



PRME SIP REPORT

2023



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LETTER OF COMMITMENT TO THE PRME

The *Reverend Father Talal Hachem* has the pleasure to reconfirm his commitment since 2011, to the Principles for Responsible Management Education (PRME). The Holy Spirit University of Kaslik (USEK) in general, and the Business School in particular, have succeeded in promoting the PRME principles, and in reinforcing the alignment of the academic, research, and events activities in this direction. The Business School is currently working to acquire the AACSB accreditation and is continuously working to leverage education and stakeholders' welfare via "innovation, impact and engagement".

Fr. Talal Hachem
President

A handwritten signature in blue ink, appearing to be "TH", is written over the printed name of the President.



Unique among universities in Lebanon, USEK was the first university to be established as a private non-profit institution by Lebanese citizens, this case by the Lebanese Maronite Order (OLM) monks, who have been placing their values in education since the 17th century. The educational programs and research development we offer all our students are in line with the official requirements of the Lebanese state, the Constitutions of the OLM and the social teaching of the Catholic Church

on universities, and, more recently, with the American-style education system and international accreditations to give our students wider prospects abroad as well as in Lebanon.

From the onset, the University has kept its momentum, expanding while remaining true to its all-inclusive and non-elitist Christian humanism, which runs through the teaching we deliver. Our real-world university education is grounded in our commitment to strong governance and management, learning and teaching assessment, student well-being, and support of our workforce based on the principles of valuing community, intellectual curiosity, tradition and innovation, and high performance.

A degree from USEK prepares our students for the challenges of the contemporary world. Our robust educational core includes programs in all the major fields of study and incorporates new vocational specializations aligned with the present labor market.

Our community is made up of diverse and talented students, faculty, staff, and alumni. The USEK sense of belonging comes from the strength of individual and team connections within the community based on the spiritual, civic, and ethical values of respecting others and their beliefs. USEK contribution towards fulfilling the UN Sustainable Development Goals (SDGs) was recognized with its recent success in the 2023 Times Higher Education (THE) University Impact Rankings where we were awarded 1st (SDG10 Reduced inequalities), 2nd (SDG4 Quality of Education), 2nd (SDG7 Affordable and clean energy), and 2nd (SDG17 Partnerships for the Goals).

ABOUT USEK BUSINESS SCHOOL

The School was first founded in 1966, under the name of the Faculty of Business and Commercial Sciences and was considered as one of the pioneers in business education in the Near-East and was later, in 2018, renamed as the Business School. As part of USEK, it has dedicated itself, since its creation, to teach students how to administrate organizations, in the scope of sustainable development, while remaining devoted to its three-hundred years tradition of the Lebanese Maronite Order, a heritage conscientiously preserved and incessantly enriched.

In 50 years, we have succeeded in providing local and regional markets with a wide range of specializations under the American Credit System in BBA, MBA and PhD.

Mission

We offer quality programs in business in a student-centered environment and help our students in achieving their goals. Through enriching multidisciplinary programs, we nurture an entrepreneurial spirit and graduate civically minded and ethically responsible professionals for the sustainable development of Lebanon and the region.

USEK Business School has a range of activities (internal and external) and partnerships that align with its mission, strategy and expected outcomes based on three foundational principles: respect for the human condition, respect for the conservation of natural resources, and respect for the economic viability of the community.

Core Values

USEK Business School core values are:

- **Academic and Quality Services Excellence**

We seek excellence in education and services activities to contribute to the progression of students' education, development of faculty and staff, as well as welfare of stakeholders.

- **Cooperation and Diversity**

We admire synergy, teamwork, and equitable workplace treatment. We value diverse backgrounds and ensure respect for all people regardless of their gender and religion.

- **Creativity and Innovation**

We encourage creative ideas and participative decision-making that lead to faculty and staff empowerment. We strive to promote entrepreneurial and innovation spirits that embrace change and continuous improvement.

- **Integrity and Accountability**

We value intellectual honesty and integrity as well as honest, transparent, and fair relationship with faculty, staff, students, and other stakeholders. We acknowledge responsibility of our own acts as individuals and a whole team.

– **Stewardship and Service to Society**

We aim to achieve a synthesis of tradition and modernism in line with our Catholic social teaching. We devote ourselves to apply the concept of sustainable development that meets the needs of our university and its stakeholders.



