to academic integrity as a core value. This is highlighted by the consequences of academic misconduct outlined in the Undergraduate Academic Regulations (UAR), and the Postgraduate Academic Regulations (PAR). In June 2016, the SQU Office of Quality Assurance developed and implemented a detailed policy document that describes the University's Student Academic Misconduct Policy (SAMP) and the online case management system, which ensures a high standard of academic integrity. What constitutes plagiarism is clearly defined and communicated to students. All students are required to perform their academic work with honesty. Plagiarism and other forms of academic misconduct are unacceptable and all suspected cases are thoroughly investigated and treated seriously by the University.

As an extension of the University's full commitment to ensuring the integrity of its academic reputation and credibility, the SAMP seeks to address any and all student misconduct related to academic coursework, including examinations, assignments, theses and dissertations, and any forging of documents. Plagiarism, copying, switching, collusion, falsification and impersonation are among SAMP's examples of misconduct. Penalties for academic misconduct range from warnings to expulsion from the University.

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.”



Academic Integrity in Research Activities

The SQU Research Code of Conduct is described in the research regulations Issued by the Vice-Chancellor. It requires that investigators should be aware of and observe the well-known universal code of conduct of research activities, and SQU guidelines Research ethics.

There are several funding schemes under the SQU Deanship of Research that contribute to the national development of Oman. These grants are specifically given to address the economic and social problems. Following are the three important research proposal considerations:

- Conduct basic and applied research and studies for the benefit of society, in particular to seek scientific and practical solutions for economic and social problems.
- Relate research and studies to the overall development plans and the future vision of the Omani society in general.
- Prepare generations of Omani researchers, experts and scientists in various branches of science, arts and humanities, who are capable of systematic creative work.

Highlights

- Dr. Khaldoon Nusair received a His Majesty Grant that looks at sustainable tourism, which is in line with the country's strategy.
- Dr. Helena Knight received a FURAP grant with 6 marketing students titled, 'Toward a sustainable tourism sector in Oman: striking a balance between modernisation and authenticity: the Omani citizens' perspective.'
- Dr. Ahmed Al Hadi's 2017 article, "Corporate social responsibility performance, financial distress and firm life cycle: evidence from Australia" , in *Accounting & Finance*, was one of that journal's top 20 most downloaded recent papers.

List of Publication related to Ethics Responsibility and Sustainability (ERS)

