PRME Sharing Information on Progress Report 2015

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
The American University in Cairo
School of Business
Sharing Information on Progress - 2015

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Renewal of Commitment to PRME

As the Dean of the School of Business of the American University in Cairo, I would like to express our School’s unceasing commitment to the Principles for Responsible Management Education. For over six decades, the School has upheld a strong respect for diversity, a robust culture of integrity, governance and continuous improvement and a lasting impact on society.

I am pleased to announce that since our last report the School’s continuous commitment to quality has led to the accomplishment of the Triple Crown Accreditation seal of excellence – placing the School among 1% of schools worldwide, first in the Arab region and third in Africa, to achieve the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS) accreditations. The school’s programs have also achieved high ratings from numerous prominent ranking bodies.

Our commitment to PRME has directly inspired us to embrace Responsible Business as a main theme within the School’s 2015 -2019 strategy, develop and endorse a strategic plan for integrating responsible business within the School as well as expand our academic assessment learning goals pertaining to responsible management education.

Our pledge to promote responsible business has also led to the expansion of our engagement with PRME, the School became a PRME Signatory in 2011, in 2013 we became PRME Champions and in 2014 our effort as PRME MENA Chapter Coordinators has been formalized with the official establishment of the chapter. Moreover the American University in Cairo as an academic member of the UN Global Compact also adheres to the UNGC 10 guiding principles with respect to human rights, labour, environment and anti-corruption.

We look forward to further infusion of responsible management education in our ecosystem and to be an active change agent in promoting responsible business practices among our constituents and beyond.

Karim Seghir
Dean
AUC School of Business
I. Overview of the School of Business

i. Strategic Direction

AUC School of Business boasts a culture in which constituents strive to become responsible agents of change who have a positive impact on their communities. As a leading regional B-School with a global presence, we no longer see ourselves as merely an academic institution providing high quality education and research, we are now an active citizen who continuously devises means for the betterment of the lives of others. This culture is manifest in the School’s mission which states that:

*The AUC School of Business develops responsible, global-minded, entrepreneurial leaders and professionals.*

In forging the pathway for the future the School aims at addressing contemporary issues of international relevance and deeply rooted regional significance. This is evident via incorporating Responsible Business as one of the three themes for the School in its 2015 – 2019 Strategic Plan.

Focus Area 1: Entrepreneurship
A vital engine for economic growth and job creation especially in a region characterized by a very young population, soaring levels of youth unemployment and heavy reliance on public sector hiring.

Focus Area 2: Responsible Business
The School aims at providing responsible business education adept to developing leaders for a sustainable future taking into consideration the purpose and role of business in society, values, sustainable development, diversity and stakeholder interests.

Focus Area 3: Economic Development
Given its distinct location and wealth of expertise on the region, the School has an unprecedented opportunity to contribute to the development of an emerging Arab economy founded on the principles of inclusiveness and accountability.
ii. Addressing Responsible Business

The School of Business has framed responsible business from three different angles. One angle looks at the internal corporate structure which includes corporate governance and reporting. The second angle is the corporate ecosystem where being responsible is a means of developing efficient operations, this lens looks at how to create shared value through addressing social issues. The third lens is that of corporate philanthropy which is giving in an area not directly related to the operation of the company but that benefits society.

Dean’s Strategic Advisory Board

*SAB New Board Members*

Within the School’s commitment to responsible business three new members of the Deans strategic advisory board (joined in 2014) have extensive expertise in this area including:

- **Mary C. Gentile**, Creator and Director, Giving Voice To Values and Senior Research Scholar, Babson College
- **Milenko Gudić**, Coordinator, PRME Working Group on Poverty
- **Dennis Hanno**, President, Wheaton College. Chair of Board, GRLI and Board Member, GBSM

*SAB Task Force on Responsible Business*

This task force aimed at exploring whether the conventional wisdom of ‘business making profit is the source of social ills’ can be transformed to become ‘business making profit is the solution to social ills’. The result of the work of the task force by June 2014 contributed to the discussion on how the school moves forward in the area of Responsible Business and the identification of two areas of focus: responsible business practices and responsible business education.

Responsible Business Working Group

In 2013 the School established an interdisciplinary working group including faculty from the departments of management, accounting and economics as well as the university center for sustainable development, and the director of institutional development at the school. The group works on how to position Responsible Business in the School, establishing pilot initiatives related to Responsible Business and how to integrate PRME in teaching, research and outreach.