ABOUT PRME

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. In January 2011, USEK Business School- UBS proudly became a signatory to PRME.

As a signatory, we commit to uphold PRME's Six Principles:

- 1 PURPOSE**
Both the University and the School work on developing the capabilities of students to be future generators of sustainable value for business and society even during times of crisis.
- 2 VALUES**
Our Institution emphasizes on incorporating into its academic activities, curricula, and organizational practices, the values of global social responsibility.
- 3 METHOD**
Our University creates educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.
- 4 RESEARCH**
Our Business School emphasizes research that is practice oriented and consistent with its importance on community and regional development.
- 5 PARTNERSHIP**
Our University and School interact with managers of business corporations to meet challenges and build approaches towards social and environmental responsibilities within their programs and activities, thus the presence of the Corporate and Employment Affairs Services as well as the Careers Office.
- 6 DIALOGUE**
USEK continuously facilitates and supports an 'open-minded' dialog among educators, students, business, government, consumers, media, civil society organizations and other interested groups along with stakeholders on the diverse critical issues related to global social responsibility and sustainability.

1

PURPOSE



Despite the recent disturbing political, and economic upheavals in Lebanon, and not to forget the global pandemic, the school's commitment to sustainability remains strong. It creates opportunities for its faculty, staff and learners, empowering them to be green actors in helping reduce environmental footprints through several societal impact activities and alliances covering the 17 UN SDGs:

- SI.1a: Providing education for all / SI.1b: Providing assistance in the local community supporting micro and small businesses
- SI.2: Helping to make the food we eat safer for everyone
- SI.3: Promoting health and well-being related activities
- SI.4: Providing access to quality education and undertake educational outreach activities regardless of religion, ethnicity, disability or gender
- SI.5: Endorsing gender equality
- SI.6: Encouraging learners to save water in their everyday life
- SI.7: Taking into consideration the highest standards of energy efficiency
- SI.8: Contributing to the economic growth by ensuring employability and internship to our learners, building a youth entrepreneurial mindset, and publishing researches on economic and financial literacy
- SI.9: Promoting innovation and supporting the growth of social entrepreneurs / non-profit organizations

- SI.10: Reducing inequalities by merging people with learning difficulties and providing accessible facilities for people with disabilities
- SI.11: Endorsing sustainable cities and communities
- SI.12: Responsible consumption and production of goods
- SI.13: Climate action by providing local education courses or campaigns on climate change risks and impacts
- SI.14: Contributing with the Green Committee in activities that protect life below water
- SI.15: Contributing with the Green Committee in activities that protect life on land
- SI.16: Peace, justice and strong institutions by providing specific expert advice to local municipalities or national government
- SI.17: Partnerships with private and public bodies to bring all goals closer to achievements.



2

VALUES

The institution emphasizes on incorporating into its academic activities, curricula, and organizational practices, the values of global social responsibility; USEK takes a long-term visionary perspective to entrepreneurship education, educates the scholars, facilitates entrepreneurial activities, and adopts academic and experimental knowledge.

USEK Business School has a range of activities (internal and external) and partnerships that align with its mission, strategy and expected outcomes based on three foundational principles: respect for the human condition, respect for the conservation of natural resources, and respect for the economic viability of the community.

Starting with **the respect for the human condition**, the school meets the societal impact SI.1a by “providing education for all” through financial support to all learners with tuition fees at the official BDL rate (1,515 LBP/USD) for 4 consecutive years and at the increased official BDL rate of 15,000 LBP/USD starting from the spring 2023, whereas the market rate achieved 100,000LBP/USD the day when we are writing the report. This is in addition to the financial aid given on average to 65% of the school’s learners and the 200 full scholarships for the families that have been affected by the explosion of Beirut, amongst which there are 26 mainly dedicated to the Business School’s learners.