- Knight, H. H., & Ellson, T. (2017). Value drivers of Corporate Social Responsibility: The role of explicit value and back value. *Social Business*, 7(1), 27-47.
- Alrowwad, A., Obeidat, B.Y., Tarhini, A., Aqqad, N., (2017). The impact of transformational leadership on organizational performance via the mediating role of corporate social responsibility: A structural equation modeling approach, *International Business Research*, 10(1), 199-221.
- Mensi, W., Hammoudeh, S., Al-Jarrah, I. M. W., Sensoy, A., & Kang, S. H. (2017). Dynamic risk spillovers between gold, oil prices and conventional, sustainability and Islamic equity aggregates and sectors with portfolio implications. *Energy Economics*, 67, 454-475.
- Al Kharusi, S and Murthy, Sree R. (2017). Financial Sustainability of Private Higher Education Institutions: The Case of Publicly Traded Educational Institutions. *Investment Management and Financial Innovations*, 14(3), pp. 25-38.
- Butt, I. (2016). Corporate social responsibility and consumer buying behavior in emerging market: A mixed method study. *International Journal of Business and Management*, 11(7), 211.
- Abdeen, A., Rajah, E., & Gaur, S. S. (2016). Consumers' beliefs about firm's CSR initiatives and their purchase behaviour. *Marketing Intelligence & Planning*, 34(1), 2-18.
- Bhuiyan, S. N. (2016). Sustainability of Western branch campuses in the Gulf Region: Students' perspectives of service quality. *International Journal of Educational Development*, 49, 314-323.
- Salim, R., Hossain, M. Z., & Al-Mawali, N. (2016). Distribution of wealth and resources in Islam: Restoring social justice, peace and prosperity. *International Journal of Economic Research*, 13(2), 571-586.
- Alshuaibi, A. S. I., Shamsudin, F. M. and Alshuaibi, M. S. I., "Internet misuse at work in Jordan: Challenges and implications". Proceedings of the 3rd Convention of the World Association of Business Schools in Islamic Countries 2015: Enhancing Productivity and Sustainability (pp. 70-80), University Utara Malaysia, Malaysia, 2015.
- Rajasekar, J. and Simpson, M., 2014, Differences in ethical perceptions of male and female business students of Oman and India. *Journal of Accountability and Business Ethics*, 8(3), 99-114.
- Al-Balushi, Z and Al Barwani, N., "Corporate social responsibility, organization strategy and organization performance: an empirical study", 21st European Operations Management Association EurOMA Conference, (20-25 Jun) Palermo, Italy, 2014.
- Al-Amri, K. S. and Davydov, Y., "Does Corporate Social Responsibility Provide Insurance for Operational Risk?", IEEE International Conference on Industrial Engineering and Engineering Management., 2013.
- Simpson, M., and Rajasekar, J., "Attitudes Toward Business Ethics: A Cross- cultural Comparison of Students from Oman and India". 2013 Marketing Educators, Association Conference, Portland, Oregon, U.S. April 18-19, 2013.
- Safia, N. (Nov 2013) 'Attitudes towards Teaching Ethics in Business Schools.' Paper presented in IJAS International Conference for Academic Disciplines held at University of London Union, London, UK.

Principle 5: Partnership

"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."



CEPS Contribution to Advance PRME

In line with its existing achievements and careful planning to expand the international profile of CEPS, the faculty and students, with the support of the College, are working together to contribute to local and global communities.

In terms of CEPS governance, the Assistant Dean's Office for Training and Community Service (ADTCS) oversees strategic and operational planning and administration. This is done in partnership with designated faculty committees (e.g. ERS, External Affairs and Internationalisation, Training, etc.) and community outreach and public service connected to the College, its students and its faculty. Therefore, the mission, vision and the main tasks of ADTCS are described here as evidence of the College's commitment to community and public services:




- **Vision:** The strategic vision of the ADTCS is to apply CEPS' knowledge, resources and learning to strengthen local communities. The ADTCS is aided by faculty to actively prepare students as committed responsible citizens to help overcome the social and economic challenges facing the communities in Oman today and in the future. As a whole, CEPS administrators, faculty and staff are ready to apply their knowledge, expertise and leadership skills to support the students as well as addressing the needs of the community. Engaging CEPS students in different community services and activities is an important extension of CEPS' efforts to instill in students a deep sense of their responsibilities as global and Omani citizens, and to demonstrate through these activities inspiration and pride in their citizenship roles.
- **Mission:** The mission of the College, through the ADTCS and dedicated committees and coursework, is to build and sustain long-term ERS- CSR relationships between CEPS and the wider business community. The ADTCS, along with CEPS and external partners, strives to establish and manage regional and international relationships, alumni relationships and special projects/events that will further increase the quality, reach and impact of academic and non-academic programmes undertaken by CEPS. Through the strong linkages with other local and international organisations, the ADTCS strives to equip graduates as active leaders and citizens ready to carry out responsible management skills and culture in support of global and local communities. Furthermore, the Office supports the vision of the College related to personal development, community and social responsibility, and ethics and leadership.




Principle 6: Dialogue

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



This section highlights some notable academic activities related to ERS in the College. Students organise these activities through nine different student groups under the college-level umbrella of the students' Business Society. There is one student group for each department, plus one for the library and one for the business women.