The John D. Gerhart Center for Philanthropy & Civic Engagement

Established in 2006 the Gerhart Center promotes social change in the Arab region through building a culture of effective giving and civic responsibility. In addition to developing knowledge and research, the center strives to build capacity for leadership and to enhance civic engagement. The addition of the Gerhart Center in November 2014 to the School of Business builds on the existing success of the center and opens new fruitful avenues for growth. It will significantly advance the research and outreach capacity of the School and supplement its ongoing efforts in the areas of responsible business and ethics.
II. Major achievements in relation to implementation of PRME Principles

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*

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i. Sustainability Literacy Test

The test aims at evaluating basic knowledge of sustainable development issues and corporate responsibility. It is targeted at higher education students whatever their level of studies. Two thirds of the tests multiple choice questions are global questions while one third takes into consideration the local context.

AUC School of Business had the privilege of piloting this important global test as well as contributing the local (Egypt) questions for the international sustainability literacy test. The test was administered to 80 AUC students in 2014.

ii. Internships and Competitions

- **Internships at Endeavor**
  
  Endeavor is a non-profit organization pioneering the concept of high-impact entrepreneurship in emerging and growth markets. The School developed an agreement with the organization which incubates SME's, many of which focus on social entrepreneurship, to provide 10 to 20 students from the School with internship opportunities per year.

- **UN Global Compact Training**
  
  22 School of Business students participated in a full day training on April 8th, 2014 on the Global Compact ten principles, and their importance in insuring sustainability and equality as well as how to measure them. The aim of the training is to qualify students to assist UNCG participating companies in generating their Communication on Progress (COP) report.

  Students also received exclusive invitation to partake in the Sustainable Business Circle event held on April 16th, 2014 to discuss the Labour principles.

- **The Hult Competition**
  
  The world’s largest student crowd-sourcing platform for social good that awards $1 million in start-up funding to a student team that develops the most radical and innovative idea to solve one of the world’s toughest social challenges.

  A team of 5 AUC Students named ‘Forward’ presented its solution to the 2015 challenge “education in urban slums” by integrating recycling and education. The team’s idea is for families to pay for their children’s education in the form of recyclable trash collected weekly and sold to recycling associations.

  The team won the local edition of the Hult competition, organized by the International Conference on Global Economy (ICGE) and hosted by AUC and has advanced to the regional round, taking place in London in March 2015.
iii. **Student Clubs**

Students are actively engaged in sustainability activities through various clubs with faculty advisors from the School of Business.

**Corporate Governance Club (CGC)**

Voted best academic Club in 2013; the CGC is the first Egyptian student-based academic club dedicated to the dissemination of corporate governance principles and best practices, in addition it encourages interdisciplinary dialogue among students of different disciplines.

The club organizes an annual role playing ‘Board Games’ where students simulate a board meeting and get the chance to take on the role of various constituents of a board of director’s. Board Games held during 2015 hosted 22 teams from five different Egyptian universities: AUC, GUC, MIU, AAST, and Ain Shams University.

**Entrepreneurs Society**

A student-organized society founded in 2003 in an attempt to tackle students’ hesitation to start new business.

The club organizes business plan competitions ranging from elevator pitches, junior competition for high school students, to an annual online product innovation competition show titled “the Hit”. A majority of the business ideas presented have innovative and significant social impact.

**Enactus**

Formerly known as SIFE AUC, Enactus is a community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

Their activities include Street Children World Cup: Egypt – which rallied to provide support for street children in Egypt to qualify to the international Street Children World Cup held in Rio, and the Blindfold Football Tournament to support the blind.

**Glow**

Glow is a community development club at the AUC that aims to create a generation composed of proactive leaders who strive to develop themselves and their society.

There activities included joining forces with other student clubs for the “Student Union Aware Campaign” – a competition aimed at developing social awareness within campus, a campaign on what social responsibility means to you?, an annual festival titled “thinking is a project: think”, meal packages for Ramadan, etc.
Principle 2: Values & Principle 3: Method

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

Methods: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

Principles 2 - Values and Principle 3 - Method are implemented through course development and assessment, program offering and faculty development.

i. Academic Assessment

The School is expanding its academic assessment of responsible business through the development of learning goals and objectives at both graduate and undergraduate levels. Course mapping and rubric creation to assess learning goals are being developed and will be implemented fall 2015.

ii. Course Development

Responsible Management concepts are incorporated in a wide variety of different program offerings of the School. These courses cover a diverse spectrum of disciplines. The following are ongoing courses which incorporate responsible business components:

Undergraduate Courses

- MGMT 3101 – Business Environment and Ethics
  The course covers perspectives of the business environment and ethical issues facing business, organizational responses to environmental and ethical issues, and social responsibility of business firms.