The school has started and engaged in several internal and external activities during the past five years that have had a positive societal impact, with a clear growth in the number of activities and the level of learner and faculty engagement over time:

- 21 activities aiming at “Providing assistance in the local community supporting micro and small businesses” (SI.1b)
- 6 activities aiming at “Helping to make the food we eat safer for everyone” (SI.2)
- 16 activities aiming at “Promoting health and well-being related activities (SI.3)
- 12 activities aiming at “Endorsing gender equality” (SI.5)
- 5 activities aiming at “Reducing inequalities by merging people with learning difficulties and providing accessible facilities for people with disabilities” (SI.10)

As per **the respect for the conservation of natural resources**, the school has initiated and participated in several internal and external activities during the past five years that have had a positive societal impact, with a clear growth in the number of activities over time:

- 6 activities aiming at “Encouraging learners to save water in their everyday life” (SI.6)
- 29 activities aiming at “Taking into consideration the highest standards of energy efficiency” (SI.7)

- 18 activities aiming at “Responsible consumption and production of goods” (SI.12)
- 1 activity aiming at “Climate action by providing local education courses or campaigns on climate change risks and impacts” (SI.13)
- 2 activities aiming at “Contributing with the Green Committee in activities that protect life below water’ (SI.14)
- 18 activities aiming at “Contributing with the Green Committee in activities that protect life on land” (SI.15)

Last but not least, **the respect for the economic viability of the community**, the school meets 5 different societal impacts through a range of internal and external activities over the past 5 years:

- 14 activities aiming at “Providing access to quality education and undertake educational outreach activities regardless of religion, ethnicity, disability or gender” (SI.4)
- 12 activities aiming at “Contributing to the economic growth by ensuring employability and internship to our learners, building a youth entrepreneurial mindset, and publishing research on economic and financial literacy” (SI.8)
- 11 activities aiming at “Promoting innovation and supporting the growth of social entrepreneurs / non-profit organizations” (SI.9)
- 13 activities aiming at “Endorsing sustainable cities and communities” (SI.11)
- 4 activities aiming at “Peace, justice and strong institutions by providing specific expert advice to local municipalities or national government” (SI.16)

3

METHOD

In line with its mission statement, the USEK Business School continuously invests a large part of its resources on the impact, engagement, and innovation activities undertaken in curricula, research, and events.

It is clear that over the previous five years, the school has made significant progress toward realizing its goal of having a positive social impact.

The number of activities and partnerships with positive societal impact over the past five years has increased by 185%, especially during the last two years.

The school meets the societal impact SI.1a by **“Providing education for all”**:

- Through financial support, where the percentage of Business School learners receiving scholarships and financial aid reached 51.55% in 2021-2022, and 46.76% in 2022-2023.
- 26 families affected by Beirut explosion received full scholarships and 100% of Business School learners received financial support with tuition fees at the official BDL rate (1,515 LBP/USD).
- By providing assistance in the local community supporting micro and small businesses SI.1b, the school provided free consultancy to MSMEs affected by Beirut blast, under the initiative "United for Beirut", and in collaboration with Solidarity.
- The School also provided training to MSMEs affected by Beirut blast with USAID - Building Business Resilience in Beirut (BBRB).
- A webinar with universities from the MENA was held on "Challenges higher education is facing in a VUCA world".
- The Business School social media "Be the spirit of Christmas" initiative was held to support small and local businesses.
- An executive program “Business Strategies and Performance” is offered to local and regional executives.
- The School provided assistance to a student startup by distributing his cookies during the orientation day.
- A family business webinar was organized in collaboration with Babson College and the ACIE to shed light on the governance and conflict challenges family business face in Lebanon.
- Another Webinar was held on "the market needs for professional certificates".
- The school added the “Innovation and entrepreneurship” course into the Management and Entrepreneurship program, as well as the “Digital marketing” into

the Marketing program.

- The School also provided a training to the Lebanese Maronite Order Brothers.
- The School shared USEK practices in Entrepreneurship at the ICAM2021.
- The School shared the importance of local food production featured on TV.
- Learners helped in the mission of Live Love Beirut at its disaster Management and Response Unit (DMRU).
- USEK Business School students were awarded second runner up for the world business program of the Hult Prize 2022.
- A Case study was held on "Social Entrepreneurship in Lebanon".
- A Round table gathering innovation experts and representatives from different entrepreneurship centers across Lebanon.

