



# TAGSB Report



Talal Abu-Ghazaleh Graduate School of Business

**PRME** Principles for Responsible  
Management Education

## Introduction

Taking into consideration the prevailing severe economic and financial crisis which has enduring consequences on the world's economic, political, social, environmental, and educational (particularly management education) affairs, the sincere steps which have already been taken by a large number of prominent and non prominent business schools worldwide who are responsible for the preparation of future business leaders, particularly those who are members of the PRME, in restructuring their management and MBA curriculum in order to respond to the new demands and expectations by the public, civic and business' communities.

Shedding the light on TAGSB's distinct membership at the PRME and the prominent position of its Chairman Mr. Talal Abu-Ghazaleh at the Global Compact, where the PRME initiative has been derived from, and the high expectations of the role of both TAGSB and its chairman at the PRME; TAGSB has adapted to the accelerating changes and developments which has took place worldwide through its Faculty members, students selections , Following the PRME principles and appealing all students and staff to follow these principles which will lead for sure to a great achievement and distinctive competitive advantages.



## Short term plan (One year validation)

### Objectives:

1. Enhancing TAGSB's image and reputation as a key member at the PRME. TAGSB is also the only academic institution in Jordan who has membership at the PRME.
2. Raising awareness and familiarity of the principles of PRME and their relevant themes among TAGSB's faculty members.
3. Raising awareness of the principles of PRME and their relevant themes among TAGSB's students.
4. Achieving phase one of restructuring the MBA curriculum to reflect the spirit of the PRME.
5. Implementing a strategy at TAGSB to explicitly declare the adoption of the PRME's principles.
6. Orienting the Faculty members and students to consider the PRME's themes in their relevant research projects (or reports).

### Means:

1. Affixing posters of the PRME's principles in key visible places (the entrance, teaching halls, meeting rooms, computer labs, library, and cafeteria) at the School.
2. Issuing Handouts indicating TAGSB's commitment towards the PRME principles.
3. Including the PRME in TAGSB's Newsletter and other publications.
4. Addressing the PRME in student's orientation sessions.
5. Organizing workshops and seminars about the PRME for Faculty members and students.
6. Including the PRME in each course syllabus of the MBA.
7. Inviting speakers (academic and professionals) of concern to PRME to address relevant issues.
8. Adopting case studies addressing issues related to sustainability, corporate social responsibility, social entrepreneurship (innovation), corporate governance, moral and compassionate capitalism, labor work standards, human rights and environmental responsibility in each course of the MBA tailored to the course distinct features.
9. Introducing Business Ethics and Corporate Social Responsibility as a compulsory course in the core courses of the MBA for all concentrations.
10. Surveying students' opinion and attitudes towards PRME and assess their willingness to adopt them in their current and future career.
11. Establishing a committee from the Faculty to assume the responsibilities of the PRME in the School.
12. Allocating the required funds in the budget to cover the expenses of the activities related to the adoption of the PRME.
13. Participation of Faculty members in the PRME various conferences, workshops and seminars.
14. Participation in establishing the new PRME MENA Chapter.