- MGMT 3201 - Management Fundamentals
  A segment of the course is dedicated to ethics and CSR and includes discussions of different ethical dilemmas faced by businesses.

- MGMT 4401 - Business Planning and Strategy
  Capstone course including a simulation with responsible management aspects including: compulsory profit sharing within income statement, green initiatives companies can invest in, and aspects of labour negotiations and labour rights.

- INTB 3101 – Intro to International Business
  The course has a component that deals with the balance between needs of developing host countries and those of foreign investors.

- ACCT 4001 – Contemporary Issues in Auditing
  The course addresses the auditing function and its role in promoting financial transparency. Part of the course is dedicated to discussion of Code of Professional Conduct of auditors, corporate governance, and economic and legal ramifications of fraud.

- MKTG 2101 - Principles of Marketing
  The course discusses the new era of marketing including: CSR, green marketing, and sustainability, as well as social value, as a means of positioning/differentiation.

- MKTG 3202 - Consumer Buyer Behaviour
  The course addresses overconsumption, responsible consumption, and how to responsibly divest products. Importance for marketers to educate consumers about responsible behaviour and individual responsibility are also touched on.

- MKTG 4601 - International Marketing
  The course encourages students to include a corporate social responsibility component in their marketing plans.

- MKTG 4970 - Special Topics: Reputation Management
  The relationship between CSR and reputation and how CSR is a component of reputation are addressed. Also covered are stakeholder engagement, steps for developing a reputation plan, and reputation audit.
• **ENTR 4301 - Entrepreneurship Lab: Developing and Launching a New Venture**  
This course concentrates on constructing creative, realistic and effective business plans for new business concepts. Special emphasis and cases are given on social enterprises and social entrepreneurship.

• **ECON 4094 - Economics of Egypt**  
This course is an application of economic tools to explore the performance, analyse major problems and propose reform agendas for the contemporary Egyptian economy.

• **ECON 3053 - Economic Development**  
The course tackles major economic problems of developing countries, alternative explanations of underdevelopment and theories of development, as well as population growth and sustainable development.

• **ECON 3071: Labor Economics**  
The course includes a community – based learning component.

• **FINC 4202: Capital Markets**  
The course touches on topics of dividends policy as well as management interest vs. shareholders interest.

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**Graduate Courses**

• **MKTG 5201 - Marketing Management**  
A portion of the course discusses examples of social marketing, marketing and public policy and how good relationships with company stakeholders can sustain your business.

• **MKTG 5304 - Global Marketing**  
The course covers environmental, organizational, and financial aspects of international marketing. Students enrolled in this course are encouraged to include a CSR dimension in their marketing plans.

• **MGMT 5306 Leadership**  
The course include ethical leadership content and utilizes a case study dealing with ethical issues in the pharmaceutical industry, a simulation (an auction of values), as well as introduction of “codes of business conduct”.

• **OPMG 5370: Select Topics in Operations Management: Operations Consulting Practicum**  
A group of MBA students, under faculty supervision, worked with Cardiac Rehab Unit at Demerdash, a public teaching hospital, to improve its operations. The project achieved very positive results and plans for another round of consulting practicum are in the pipeline.

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• **ACCT 5201 - Financial Reporting and Analysis**  
The course provides a framework for analysis, classification, reporting, and disclosure of business transactions. Preparation and interpretation of financial statements/reports and ethical issues are emphasized.

• **ECON 5252 - Economic Development in Middle East Countries**  
This course explores economic structures, institutions, and policy challenges in MENA. Topics include: demographic transition, women workforce participation, regional migration, poverty, inequality, and regional integration.

• **CON 5257 - Economic Strategies for Sustainable Development**  
This course explores economic strategies achieving balanced and sustainable development from Keynesian, Structuralist, and Neoclassical perspectives.

• **FINC 5351 - Corporate Financial Policy**  
The course contains a reference chapter on “responsible business content”, addressing issues of dividends and shareholder value maximization.