The School meets the Societal Impact SI.2 **“Helping to make the food we eat safer for everyone”** by organizing several activities with positive societal impact such as:

- An Annual Food Drive.
- Learners from the Hotel Management department attended the “Food Safety: Everyone’s Business” webinar, participated in Vinifest 2022 organized by QOOT, the leading Agrifood Cluster.
- Also, they prepared and served a “Thank you lunch” for the nurses of COVID-19 service at Hospital Notre Dame de Secours, University Hospital.
- A Colombian Cuisine lunch was also prepared and served by our Hotel Management learners.
- Business School learners participated in the Hult Prize 2021 final event: Food for good: Transforming food into a vehicle for change.
- A Webinar was conducted on “Food Safety: Everyone’s Business.”

By **promoting health and well-being** related activities SI.3, several activities were held promoting health and well-being:

- The Student Affairs Office organized a Fitness Awareness Day.
- Our Business School building became Smoke-free.
- Learners have free access to a mental health counseling center. This is in addition to the “UBS cares” initiative on social media taking care of learners physical, mental, and emotional health. They participated in HealthTech Accelerator, a 5-week program including access to US markets for early-stage startups innovating in Healthtech, Foodtech, and biotech spaces. EA: HealthTech Accelerator, a 5-week program including access to US markets for early-stage startups innovating in Healthtech, Foodtech, and biotech spaces.
- The School raised awareness for "Men's health month" on social media.

- USEK Business School made the "UBS fun facts" initiative on social media.

The School meets the societal impact SI.4 **“Providing access to quality education and undertake educational outreach activities regardless of religion, ethnicity, disability or gender.”**

- The school has three Palmes of Excellence with the Eduniversal for the 11th consecutive year in addition to top ranking programs.
- The School conducted a motivational talk from alumni speakers entitled "Unlock your path."
- The School Provided soft skills training open to all university learners.
- USEK Business School Faculty Members received several Research Awards.
- A Conference was held on “Accreditation for Reshaping Business Education in the MENA Region” - in partnership with The Association to Advance Collegiate Schools of Business (AACSB).
- The School offered the “Alumni Mentorship Program" where our learners immerse in our alumni companies decision-making process.
- A webinar was held on "Best practices in quality management" addressed to faculty and staff.
- Another Webinar was held on "Phoenicians are back" in collaboration with Virtual Leadership Institute.

By **Endorsing gender equality**, the school meets the societal impact SI.5.

- The school celebrates on a yearly basis the International Woman’s Day to promote success of Lebanese businesswomen.
- The school proposed the “She leads” executive program in collaboration with Women Leaders Association to shed light on important business aspects that would facilitate women’s breakthrough and effective roles at the top level of organizations.
- A Roundtable Discussion was held on the Strategic planning of the National Commission for Lebanese Women (NCLW).
- A Webinar was held on "Woman empowerment in business field during crisis" in collaboration with IBERA.
- A case study was conducted on "Women leaders breaking through conservative countries”.

The school meets the societal impact SI.6: **“Encourage learners to save water in their everyday life”** by improving water management across campus.

- USEK teamed up with Talaya, a water supplier, to provide fresh drinking water all year round from fountains across campus and encourage the reuse of bottles.
- USEK took the eco-friendly initiative “Re-mug it”.

- The school meets the societal impact SI.7 “Taking into consideration the highest standards of energy efficiency” by having online and hybrid courses to save energy.
- "UBS from home" initiative on USEK Business School social media.
- The general education framework has been restructured covering the UN SDGs.
- The Business School building relied on Natural Ventilation.
- USEK had Solar panels for energy.
- The Business School building has Full-Day Natural Lighting.
- USEK reduced faculty presence on campus and face to face meetings and managed its meeting online.

The school meets the societal impact SI.8 **“Contributing to the economic growth by ensuring employability and internship to our learners, building a youth entrepreneurial mindset, and publishing researches on managerial and financial literacy”** by engaging its learners in national and international entrepreneurial grants and competitions, and ensuring internships in SMEs and NGOs. The school also fosters a youth entrepreneurial mindset in its learners by providing conferences conducted by business leaders.

- A Roundtable was held on "How educational programs can help foster an entrepreneurial mindset in students" where all leading Business Schools deans' were participating.
- An interactive demonstration entitled "Say yes to Entrepreneurship” showed learners how it is possible to turn their passions and hobbies into viable entrepreneurship ventures.
- Many competitions were held such as the CFA Research Challenge competition, providing our learners with a range of financial readiness skills and the Virtual Stock Exchange Competition, providing our learners with a range of financial market readiness skills.
- USEK Business School alumni won in the SAFIR grant.
- The School conducted the Unleash your creativity contest with Fernand Hosri Holding Group.
- Safir EU, an ambitious project supporting the achievement of the Sustainable Development Goals and youth social inclusion in 9 countries across the MENA region.