## Medium to Long Term Plan (Two to Five years validation)

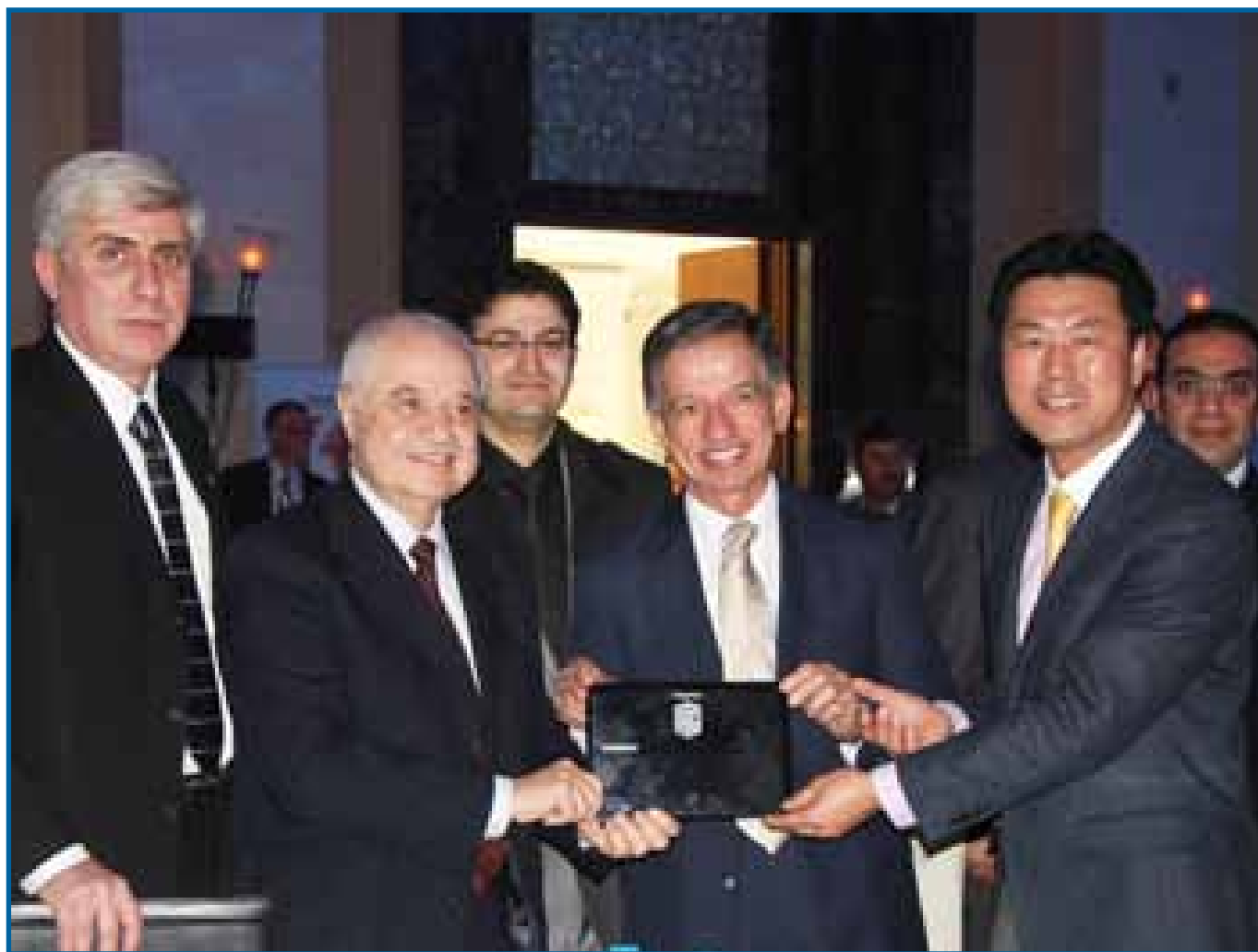
### Objectives:

1. The Faculty members' awareness and understanding of the PRME requirements is profound and their competences in the relevant PRME issues particularly related to the restructuring of the MBA curriculum in order to comply with the PRME's key themes.
2. Enhancing TAGSB's students' awareness and familiarity of the PRME.
3. Spreading the culture of the PRME locally and regionally particularly among business Schools by TAGSB as a prominent member of the PRME.
4. Building up relationships with PRME's members particularly the acknowledged international universities for learning and exchange of experiences.
5. Building up ties with international business organizations in Jordan and in the region particularly those who are members in the Global Compact for cooperation and for raising funds to support the implementation of the relevant PRME activities.
6. Building up ties with Governmental Agencies and Ministries of concern of social and environmental affairs in Jordan and in the Arab region.