• **EMBA 5604 - Managerial Economics**  
The module focus on the basics of microeconomics and includes the concept of Shared Value Projects.

• **EMBA 5620 - Corporate Governance and Social Responsibility**  
This module focuses on Corporate Governance Strategy, influence on share prices and cost of capital. It also addresses legal and regulatory compliance, separation of ownership and control, property rights, conflict reconciling and board role in ensuring accountability, fairness and transparency.

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**Executive Education**

• **Advanced Management Program: Managing Uncertainty - Corporate Governance Module**  
This module provides participants with insight on the impact of corporate governance on organizational sustainability during times of change.

• **Professional Postgraduate Diploma in Marketing-Consumer Behaviour Course**  
The course provides participants with the needed knowledge that links consumer behaviour and social responsibility.

• **Start-up to Scale-up: leading your venture to the next level Program**  
A five day executive development program in partnership with Endeavor Egypt that focuses on high impact entrepreneurship.
iii. Select Programs

Joint Degree in Sustainable Development

The program offers two degrees in sustainable development: a Master of Science and a Graduate Diploma. These two interdisciplinary programs aim to equip social entrepreneurs with comprehensive skills that will allow them to start up green businesses, launch innovative ventures and products, and implement public policy and social entrepreneurship innovations.

The program is offered jointly by four schools at AUC: The Center for Sustainable Development is the body coordinating the program, in collaboration with the School of Sciences and Engineering, School of Business, School of Global Affairs and Public Policy, and School of Humanities and Social Sciences.

The Program also offers interested students the chance to enrol in the Dual Degree Master’s Program in Sustainable Development in partnership with the Politecnico di Milano.

AUC Venture Lab

Launched in June 2013, AUC Venture Lab is the American University in Cairo’s start up accelerator/incubator, hosted by AUC School of Business. The V-Lab enables innovative start-ups to capitalize on AUC’s intellectual capital, world-class facilities and research capacities, connect with AUC’s network of alumni, faculty, mentors and investors, and foster a thriving ecosystem of innovation, education and responsible business

To date the V-Lab has completed 3 acceleration cycles, incubating 23 start ups. The cycles aided in the generation of EGP 4.7m in revenues and raising over EGP 2m for the start-ups as well as creating 102 jobs.

AUC Venture lab has been selected among the top five most promising incubators in Africa. This ranking is conducted for university business incubators by UBI-index.

Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program

Established in 2008, the Goldman Sachs 10,000 Women Entrepreneurship & Leadership Program at the American University in Cairo serves women entrepreneurs in the Arab region, and is funded by the Goldman Sachs Foundation as part of their five-year commitment to provide 10,000 women around the world with a business and management education.

The 10,000 Women program at AUC, in partnership with the Wharton School of the University of Pennsylvania, has the mission of enhancing the growth and development of women entrepreneurs in the Arab region through a unique blend of classroom learning, mentoring and networking activities. To-date, the program has graduated 372 entrepreneurs.
AUC Venture Lab

Select Incubated Companies

The first biotech spinoff from AUC Labs. Based on knowledge, research and technologies developed at AUC, D-Kimea develops novel and affordable diagnostic solutions to detect a broad range of diseases, initially focusing on the identification of the hepatitis C virus.

Dedicated to providing innovative off-grid solar energy solutions that are commercially viable and easy-to-use in the agricultural, industrial, and business sectors.

A social business whose mission is to upgrade and develop under-utilized trade channels, starting with the street kiosk.

A web and mobile service connecting Egypt’s fragmented freight transportation industry.

Mubser develops wearable tech to aid visually impaired people in their everyday lives. ‘Sensify’ the company’s pilot product, coordinates user’s smart phone or Mubser pocket computer to detect obstacles and notify user through vibrations on a bracelet and a Bluetooth headset.

An online directory of sustainable development projects in Egypt. The platform offers potential donors a gateway to financially support appealing projects, track the use of their donations, and follow the execution of the projects.

A network of stations made up of fleet of bicycles located throughout the city. Users drag a bicycle by using the smart card to take a trip, then return it to any station located in the city.

Soutak.com is an online platform that enables citizens to engage with their in-office elected representatives and candidates of any elections.

A ground-penetrating radar capable of detecting the many landmines left by the Axis forces in WWII on Egypt’s borderlands.