The school meets the societal impact SI.9 **“Promoting innovation and supporting the growth of social entrepreneurs / non-profit organizations”** by nurturing a youth innovative mindset in its learners by engaging them in competitions providing conferences conducted by business leaders.

- Innovate for Social Good Competition.
- The Business School Faculty went through a 2-week training on Designing Online/Blended courses.
- An Exhibition was done by students/alumni entrepreneurs about their startups during the Global Entrepreneurship Week 2022.

- "Higher-Education Re-imagined" in executive-women.me.
- The School Added innovation courses into the management curriculum.
- A Webinar was held on "Fintech for sustainable development" in collaboration with the UAB.
- A case Study was conducted on "Technica International: Organizational culture as an asset."

The school meets the societal impact SI.10 **“Reducing inequalities by merging people with learning difficulties and providing accessible facilities for people with disabilities”** by merging people with learning difficulties and providing accessible facilities for people with disabilities.

- Special assistance is provided to learners with difficulties.
- A group of learners visited the SESOBEL to spread joy and share with the children with disabilities on the occasion of the World Kindness Day.
- Business School building is equipped for disabled faculty, staff and learners.

The school meets the societal impact SI.11 **“Endorsing sustainable cities and communities”** by demonstrating and spreading good environmental practices with students.

- The Car-pooling program that allows learners, faculty, and staff to commute to and from the university and lower GHG emissions.
- The Business School learners visited UNIFIL.
- A new Electric shuttle transportation system for learners, faculty and staff is based on electrical cars that use on-board rechargeable Energy storage.
- Facing the devastation of the Beirut blast on the 4 August 2020, learners armed with brooms and shovels, took to the streets of Beirut to clean up their city.

The school meets the societal impact SI.12 **“Responsible consumption and production of goods”** by adopting the no plastic policy, the sustainable procurement policy, and the paperless policy.

- A Christmas Upcycling initiative was held, Christmas items dumped throughout years were recovered, reused, upcycled, and turned into Christmas decorative items on Campus.
- USEK Business School is encouraging the sustainable procurement policy.
- USEK Business School is encouraging the paperless policy.

The school meets the societal impact SI.13 **“Climate action by providing local education courses or campaigns on climate change risks and impacts”** by contributing to the environmental well-being.

- A presentation was held on "How to act for climate leadership" at the AACSB MENA Regional Network.

- The School contributed with the Green Committee in activities that protect life below water.
- The "Clean our Sea litter picking" event was held at Raouche, Beirut – in collaboration with Mr. Samer Halwani, his team and our learners to bring to light the quantity of plastic in our sea.
- USEK Business School attended "Maritime and Marine Governance in Lebanon: Taking Stock for Action" colloquium.

The school meets the societal impact SI.15 **“Contribute with the Green Committee in activities that protect life on land”** where learners, faculty and staff contribute with the Green Committee in activities that protect life below water such as “Clean our sea”.

- USEK adopted Waste management and recycling.
- USEK planted Cedars in North of Lebanon.
- USEK conducted birdwatching activities and events related to ecosystems sustainable design and birdlife habitat on campus and critical locations in Lebanon.
- USEK Business school learners attended fun and engaging activities organized by the Green committee and related to the environment and waste sorting, aimed at promoting awareness in an easy approachable way.
- The Civic Engagement course is mandatory for all undergraduate learners as part of their general education. Business School learners work on projects related to the promotion of green initiatives under the guidance of the Green Committee.
- Volunteers completed 10 hours of community services, assisting in the environmental work on campus or solving environmental challenges through research and coming up with practical solutions for daily issues.

The school meets the societal impact SI.16 **“Peace, justice and strong institutions by providing specific expert advice to local municipalities or national government”** by contributing to understanding and restructuring the Lebanese public sector through applied researches.

- The School proposed an HR digitalized roadmap to the municipality of Beirut.