### Means:

1. Holding seminars and workshops to educate the Faculty members and to build up their competences with the MBA curriculum.
2. Organizing conferences, seminars and workshops to educate concerned business School members and business community members of the PRME.
3. Sending two graduates of TAGSB's MBA students on scholarship to study topics relevant to the PRME.
4. Sending a number of Faculty members to acknowledged international business Schools, who experienced the conversion of their MBA curriculum, on placement for learning purposes.
5. Establishing a concentration or more related to the PRME's themes in the MBA.
6. Sponsoring the Faculty research relevant to the PRME.
7. Establishing a research centre to assume the responsibility of conducting research related to the PRME including the building up of relevant case studies and to provide the consultancy needed to business organizations in order to help them transforming their practices to reflect on the PRME ethos and spirit.
8. Establishing a permanent Quality Assurance Committee to assume the responsibilities of the PRME in the School.
9. Allocating the required funds to cover the PRME activities on yearly basis.
10. Tapping TAGSB's Consultative Committee members to influence the issuance of supportive legislations and policies aiming at responding to the calls and themes of the Global Compact and the PRME.

11. Surveying relevant business organizations' opinion towards the PRME and assess their readiness to comply with its requirements.
12. Surveying concerned Jordanian legislations and policies to the Global Compact and the PRME and looking for ways with the collaboration of concerned sponsors to update them and make them in accordance with these two initiatives.
13. Issuing a PRME award under the name of Talal Abu-Ghazaleh for the business school's best practices in accordance with the PRME in the region.
14. The PRME committee assumes the responsibility of following up, monitoring and evaluating the processes of the implementation of the plan related activities.
15. Submitting a semi annually report indicating the progress of the PRME to the School council.



## PRME Principles Description

### PRINCIPLE 1

*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.*

The individual, whose glass is always «half full» rather than «half empty», believes that performance on the next go-round will surely be enhanced by the lessons learned earlier.

A leader is a gifted person whose actions have placed him or her in a position of responsibility and authority among their peers. TAGSB is the place for gifted students to become leaders of the future by enabling them to gain all the skills, information, business theories, and practical industrial experience that are required for them to enter the business world, learn its moves and lead.

Fortifying TAGSB Motto stated in TAGSB's mission stating the fact of educating the future business leaders who will drive the economic future of the Arab region by implementing a disciplined combination of our core values and educational strategies, and by bringing together outstanding academicians and gifted students. We are committed to excellence, high ethical and moral values, academic and applied business research, and continuous improvement to benefit from advancements in international educational standards and digital technology. We strive to remain a premier business school regionally and worldwide.

### TAGSB VISION

TAGSB seeks to become a national and international model of excellence in the field of business administration for gifted people, including outstanding academicians and students, professional trainers, brilliant consultants and those who advance and transfer knowledge to improve our societies' economic prosperity and quality of life. TAGSB's motto of "Where the Gifted Become Leaders" focuses on bringing excellence, creativity and innovation to graduate leaders and equip them with the latest skills.

Our vision is to become one of the top business schools in the Arab world through attracting the best academics, students, consultants, and trainers.

The Mission and the Vision both directed the selection process of prospective students into a critical edge where only the elite students who are qualified and experienced to be enrolled. When a student enters the MBA program at TAGSB which has been developed by some of the most respected and renowned figures in academia, and which has been designed to bolster the advancement of knowledge with practical real-world applications and has been accredited by the Foundation for International Business Administration Accreditation (FIBAA), you will be able to learn: The Creating Winning Ideas, The Power to Rouse, and the Meaning of Leadership in Real Life.

The MBA program has major concentrations in: Management, Marketing, Human Resources Management, Banking & Finance, Quality Management and Logistics.” Here, there and everywhere” conveys exactly that TAGSB has students from all over the world and that it accepts those students who are expected to EXCEL in the MBA program, had high academic accomplishments in their undergraduate program, had relevant years of experience, demonstrate a high level of competence in the English language and enjoy team-work.