“Top 5 Most Promising University Business Incubators in Africa” UBI Index
iv. Faculty Development

PRIME Resources
The School developed a comprehensive presentation on responsible business with the aim of raising faculty awareness on resources available through PRME website for different topics related to responsible business. This information was presented to the Council of the School of Business and will be presented by the Responsible Business Working Group members to the different departments to promote the use of available material within classrooms. Within the School’s information sharing efforts the presentation was also shared with PRME MENA members.

PRME Poverty Working Group Session
Milenko Gudić, PRME Poverty Working Group Coordinator and Dean’s Strategic Advisory Board (SAB) member provided an information session on Tuesday, December 9, 2014 to select faculty, responsible business working group members and Gerhart Center staff.

The session aimed at providing an overview of the PRME Poverty Working Group and its different initiatives as well as explore possible engagement of AUC School of Business within the activities of the working group.

Brown Bag Faculty Seminar Series
The series which commenced in Fall 2011 and is hosted by the Office of the Associate Dean of Graduate Studies and Research features School of Business faculty members, distinguished visiting professors and guest speakers and aims at knowledge sharing. During 2014 three such sessions touched on responsible business issues including:

- **Using Field Experiments to Create Islamic Finance-Based Credit Unions for the Poor**
  Mohamed El Komi, Assistant Professor, AUC, March 25, 2014

- **Ms Trust: Gender, Networks and Trust - Implications for Management and Education**
  Michael Page, March 16, 2014

- **Climate Change and Economic Growth: An Inter-temporal General Equilibrium Analysis for Egypt**
  Abeer El Shenawy, Associate Professor, AUC, February 25, 2014
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.

i. Responsible Business as a Research Focus Area

Responsible business has been selected as a focus area within the School’s research priorities. The research area aims at identifying factors that enhance “Responsible Citizenship” of various business and economic entities and how economic, social, and political manifestations of such citizenship are reflected in their relevant communities. Research in this area focuses on corporate governance, financial reporting and auditing, integrated reporting, anti-corruption, business ethics, social marketing, gender equality, corporate sustainability, corporate social responsibility (CSR), and responsible business education.

The number of faculty doing research in the area is 19 and the number of publications is 79.

ii. List of Publications

- Youssef, Samir M (2014) “Corporate and Community-Based Approaches to Social Entrepreneurship to Solving the Myriad Problem of Housing for the Poor”, International Journal of Strategic Management


• Abdel-Meguid, A; Samaha, K; Dahawy, K (2013), “The Determinants of Auditor Selection in Egypt: Client Characteristics, Corporate Governance and the Demand for Audit Quality”, American Accounting Association (AAA) Annual Conference, Anaheim, California


iii. AUC Business Review

AUC Business Review is the School of Business quarterly business magazine which aims to bridge the gap between theory and practice. The publication is produced in partnership with International Business Associates Group and features in-depth research, analysis and international trends, with a special emphasis on Egypt and the Middle East.

Each quarter, ABR covers a focal theme: Entrepreneurship, Innovation, Leadership, and Responsible Business.

The fall 2014 issue on responsible business focuses on the benefits of being a responsible corporation and provided various examples of people and organizations that chose the responsible path. The issue also tackled a wide range of topics from incorporating responsible business in education to the fight against corruption.

iv. Case Studies

El-Khazindar Business Research and Case center provides case studies and educational services offering students participant-centered learning tools. Below is a sample of cases developed by KCC with a focus on responsible business:

- **A Tragedy in the Red Sea: Al Salam 98 (2014)**
  Winner of the EFMD Case Writing Award
  A series of failures on the part of the ferry Captain and delayed response of the operating company lead to the tragic loss of 1129 lives.

- **Alashanek ya Balady: Defining Social Entrepreneurship (2013)**
  Unique model for social entrepreneurship offering an innovative economic development model for the poor while ensuring financial sustainability.

- **Can Business and Social Strategies be Truly Aligned?: A Highlight of P&G Egypt’s CSR Framework (2012)**
  The case study highlights the dilemma that P&G Egypt is facing post 25th of January revolution.

- **Success Factors of Cause-Related Marketing – What Developing Countries Can Learn from a German Sweets Campaign (2012)**
  Examining the role of CSR and cause-related marketing (CM) in current business.