Student Groups	
Business Women Group (BWG)	BWG is female student-based group. It aims to provide the opportunity for all female students in the College to share ideas and talents, gain different skills, and get them involved in activities usually denominated by male students.
Economics and Finance group 	Economics and Finance group is a part of the Business Society. It is responsible for two major activities: Economics and Finance. The objective is to decrease the gap between theory and practice in the two majors (Economics and Finance) by involving students in non-academic and educating and awakening them to different related issues.
Information System Group (ISG) 	Information System Group (ISG) is a student-based group in the College of Economics and Political Science, Sultan Qaboos University. The main objective of the group is to give the Department's students the chance to present and improve their leadership skills through organizing events, activities and lectures, implementing what was learnt theoretically and bringing it to life. The group plays a major role in linking the IS students with different organizations in Oman.
Marketing Group 	Marketing Group is an active group of students under the umbrella of the Business Society in the College of Economics and Political Science. MG brings together students of SQU who are interested in the vast and dynamic environment of marketing. The members of the group come from all walks of life with a common passion of marketing binding them together. They bring to the table a diverse and healthy mix of backgrounds, aiming to work in different roles within marketing and sales positions. The group seeks to complement the marketing curriculum and expand students' knowledge base in marketing. The group also arranges student events and encourages them to explore possible interests in marketing related topics. Another objective is to support students' ideas and give them opportunities to implement them.

<p>Oman Management Group</p> 	<p>Oman Management group is one of the bright groups in the College of Economics and Political Science. The group was founded in 2001 by CEPS students with the purpose of reinforcing academic concepts in general and management concepts in particular and developing students' skills and talents. The main objective is to reinforce effective collaboration between students and faculty members to achieve university objectives. Another goal is to enhance students' understanding of academic concepts by applying them in reality through workshops and lectures. The group builds students' confidence by encouraging them to participate in different events and improve students' personalities to prepare them to be the leaders of the future.</p>
<p>Operations Management and Business Statistics (OMBS)</p> 	<p>Operations Management and Business Statistics (OMBS) is a student group that organizes and represents activities and student events in the Department of Operations Management and Business Statistics. It is one of eight groups that falls under the Business Society at the College of Economics and Political Science. It creates partnerships with public and private organizations to share knowledge and expertise in areas related to Operations Management and Business Statistics.</p>
<p>Information Center Group</p> 	<p>ICG is a part of the Business Society, which channels interest in books and reading. The group encourages people to read and appreciate and preserve books.</p>



Student Projects for GCC-wide Case Study Competition on CSR

With the support of the Siemens integrity initiative, the PEARL Initiative each year holds case study competitions for business and law students from the leading universities in the GCC to research, write and submit case studies on the topic of corporate good practice. The participation of CEPS students in this competition is in line with our mission, vision and values to grow a knowledge base on regional responsible business practices and to enhance the capabilities of future business leaders. Approximately 35 students from CEPS participated in the 2017 competition; students submitted their projects to the organiser at the end of December 2017.



Award Ceremony of GCC-wide Case Study Competition on CSR

In collaboration with PEARL initiatives, CEPS hosted the award ceremony of the GCC-wide Case Study Competition on 9th May 2018. The ceremony was held to recognise and award the students and faculty champions that took part in this competition. The Ceremony was attended by students, faculty members and executives from renowned organisations and universities from across the region. The keynote speech was delivered by Damien O’Riordan, Head of Internal Audit Bank Muscat, who said:

“Congratulations to the competition winners who have demonstrated that responsible business practices are key to ensuring healthy, productive and sustainable economies and societies. Corporate accountability, transparency and governance define good business practices.”



The honourable chief guest, Dr. Saeed bin Mubarak Al-Muharrami, Member of the State Council, and Associate Professor at CEPS also addressed the students:

"The case studies contain information that the business community across the world and the region in particular can benefit from with adoptable best practices that can be adapted to suit individual corporation's needs. These case studies can be used as research materials for universities too".

The first prize was awarded to Ghaida Saad Alqahtani from King Saud University for her case study on the anti- money laundering practices implemented by Riyadh Bank. Maha Alissa and Sara Almegbel from Prince Sultan University were awarded the second prize for their case study on the anti-corruption and bribery practices. Four of CEPS students were among the top 10 finalists.