Becoming part of TAGSB gives any student an unforgettable experience of a life time!

The educational environment reflects the changing nature of the business environment. TAGSB has responded to the development of technology by designing state-of-the art classrooms and laboratories equipped with the latest technological tools. Most of TAGSB classrooms are tiered to provide an unobstructed view of the instructor.

What distinguishes TAGSB is the team of professors who are highly qualified in their presentation and academic teaching. Moreover, TAGSB has the privilege of hosting international professors, as well.



## 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**

“ In line with its belonging to knowledge and in order to strengthen its relationship with socially responsible institutions the most important element of the social responsibility we are committing to today is the element of continuity and our commitment to the ongoing search for young people that deserve this support and appreciation “~ Dr. Talal Abu-Ghazaleh.

Umniah ,the fastest growing telecom service provider in Jordan – and the Talal Abu-Ghazaleh Knowledge Society (TAG-Knowledge) signed a partnership agreement at the Talal Abu-Ghazaleh Knowledge Community in Amman.

The agreement reflects Umniah’s strong belief in the mission and work of TAG-Knowledge which was established as part of the Talal Abu-Ghazaleh Organization (TAG-Org) in order to present initiatives that seek to establish competitive knowledge economies through the provision of resources and support towards this societal goal.

The agreement also stipulates that both institutions will plan social and sporting activities for the students of TAG-Knowledge aimed at involving them in activities beyond their specified curriculums. A ten year partnership with two students in each semester agreed upon after a Committee meeting to make sure that they are fully qualified for the scholarship terms and conditions majorly concerning the bachelor GPA, TOEFL, middle social class and personality. The scholarship agrees on Umniah paying 50% and TAG the other 50% of the MBA program tuition fees at TAGSB.





## **Accreditation**


It is evident that nowadays higher education institutions are subjected to competition and require transparency of academic achievement, compelling them to take academic reforms into their own hands by becoming accredited institutions.

The Foundation for International Business Administration Accreditation a Swiss non-profit agency for quality assurance with operative branches in Bonn (Germany) and Zurich (Switzerland) is an international accreditation agency mainly active in Europe that assists higher education institutions in further developing their Bachelor, Master, and PhD programs through an intensive accreditation process.

This process was aimed at quality improvement and the accreditation of a program.

On the 17<sup>th</sup> of November, 2009, FIBAA granted the Talal Abu-Ghazaleh Graduate School of Business (TAGSB) / German-Jordanian University (GJU) a five-year accreditation of its MBA program with a focus on:

- Marketing
- Management
- Banking and Finance
- Quality Management
- Human Resources Management



TAGSB is the first higher education institution in the Middle East to have been accredited by FIBAA. This accreditation bestows the School with FIBAA's quality seal permitting it to earn more attention internationally, and thus it reinforces the School's vision and mission to provide the Arab and global markets with qualified business leaders through delivering sound academic and professional programs in accordance with European standards.

### **International Relations**

TAGSB has signed numerous agreements and memoranda of understanding with various higher education and other institutions aiming to enhance the status and value of the School, as University of Cambridge International Examinations (CIE the University of Cambridge International Examinations (CIE), a part of the University of Cambridge, is a not-for-profit organization. It is the world's largest provider of international qualifications. The purpose of the agreement is to offer CIE assessment products (qualifications and syllabi) and services throughout TAGSB.

### **Publications**

Leaders Outlook Magazine was launched by Talal Abu-Ghazaleh Graduate School of Business (TAGSB) in June 2010 to encourage the social interaction between the school's different community members and to boast the strings of communication between TAGSB and the local and International professional communities. It gives TAGSB the ability to shed some light on the excellence of its most valuable assets, its students and alumni.