- **Case of Green Land International School Community-Based Work in Imbaba, Egypt: A Success Story of Corporate Social Responsibility (2012)**
  Analysing community-based initiative introduced by the school’s staff and students and looks at the management process for renovating and restoring the small charity hospital.

- **Social Marketing in Egypt: A case study on the use of Marketing by “Nahdet El Mahrousaa” NGO (2011)**
  Concept of social marketing in Egypt and how it is applied at the charity and development-focused non-governmental organization level.

- **Case studies Series on Entrepreneurship and Social Entrepreneurship (2011)**
  The case series was developed in cooperation between KCC and Aramex, and published by Wamda.

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.

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.

The School of Business applies Principle 5 - Partnership and Principle 6 – Dialogue through its role as an active citizen of local, regional and global communities. This impact takes many forms such as skills development, civic engagement, and dissemination of knowledge.

i. PRME Engagement

PRME Champion
The School is honoured to be among a select group of academic institutions which aim at working collaboratively to develop and promote activities that address shared barriers to making responsible management education a reality.

• PRME Champions Meeting 2014
New York City, 1-3 July 2014
Two representatives from the School attended the meeting which provided background on PRME Champions and their role in promoting SDGs. Discussions covered a range of topics including: 2015 commitment plan, the group’s role as thought leaders and change agents, possible joint research proposals, optimum utilization of PRME resources and how to overcome institutional barriers.

PRME MENA Chapter Coordinator
Since joining PRME the School has been highly involved in regional PRME activities and coordinating regional deliberations. After hosting the first PRME MENA Regional Conference and supporting the second the school efforts have culminated in the official launch of the Chapter. Engagement since last report included:

• 3rd PRME MENA Regional Conference: Unleashing the Impact of Responsible Management Education: Could Business Schools offer a Road Map for a Sustainable MENA Region?
University of Dubai, 10-11 November 2013
former PRME MENA Chapter Coordinator provided technical support for organization of the event and chaired a plenary session titled Enhancing Student Citizenship through Extracurricular Activities and moderated a PRME MENA Forum Networking Session.

• 4th PRME MENA Regional Conference: Regional and Local Challenges for Responsible Management Education
ESCA School of Management, Casablanca, Morocco, 10-11 November 2014
Dean of AUC School of Business chaired a roundtable on Enhancing Responsible Management Education in MENA Region through Research and was invited as a speaker for round table on Giving Responsible Management Education in MENA Area a Boost.

• PRME 5th MENE Region Forum (Upcoming)
The School of Business will support the organization and participate in the upcoming meeting.

• PRME 6th MEN Region Forum (Upcoming)
The School is hosting the upcoming PRME 6th MENA Regional Forum in April 2016.

International PRME Meetings

• PRME Summit and CEEMAN Annual Conference
Two representatives from the School attended both the 21st CEEMAN Annual Conference, held on Sept. 27 and the 2013 PRME Summit, held in Slovenia, Sept 25-27, 2013.

• Responsible Management Education Research Conference (Upcoming)
The School of business is hosting the PRME 2nd Responsible Management Education Research Conference: Inclusive Business, which will be held 7-8 September 2015.
ii. The Academy of Business in Society (ABIS)

**ABIS Annual Colloquium 2014**
The School participated in the ABIS Annual Colloquium 2014 Transforming Tomorrow: Leadership for a Sustainable Future, which took place in Churchill College, University of Cambridge, 10 – 11 December 2014.

PRME MENA Chapter Coordinator gave a presentation titled ‘Building a Coalition for Change: Women on Corporate Boards in Egypt’

**Knowledge into Action Funding Forum 2015**
The School of Business is participating in the upcoming ABIS Research Funding Forum taking place 28 - 29 April 2015.

Two School representatives submitted a call for workshop proposal titled *Corporate Responsibility Practices in the Arab Region: A Comparative Study*.

iii. Bottom of the Pyramid Network

The School of Business joined the BoP network in 2014.

The School’s BoP lab will be housed at the Gerhart Center and will focus on promoting business inclusiveness, philanthropy and civic engagements as tools for upgrading BoP enterprises and ensuring inclusiveness of those enterprises in local or regional value chains.

An example of this would be to study and implement business models for aggregating capacities of small BoP producers in the agribusiness.
iv. School of Business Events

Women on Boards Program
A unique 6 day intensive program which took place in November 2014 aimed at improving gender balance of corporate boards in Egypt and the Middle East and North Africa region by qualifying women to be appointed to corporate boards, sensitizing male board members to gender issues and advocating for policy and legislative changes that institutionalize gender diversity on corporate boards.

