

UNIVERSITY of DUBAI



جامعة دبي

Principles for Responsible Management Education

Sharing Information on Progress

Academic Year: 2011-2012



PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for**
Responsible Management Education



UD President Prof. Omar Hefni

University of Dubai (UD) joined Principals for Responsible Management (PRME) in 2008, becoming the first signatory from the Middle East region. Since then, we have been focusing on the practical ways of implementing the six principles. In order to address UD's activities concerning PRME, we will discuss the major events related to the six principles that took place during the past 24 months. In the area of curriculum changes, students' evaluation of the faculty indicated an improvement (2.94 points to 4.2 points) in their learning of ethical and legal responsibilities in organizations and society. Faculty coordinating the PRME activities at UD coauthored two peer reviewed academic journal articles on topics related to PRME. Students got involved in several extra-curricular activities such as environmental field

trips, clean up campaigns, and tree-planting campaigns. In partnership with Engage, the employee volunteering organization, UD hosted 21 guest speakers in the area of corporate social responsibility (CSR), business ethics and the role of the Dubai Chamber in supporting society and sustainable business. In the past 24 months, we have focused on implementing the first five principles.

UD's President, Prof. Omar Hefni gives the strategic direction for the university. He is involved directly 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 Mohammed Ibrahim, 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 core values of UD, *Ethical behavior in all aspects of life, Sound citizenship through personal, social and environmental responsibility, and Continuous improvement in teaching, learning and research* reflect the commitment of UD towards PRME.



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) **Eco-friendly trip to Kerala**

In association with the environmental club of UD, students and faculty members made an eco-friendly tour to Kerala, India. They visited the eco-tourism areas such as tea plantations, botanical garden, spice garden, hydro-electric project. They also went on an elephant safari, and camped in a boat house overnight. Students got an opportunity to see rare species of animals and plants in the forests of Kerala. They also attended a session of Kathakali, a cultural performance of dance, drama and poetry. The trip enlightened the students on biodiversity, sustainability, cultural diversity and awareness of endangered species.



UD students and faculty with local workers in Munnar tea gardens, Kerala, India

ii) Trip to Masdar City, the center of sustainability.

Students and faculty members attended the World Future Energy Summit, Abu Dhabi, hosted by Masdar City and later visited Masdar University and other facilities in the City. Students attended a presentation of the special features of the city and how they maintain sustainability through various projects.



UD students and faculty members attending a presentation at Masdar University, Abu Dhabi

iii) Field trip to Masafi mineral water

On April 26, 2012, students of the environmental club, under the supervision of PRME coordinator visited the only mineral water factory in the UAE, which extracts and purifies drinking water from the rocky grounds of Masafi, the northern region of the UAE.

iv) UD No Car Day

On the April 22 2012, faculty, staff and students participated in ‘UD No Car Day’. On this day, all participants in the event commuted to the university by walking, cycling, using public transport or carpooling.



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.

Beginning every semester, UD runs an awareness campaign for the first week in all 200 and 300 level courses. As part of 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. The following additional progress was seen under this principle:

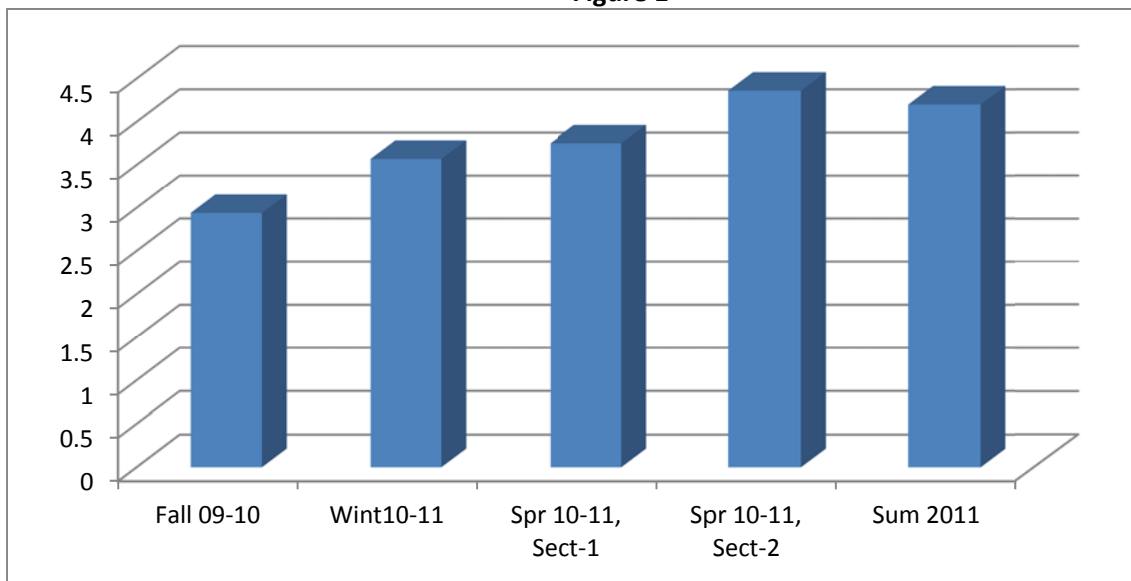
i) **Curriculum changes with Corporate Social Responsibility and Sustainability**

Students of a core course, Business and Society, conducted a group project on CSR and sustainability. Each group of students studied the CSR or Sustainability initiatives of a corporation operating in the UAE and submits 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 of College of Business Administration. Faculties were encouraged to teach these topics covered in their textbooks with great importance.