Leaders Outlook is a Quarterly Published Magazine. The total circulation of each issue is 3,000 printed copies, distributed for free to Students, Faculty members, Tag Org staff members, decision makers at both private and public sectors' organizations, And abroad through the 73 offices of Talal Abu-Ghazaleh Organization located in 32 countries, which makes "Leaders Outlook Magazine" the perfect Business vehicle to promote your products and services, to enhance customer awareness and demand.

Achieving the highest quality has always been TAGSB main goal and objective. The commitment to our readers is pointed towards sharing rich articles, discussing the widest variety of topics, addressing issues that tackle social and professional communities and formulating the largest business network of current and potential leaders. Though it was a Very short time since Leaders Outlook has launched, but it has gained the reputation of being a premier magazine in this Arab region. The magazine has grown in bounds and received excellent reception from readers.

We are not going to stop on this success, but we continue to strive for excellence. As this magazine keeps on getting closer to its mission, it's the right time for you to lead, participate, sponsorship or advertises.

## Social Events

Participating in extracurricular activities not only looks more attractive to attending Business Schools but it's also a great opportunity for meeting new people. School social activities can help enhance leadership skills as well." For a Special Summer" was TAGSB's first social event where both students and Alumni came together on the stage of life beyond studies.



### Principle 3

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

#### **Method of Teaching**

TAGSB was established to provide students in the Arab world with the highest possible quality of education. Since classes commenced in the fall of 2006, TAGSB has acquired the reputation as of the premier school of business in our region. Despite this great accomplishment, TAGSB further aims to become an internationally recognized school of business.

TAGSB is committed to attract the most talented and highly-qualified faculty members. Faculty members are aware of the high competency of the student body and are prepared both to be challenged and to challenge their students. Students are encouraged to consult the faculty members during their office hours.

The administration of TAGSB has chosen the case study method of instruction whenever appropriate. TAGSB facilitates learning through group work, presentations, discussions, solving real-life problems and expects students to express their knowledge in a well-written form.

#### **AWARD FOR BEST EDUCATIONAL INSTITUTE IN MANAGEMENT**

On the 25<sup>th</sup> of September 2011, TAGSB was honored by the “Award for Best Educational Institute in Management” - the World Education Congress; the Award was based on criteria that comprised primary data, current students’ perceptions and the perception of the social media in addition to graduates who hold positions in various organizations.



## **Library**

TAGSB library houses numerous volumes of reference material and is equipped with computers that have access to international libraries through memberships that are available for free to the faculty and students. The library is also equipped with study carrels for individual study.

## **Internships**

In an effort to enhance the graduate students' experience and knowledge, TAGSB offers an optional internship program for students who wish to be trained at Talal Abu-Ghazaleh Organization (TAG-Org) or one of its affiliates while they are engaged in their course of study.

For students who are interested in getting trained or attending training sessions, an arrangement will be made with the training office of TAG-Org.

TAGSB believes that this training will provide extra benefit to students and will further enhance their professional careers and provide them with direct "hands-on" experience.

## **Facilities**

TAGSB educational environment reflects the dynamism of the business environment. TAGSB has responded to the development of technology by designing state-of-the-art classrooms and laboratories equipped with the latest technological tools.

TAGSB classrooms are tiered to provide unobstructed contact with the instructor. All classrooms are equipped with computer projectors mounted in the ceiling, as well as padded swivel chairs for the comfort of the students.

Audio-visual language centers are designed to allow students to learn languages by listening to correct statements and pronunciations and then recording and listening to their own pronunciation. This facility is designed with individual booths for the students, each equipped with the necessary hardware.

The video conference center enables live and direct discussions with lecturers, students and guest speakers wherever they may be located.

TAGSB's library houses many volumes of reference material and is equipped with computers that have access to international libraries through memberships that are available for free to the faculty and students. The library is also equipped with carrels for individual study.

Lockers are available for students. Access to a locker can be obtained on a first-come, first-served basis.