4

RESEARCH

The Business School emphasizes research that is practice oriented and consistent with its importance on community and regional development. Faculty members are engaged in producing applied research in collaboration with other faculties across Lebanon and the Middle East with a particular emphasis on entrepreneurship. Here the role of gendered environments for entrepreneurship activities of women was addressed, but also the role of culture and social entrepreneurship. Faculty are also motivated to work on a case study approach along with students.

To carry out its mission, the CIRAME Research Center based with the Business School organizes its activities along three research axes:

- Corporate Governance, Management and Entrepreneurship.
- Finance and Financial Economics.
- Marketing.

The outcomes of the School recent scholarly activities with positive societal impact over the 5 past years aligning with the U.N. Sustainable Development Goals are reported below:

- **SDG 1: No Poverty:** Faculty published an article on "Evaluating INGOs and NGOs Initiatives in Lowering Poverty in Lebanon", and case study on social entrepreneurship in Lebanon. Also, faculty provided free consultancy and training to MSMEs affected by Beirut blast.
- **SDG 3: Good health and well-being:** Following the COVID-19 pandemic, faculty members produced many intellectual contributions related to the impact of the pandemic.
- **SDG 4: Quality Education:** A family business webinar was organized in collaboration with Babson College to shed light on the governance and conflict challenges family business face in Lebanon.
- **SDG 5: Gender Equality:** Faculty published scholarships on woman entrepreneurship. A book chapter on "Female Entrepreneurship and Tourism in Lebanon" in *Gender and Tourism: Challenges and Entrepreneurial Opportunities*. A book chapter on "Gender, entrepreneurship, and development in the Middle East", *Routledge: Gender, Race and Diversity in Organizations*. An article on "Woman entrepreneurship in India." An article on "Shatter the glass: Women leadership in times of crisis."
- **SDG 8: Decent Work and Economic Growth:** Faculty published articles on financial literacy and entrepreneurship. Also, the school runs different entrepreneurial forums, international symposium on Entrepreneurship, and seminars in collaboration with Asher Center for Innovation and Entrepreneurship (ACIE).

An article has been published on Examining the Impact of Financial Literacy, Financial Self-Control, and Demographic Determinants on Individual Financial Performance and Behavior: An Insight from the Lebanese Crisis Period.

- **SDG 9: Industry, Innovation & Infrastructure:** Faculty published scholarships on innovation and social entrepreneurship.

An article on "Impact of Workforce Diversity on Innovation: The Anti-Aging Formula for family firms" has been published.

- **SDG 11: Sustainable Cities and Communities:** Intellectual contributions related to sustainability.

An article has been published on "Sustainable Corporate Leadership".

- **SDG 13: Climate Action:** A talk on "How to act for climate leadership" at the AACSB MENA Regional Network.

- **SDG 16: Peace, Justice, and Strong Institutions:** Faculty published applied research providing advices and solutions to reform the economic situation in Lebanon and to restructure its banking sector.

An applied research has been published on "Economic Reform Plan in the light of current Lebanese financial crisis"

An applied research has been published "How to Put the Collapsed Lebanese Banking Sector on the Right Track?"

A Research on "Assessment of public sector performance in the MENA region: Data envelopment approach".

5

PARTNERSHIP

The University and School interact with managers of business corporations to meet challenges and build approaches towards social and environmental responsibilities within their programs and activities, thus the presence of the Corporate and Employment Affairs Services as well as the Careers Office; activities include - program restructuring, internships, student career path development, real case studies and seminars, connection with field experts, juries for school competitions, etc.

Through developing more partnerships, internal and external activities that are aligned with its mission, the school can build knowledge and capacity, and learn to make the most of resources. USEK Business School have signed 68 partnerships with positive societal impact over the past 5 years.

The Business School international network withholds:

- Partnership with Women Leaders Association (WLA) to execute a study on women LED companies as well as provide a professional certificate targeting executive women.
- Bachelor in Finance affiliated with the CFA Institute. This affiliation is intended to increase the employability of our students after facing the banking crisis.
- Master in Financial Engineering in partnership with Refinitiv where students have access to real time financial data.
- Master in Audit in partnership with Morgan Intl enabling students to sit for the CPA courses once graduated.
- Bachelor in Transport and Logistics in partnership with Merit CMA-CGM to increase the employability of our Transport and Logistics students.
- Partnership with the Finance Risk Institute FRI enabling our students have access to the Andor Learning platform.
- Partnership with the Ministry of Economy to ensure internships.
- Partnership with ESTA School of Business and Technology – France.
- Member of the Scientific Committee of Eduniversal (SMBG); selected among 1000 best performing schools of business in the world.
- Member of Agence Universitaire de la Francophonie (AUF).
- Member of Association to Advance Collegiate Schools of Business (AACSB).
- Headquarters of the General Secretariat for the Arab Society of Faculties of Business, and Economics.
- Affiliated to the Babson Collaborative.
- Partnership with Hautes Etudes de Management (HEM) Business School - Morocco for the exchange of PhD students.