The Annual Business Week

The Business Week is an annual event organised by the student-run Business Society group under the direct supervision of the ADTCS. In this annual event, all departments in CEPS combine their efforts and talents for a week to emphasise a specific theme, which is of significance to the outside community and the national economy. Events during the Business Week include exhibitions, lectures, workshops and awareness campaigns involving a large number of organisations from outside the University. Examples of themes that have been highlighted in the past years include Islamic Economy, Innovation in SMEs, Environmental Economics, Diversification and Sustainability of National Economy. The theme of this year's Business Week, held in March 2018, was "Made in Oman".





X-Culture Project

X-Culture is a project where students from around the world work together in virtual teams to learn best practices of cross-cultural collaboration through personal experience. It gives business students an opportunity to experience working in a global virtual team. Thousands of students from around the world take part in the X-Culture competition and try to develop solutions for a number of business challenges. Management major students participate annually in this competition. In Fall 2017, two of our students, Aiman Al Wahaibi and Mohammed Al Hussaini, participated in two different teams as part of the X-Culture Project, which were selected as two of the “Best Teams” out of the 887 teams that took part in the competition. These students participated in the X-Culture project as part of the Fall 2017 International Management course taught by Dr. James Rajasekar.

Workshop: Anti-Corruption Importance of Integrity in a Business

In collaboration with Siemens and the PEARL Initiative, CEPS hosted a workshop in April 2017 named: “Anti-Corruption: Importance of Integrity in a Business”. The guest was Mr. Ibrahim Al Akhzami, the Senior Manager for Legal Affairs at Omantel. He shared his experience of good ethical practices institutionalised at Omantel. His thought-provoking lecture enthused students and faculty to engage in a freewheeling dialogue with the representatives of Omantel, Siemens and PEARL Initiative on the subject. Further, Mr. Ibrahim and our faculty members agreed to do more collaborative work between Omantel and CEPS on ethics, corporate social responsibility, and sustainability.



Sustainability of Islamic Banking: A Panel Discussion

In this event, CEPS hosted an interesting panel discussion between a practitioner and an academic about the sustainability of Islamic banking. The panelists were Dr. Adnan Aziz and Dr. Zakaria Boulanouar. Dr. Aziz is a seasoned Islamic Banking and Finance expert with extensive industry experience from Europe, the Middle East, USA and the Far East. He is a formally trained professional in the field and currently works for Abu Dhabi Islamic Bank where he heads the Wholesale Product Management Division. Dr. Zakaria Boulanouar is an Assistant Professor at the College of Business, Umm Al Qura University in the Kingdom of Saudi Arabia. He previously worked at Otago University and Waikato University in New Zealand. Students and faculty actively participated in the discussion. During the discussion, Dr. Aziz highlighted the fact that Oman was quite late to enter into the Islamic banking and finance industry (in 2013) but it is the fastest growing country with approximately 44 per cent industry growth in 2016 compared to the previous year. The discussion centred on questions like “to what extent are Islamic banks ‘Islamic?’ and “is Islamic banking sustainable in the future?”.



The PEARL Initiative Round Table Forum on “Women’s Careers in the GCC”

Students and faculty from CEPS actively participated in the PEARL Initiative Round Table Forum on “Women’s Careers in the GCC”. The event brought high level stakeholders face-to-face to discuss how companies in the GCC are working to attract, retain and develop more women into senior corporate positions and the impact it has on their businesses.



PEARL Initiative Student Advisory Board

The PEARL Initiative selected the CEPS' student, Jawaher Alshkili, from the Political Science Department to sit on their Student Advisory Board. The student's responsibilities on the board are to provide the PEARL Initiative a direct link to the concerns and perspectives of the region's youth. The student advisor acts as an active transmitter of the PEARL Initiative to the wider student community, raising awareness of the Initiative's principles and the importance of ethics and integrity.