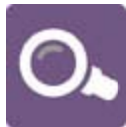
Business and Society is a mandatory course for all students who have completed 60 credit hours of study. This course puts great emphasis on case studies relating to environmental issues, corporate social responsibility and ethics. In addition, the materials covered in this course include PRME activities and the methods by which UD implements them. Guest speakers from the industry and Government are also a special feature of the Business and Society class. They bring in real life cases to the class.

Faculty's teaching the components of PRME is incentivized and monitored through the student evaluations in each semester. The students were asked to evaluate the faculty based on the following statement using the 1-5 Likert scale: *"Instructors role in developing student's course specific skills: Ethical and legal responsibilities in organizations and society."* A positive trend in the scale above the cut-off point (3.5) on these measures was seen over the past five semesters (Figure 1). This trend indicates that faculty members are putting more efforts to include the PRME components in their lectures.

Figure 1



Source: Student evaluation records, UD.



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.

Coordinator of PRME activities at UD, Dr. Eappen Thiruvattal co-authored the following two articles, which were published in leading peer-reviewed journals.

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.

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 during the past 24 months. UD faculty also participated in different employee volunteering activities organized by ENGAGE.



Members of ENGAGE Dubai at the reward ceremony with the Director General of the Dubai Chamber

ii) **Faculty for a day**

Each semester, UD organizes Faculty for a Day event, during which time, executives from the industry provides guest lectures to students in their classes. These lectures give our students insights on corporate social responsibility, environmental problems and sustainability. In the

past 24 months we have received 21 guest lectures from organizations including the Center for Responsible Management, Federal Express, General Electric, Hilton Jumeirah and TNT Express.

iii) Clean up the world campaign

Each year students from UD participate in clean-up campaigns organized by United Nations Environmental Programme in association with Dubai Municipality. This year's event was held on October 28, 2011. In addition, students and faculty cleaned the non-residential areas of Nad Al Sheba in Dubai under the auspices of the Emirates Environmental Group (EEG).



UD students and staff receiving memento for participating in the clean-up campaign

iv) Recycling and planting of trees

As the university is committed to the sustainable use of paper, electricity and water, it also takes extra efforts to recycle waste paper. This year, UD participated in the campaign organized by Dubai Municipality on October 10, 2011. The campaign involved providing an opportunity for organizations to plant a tree at the Mamzar Park for every 50kg of waste paper collected for recycling.



UD students, participating in the plant-a-tree campaign organized by Dubai Municipality

v) Observing Earth hour

Students, faculty, and staff at UD signed up to participate in the World Earth Hour and participated by switching off the lights for one hour on March 24, 2011. The activity was publicized via e-mails and direct contact. At a formal gathering in the students' lounge, Earth Hour was observed by candle light.

vi) Workshop on water conservation

In association with the Dubai Water and Electricity Authority (DEWA), UD conducted a workshop on conservation of water for students, faculty and staff on May 18, 2011. Officials from DEWA emphasized the need for water conservation and showed different methods of implementing them. On February 16, 2012, UD was recently awarded second place for its conservation efforts from DEWA. UD was given the 'Conservation Award – For a Better Tomorrow' for its reduction of water consumption by 9%, electricity by 23% and great efforts around campus by the environmental club and faculty, UD was awarded a cash award of AED 8,000. Students and staff also attended a range of seminars on keeping pace with the latest developments in the fields of energy, water and environment, hosted by the Supreme Council of Energy and Dubai Electricity & Water Authority.



UD faculty, staff and students receiving the award from DEWA officials

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

vii) Social responsibility activities

UD students and faculty also took an active part in several events in order to express their social concerns. These events included a full day event, 'Keep Fit Dubai', initiated by Dubai Police for all residents of Dubai to be fit and healthy in 2012. A combination of seminars, discussions, exhibitions, exercises and competitions were highlights of this event: As part of the 'Breast Cancer Arabia' event, the participants attempted to create the largest human awareness ribbon in record. UD was also a part of the 'PINK Walkathon', three kilometer walk, through which Safe and Sound organization managed to raise funds for cancer survivors. Similarly, UD participated in 'Beat Diabetes Walkathon' initiated to support diabetes patients of the region.

In this regard, UD desires following support from the PRME

- Inspirational cases of other stakeholders about the successful implementation of PRME principles will help us to reflect on our activities and do continuous improvement on them.
- Opportunity to interact with the regional signatories can improve the implementation process. PRME can organize regional forums to initiate this 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