- Partnership with Cordinamento delle Organizzazioni per il Servizio Volontario (COSV).
- 9 additional partnerships with different universities for the exchange of students and professors. In addition, the School has 28 University Partnerships and offers joint programs, notably with HEC Montréal-Canada, ESSCA School of Management-France, Paris II, Le Cordon Bleu, etc.



6

DIALOGUE

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

The Business School advisory board, with the aim of bringing external and professional insights into the School by ensuring the delivery of quality programs that contribute to the sustainable development of the local and regional market, is continuously meeting for the following concrete objectives:

- Bring important insights and expertise to review the programs’ learning goals and learning objectives.
- Propose topics for projects/thesis in the latest field advancements which outcomes could be beneficial to all parties.
- Widen the internships’ opportunities for USEK students.
- Evaluate the graduates’ level of achievement in respect of the educational requirements necessary to enter the profession.
- Provide constructive advice on issues critical to the success of the programs and based on current and future needs of the industry.
- Be part of any internal/external evaluation exercise.

In addition, USEK and in collaboration with Carlos Ghosn, is acting as the matchmaker to configure an effective network between entrepreneurs and investors by creating an Investment and Advisory board for start-ups; all in the aim of providing expert advice and cash investment to innovative startups addressing real life problems. The proceeds of the “Business Strategies and Performance program with Carlos Ghosn” are directed towards the USEK Skills Development Center, where technical skills trainings are provided to the young labor force at very low tuition fees.

Also, the School renewed the Memorandum of Understanding with the Association of the Lebanese Businesspeople in the World (RDCL World) according to which the RDCL World – USEK Business School’s Student Chapter was created. This first of its kind student chapter reinforces the connection and interaction of USEK Business School’s students with the professional world, thus highly reflecting the engagement and the impact aspects of the school’s strategic directions in the development of the local and regional market.

Last but not least, the School is in the process of signing a Memorandum of Understanding with the LPSN (Lebanese Private Sector Network) with the objective of ensuring employability to its students.



UPCOMING PLANS

For the 5 next years, USEK Business School plans for advancing activities and partnerships with positive societal impact:

Societal Impact	Future Plan
SI.1a: Providing education for all	<ul style="list-style-type: none"> - Increase the percentage of learners receiving scholarships and financial aid by at least 3% per year. - Insure loan agreements by at least 3% - Develop learners' jobs by recruiting at least 2 learners per year for paid internships
SI.1b: Providing assistance in the local community supporting micro and small businesses	<ul style="list-style-type: none"> - Provide consultancy to MSMEs - Increase intellectual contributions on Lebanese micro and small businesses by 5% - Increase the internships in micro and small businesses by 5% per year - Provide 2 trainings or conferences on MSMEs - Add a major course in family business management - Organize 1 conference per year supporting micro and small businesses - Launch 1 Initiative per year to support small and local businesses - Offer 1 executive program supporting micro and small businesses - Provide 2 trainings or conferences to the Lebanese Maronite Order Brothers - Orienting the learners' theses and business plans towards MSMEs
SI.2: Helping to make the food we eat safer for everyone	<ul style="list-style-type: none"> - Increase by 10% the participation of school's learners in events aligned with the SDG2 Zero hunger - Organize 1 event per year by the Hotel management department promoting food safety - Launch 1 Initiative per year to make the food we eat safer for everyone
SI.3: Promoting health and well-being related activities	<ul style="list-style-type: none"> - Increase by 10% the participation of school's learners in activities promoting health and well-being - Launch 1 Initiative per year to promote health and well-being