## 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.***

It has been argued that goal orientation could be beneficially integrated into organizational research. TAGSB addressed these issues and provided foundation for future organizational research in this area. Faculty members in their critical role are in the continuous act of researching in both studies and analysis and funded by TAGSB to provide the highest quality and feasibility of research studies to students, publications and the community in general.

Faculty has been supported financially by TAGSB to carry out all the required researches on the latest up dated topics to parallel the market needs and data requirements in research studies.



## 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.*

### **Talal Abu-Ghazaleh Knowledge Center (TAG-Knowledge)**

The latest initiative which has been taken by Talal Abu-Ghazaleh Organization (TAG-Org); the Arab Organization for global professional services and the regional professional leader with offices in all Arab countries and all around the world.

The Organization led by its Founder and Chairman Dr. Talal Abu-Ghazaleh, has strong commitment to service to the community built-in as an integral part of its corporate values. These ideals extend beyond standard statutory obligations of corporate social responsibility and rise towards dedicated efforts of an enhanced quality of life for its employees and their families, and then to the local community at large.

Part of TAG Organization's main goals is to be in constant pursuit of initiatives that support the local governments in their mandates towards a more productive, competitive and knowledge-based economy, through providing funds, resources and the collective corporate support of all its companies.

Talal Abu-Ghazaleh Knowledge Center (TAG-Knowledge) is the intellectual and knowledge-enhancing expression of this overall objective. Targeting the Arab youth and striving to foster human resource development, TAG-Knowledge aims at granting modern tools and the latest in the information and communication technologies field. Its mission is to cultivate a large number of well-rounded local professionals possessing a competitive edge resulting from international exposure, all provided by a one-stop-hub supported by TAG-Org experts.

### **Advisory Council of TAGSB**

The Advisory Council serves TAGSB in acknowledging the interests of the School, providing guidance in curriculum development, student recruitment and retention, scholarship funding, and assisting with external relations with local government and foreign agencies. The Council members are prominent international leaders known in the fields of science, management, law, strategic planning and academics.

### **Effective Approaches**

TAGSB has an active participation in conferences, meetings and business forums with delegate figures and businessmen and has a regular commitment to share that through the press release. It's worth mentioning that TAGSB is always in the act of hosting of major corporate managers and national and international figure heads to lectures and guest speaking for students and alumni.

## Principle 6

*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.*

### **TAG Business Forum**

Talal Abu-Ghazaleh Business Forum was established upon the directive of Mr. Talal Abu-Ghazaleh, Chairman and CEO of Talal Abu-Ghazaleh Organization (TAG-Org), to become a platform for dialogue and exchange of ideas and expertise among economic leaders.

### **Forum Mission:**

Playing a key role in activating discussion and exchange of expertise and to act as a think tank in both business and Intellectual Property sectors, thereby promoting Arab economic development.

### **Forum Objectives:**

- To be an economic forum for discussion that serves business people and decision makers in both the business and intellectual property sectors.
- To cooperate with Arab and international research centers and professional bodies in order to hold specialized workshops and seminars.
- To host conferences, seminars and workshops in business and economic fields.
- To enhance the progress of businesses and promote Arab economic and social development through interaction and exchange of expertise.





## **Training Entrepreneurs**

TAGSB's MBA seeks to grant a sustainable and social solution to some of the most stubborn issues of the third world including poverty, disease, malnutrition and environmental degradation. MBA graduates go on to create and operate for-profit and nonprofit startups, NGO's, and to work in multinational companies that champion social and environmental objectives while delivering solid ROI.

TAGSB's MBA will equip students with the tools and network to become a global social entrepreneur, where the bottom lines are the three "P's "people, planet and profit. This MBA program aims at creating a better world, improving living standards of people, while building profitable ventures.

Admission a new cohort of 80 employees students each year, We have had students from all around the world, including Russia, , Iraq, Germany, Yemen, Uzbekistan , Egypt, and, of course, the United States. TAGSB sustainable MBA students develop a lifelong friendships and extensive professional networks beyond the program.