The program is a joint collaboration between AUC School of Business, the Egyptian Corporate Responsibility Center (ECRC) – UNGC Egypt Focal Point, International Financial Cooperation (IFC) and a consortium of partners including UNDP, AmCham, Women and Memory Forum (WMF), OECD Women’s Business Forum (WBF).

Plans are underway to develop a regional version of the program.

21st Annual AUC Research Conference
The conference provides an exchange platform for relevant, inter-disciplinary and multi-stakeholder research and policy debates on current regional development efforts, in addition to addressing visionary post-2015 agenda policies.

Research papers, plenary sessions and parallel academic sessions cover the four themes of: social inclusion, human development, sustainability and governance and regional and global integration.

The conference sessions address academics, policy makers, thought leaders, business community and civil society in a structured array of academic discussions and policy debates.
Transforming Egypt Seminar Series

The Transforming Egypt Seminar Series commenced in April 2011 and aims at providing a platform for discussion in a transitioning Egypt. During 2014 three seminars were held:

- **From Tinkering to Innovation: Toward Sustainable Livelihoods in Egypt**, November 25, 2014
  Lecture by: Shima Barakat, Fellow, University of Cambridge and AUC Distinguished Visiting Professor and Maarten van der Kamp, Managing Director, Value in Enterprise

- **Human Development in Egypt: How Can NGOs Make a Real Difference?**, April 10, 2014
  Lecture by: Ahmed Aboulmajd

- **How Renewable Energy Can Double Egypt’s GDP and Increase Energy Security**, February 27, 2014
  Lecture by: Sherife AbdelMessih

Model Egyptian Economy Initiative

MEEI is a collaborative network between faculty, students and alumni which commenced in 2013 for the purpose of finding model strategies for the most pressing issues facing the Egyptian Economy. The opening event of the MEEI took place on Sunday April 27th, 2014 and featured a panel discussion on "Shaping the Egyptian Economy Post Revolution" with expert guests from academia, industry, NGOs, and government.

Access to Knowledge for Development

Fourth Annual Workshop: Openness for Change: Knowledge, Technology and Development

The Access to Knowledge for Development Center (A2K4D) held its fourth annual workshop, on June 16, 2014 at AUC New Cairo. The workshop sessions aimed at disseminating and soliciting feedback on A2K4D’s current research in collaboration with its international network of partners, as well as discussing issues such as: the relationship between research, advocacy and positive, proactive policymaking; reflections on the networked public sphere and civic engagement in Egypt and Tunisia; and introduction to the latest book project by the Access to Knowledge Global Academy (A2KGA) titled Global Censorship and Access to Knowledge: International Case Studies.
III. Key objectives for the next 24-month period with regard to the implementation of the Principles

School of Business Responsible Business Strategy
The School has developed a comprehensive Responsible Business 5 year strategy for the period of 2015 – 2019. The below midterm objectives have been set to assess success of integrating responsible business as a major theme within the School:

- Mapping curriculum and integrating responsible business in different undergraduate and graduate programs
- Faculty development to produce new relevant content
- Innovative interdisciplinary teaching methodologies
- Multi stakeholder collaboration
- Practicing what we preach
- Producing research demonstrating regional thought leadership and relevance

PRME MENA Chapter Plan
As PRME MENA Chapter Coordinators a plan for actively engaging and enhancing joint collaborating between the chapter members has been developed. The plan includes:

Teaching:
- Curriculum content sharing
- Faculty webinars on topics of interest
- Research: Anti-corruption joint activities with faculty from King Abdul Aziz University, KSA and University of Dubai who are currently working in this area.

Outreach:
- Roll out of sustainability literacy test (with 30% local questions) in collaboration with PRME MENA Members
- Explore Regional Women on Board program in partnership with American University in Beirut and American University in Sharjah who have expressed interest in the program.

IV. Desired support from the PRME community to achieve key objectives

The School would like the support of the PRME Community in implementation of PRME MENA Chapter activities including:

- Technical support in development of regional teaching content and utilization of currently available resources.
- International speakers for webinar series
- Support in roll out of sustainability literacy test in the Arab Region
- Support in expansion of the Women on Board Project to the region