<p>SI.4: Providing access to quality education and undertake educational outreach activities regardless of religion, ethnicity, disability or gender</p>	<ul style="list-style-type: none"> - keep at least Three Palmes of Excellence with the Eduniversal - Ensure the alignment of the school’s activities to the six principles of PRME and submit the school’s Sharing Information on Progress (SIP) to PRME by spring 2023 - Get at least 2 research Awards to USEK Business School Faculty Members - Provide at least 2 soft skills training open to all university learners - Implement the GRE for the master entrance exam - Apply Cesim simulation to all BA programs simulation courses (FIN455; TRA455; ITB455; MGT455; ACT455; MKT455)
<p>SI.5: Endorsing gender equality</p>	<ul style="list-style-type: none"> - Organize 1 conference per year at the International Woman's Day - Offer at least 1 executive program for women - Increase by 5% the intellectual contributions related to women - Organize a training for the women at the Lebanese army
<p>SI.6: Encourage learners to save water in their everyday life</p>	<ul style="list-style-type: none"> - Launch 1 Initiative per year to save water - Engage school’s learners with Green committee initiatives to save water
<p>SI.7: Taking into consideration the highest standards of energy efficiency</p>	<ul style="list-style-type: none"> - Keep on the online and hybrid courses to save energy - Reduce face-to-face meetings to 75% - Efficient use of ACs at 24°C in the school’s offices and classrooms - Install solar energy at the school’s building in the regional university campus – Zahleh - Add a major elective course covering sustainability topics (ESG, climate change..)
<p>SI.8: Contributing to the economic growth by ensuring employability and internship to our learners, building a youth entrepreneurial mindset, and publishing researches on managerial and financial literacy</p>	<ul style="list-style-type: none"> - Increase the number of internships in the public sector by 5% every year - Increase the intellectual contributions related to entrepreneurship by 5%. - Organize at least 2 events/roundtables per year related to entrepreneurship - Increase the scholarships by 5% contributing to financial and managerial literacy

<p>SI.9: Promoting innovation and support the growth of social entrepreneurs / non-profit organizations</p>	<ul style="list-style-type: none"> - Add a major elective course covering innovative topics - Do at least 3 trainings or conferences to non-profit organizations - Increase by 10% every year the number of school's learners participating in events organized by the ACIE - Orienting the learners' theses and business plans towards non-profit organizations
<p>SI.10: Reducing inequalities by merging people with learning difficulties and providing accessible facilities for people with disabilities</p>	<ul style="list-style-type: none"> - Increase the enrollment of the students with special needs by 5%
<p>SI.11: Endorsing sustainable cities and communities</p>	<ul style="list-style-type: none"> - Encourage learners faculty and staff use the Car-pooling program - Integrating the social and environmental dimension in the following courses delivered by the school: Business Plan; Technology and innovation management;
<p>SI.12: Responsible consumption and production of goods</p>	<ul style="list-style-type: none"> Use a shared printer on floor at the school
<p>SI.13: Climate action by providing local education courses or campaigns on climate change risks and impacts</p>	<ul style="list-style-type: none"> Organize at least 3 annual conference or training on climate action
<p>SI.14: Contributing with the Green Committee in activities that protect life below water</p>	<ul style="list-style-type: none"> - Establish a new strategic partnership with an institution aiming to protect life below water in Lebanon - Organize at least one activity per year with the Green Committee that aim to protect life below water
<p>SI.15: Contribute with the Green Committee in activities that protect life on land</p>	<ul style="list-style-type: none"> - Organize at least 1 activity per year with the Green Committee that aim to protect life on land - Increase the participation of school's learners in activities organized by the Green committee and related to the environment and waste sorting by 10% every year - Increase the number of school's learners as volunteers at the green committee by 5% per year

SI.16: Peace, justice and strong institutions by providing specific expert advice to local municipalities or national government	<ul style="list-style-type: none"> - Provide at least one applied research related to the current economic and financial situation in Lebanon - Increase the participation of faculty in raising awareness through TV shows, social media platforms, articles in professional, etc.
SI.17: Partnerships with private and public bodies to bring all goals closer to achievements	<ul style="list-style-type: none"> - Increase the number of partnerships with private and public bodies by 10% every year

The school continues to measure its progress and achievements against the UN Sustainable Development Goals (SDGs). A review of the work done across operations, research, teaching, and outreach is imperative to advance school sustainability practices, engage more of its faculty and learners, and to recognize what has been done, and what is yet to be achieved.

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