Student internships with the UN Environmental Programmes

Maryam al-Kharusi is one of the first graduates of the Political Science Department who has secured an internship with the UN Environmental Programme's West Asia office. This is a significant 'badge of honour' for CEPS and for the Political Science Department.

CEPS Students Win a Charity Competition

The Hayah (@hayah_OM) student group from College's Marketing Department were announced as the winners of the 2017 Big Give student competition. This event was organised by the leading charity in Oman, Dar al Attaa, in partnership with Shell Oman. The award ceremony was held on Monday 18th December 2017. The team raised the greatest sum of money ahead of 18 registered teams from across Oman. The team entered the competition in February 2017 as part of the Marketing for Nonprofit Organisations course led by Dr. Helena Knight, and worked tirelessly to raise 3,200 Omani Rials for their chosen cause.



Used Books Charity Fair

Every year the College conducts its annual used books exhibition. This is a community service project in which the College aims to encourage reading, knowledge dissemination and sharing of books. The College reaches out to the community to donate their unwanted books. The College then collects, categorises, prices and sells these books to other interested readers. Every year, the exhibition takes place in Muscat City Centre and the proceeds are donated to a selected non-profit organisation in the community. Some organisations that have benefited from this event include the Oman Institute for the Blind, The Cancer Society, and the Handicapped Society.



Library for Society Initiative

The Library for Society programme consists of a package of activities and events at CEPS Library. This event is aimed at schools and child care organisations. The objective is to promote a passion for reading, raise students' capabilities in self-education, and to transform students from knowledge consumers to knowledge producers. In addition, the event encourages participants to visit libraries and respect the intellectual contributions of authors, publishers and inventors. It also teaches students good social habits through cooperation, respect for rules and regulations, and the procurement of basic skills for using libraries, so that we can produce generations of educated and responsible people. The programme carries the logo, "Those who read in childhood, grow up a wise man". The programme provides snacks, lunch and dinner meals for all participants. To explain how the Library for Society workshops work, a typical event staged for 6th grade students is described here:



The programme starts with a teaching session inside the library. The presentation explains to students the importance of authoring and different types of libraries. Students learn about why we read, where I find the title, how do we know the name of authors, how to choose a book which suits my research subject? In this activity one student is asked to go and do a search using name of author, name of publisher and international ID and information about the book. Students also learn how to ask for assistance from the librarian. This activity is a real time simulation of daily work at the library.

Initiatives for Sustainable Environments.

CEPS is working to instill environmentally sustainable practices. A battery recycling box is available in the teaching block and recycling bins are provided around the campus. Also faculty are now encouraged to use the Moodle teaching platform to upload course materials to minimise paper usage instead of printing materials for students.

A poster for a seminar titled "Sustainability and best practices in Ras Al Hamra project". The poster features a photo of the guest speaker, Ahmed Al Shaibani, RAH Development Manager, PDO. The seminar is scheduled for Feb/16 at the Seminar Room / CEPS at 2:00 PM. The poster also includes the logo for the Environmental Economy and the Thirteenth Business Week.

Sustainability and best practices in Ras Al Hamra project

Guest speaker :
Ahmed Al Shaibani
RAH Development Manager, PDO

Feb/16
Seminar Room / CEPS
2:00 PM

الإقتصاد البيئي
ENVIRONMENTAL ECONOMY
الأسبوع التجاري الثالث عشر
The Thirteenth Business Week

Key objectives for next 24 months

Ethics, Responsibility and Sustainability are the core values of CEPS and SQU. CEPS has made significant progress in the area of ethics, responsibility and sustainability since its membership to PRME. It has created a culture of ethics, sustainability and social responsibility among students and faculty, which is demonstrated through the various initiatives and activities mentioned in this chapter. The future challenge in this area is to introduce a full core course on business ethics and corporate social responsibility as a College Requirement for both undergraduate and postgraduate levels. Another challenge is to involve companies to collaborate on joint projects on ERS.