



**Sharing Information on Progress Report  
Faculty of Commerce  
Ain Shams University  
October 2015**

**PRiME** Principles for Responsible  
Management Education



### **Message from The Dean of the faculty of Commerce:**

It is my pleasure that I am presenting to you the first PRME report from the faculty of commerce, Ain Shams University. In fact, the faculty of commerce, the largest faculty compared to other faculties in terms of both the students numbers and the provided educational services. We endeavour to be a creative and challenging academic environment in-step with the University's plan and support its vision of being an inclusive welcoming sustainable learning community, energetically engaged with global society based one the ethics values and mutual global social responsibility values.

The faculty of commerce has a long tradition of excellence in teaching, learning and researching which enhances the professional and personal development of students. We offer abundant numbers of MBA and DBA programs at the graduate level in Strategic management, marketing, human resources, accounting, logistics and supply chain and finance. In addition, based on the undergraduate level we introduce the BA certificates in three levels in terms of languages, Arabic, English and French (collaboration with Poitiers University in France).

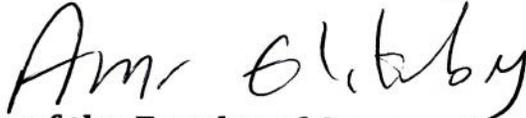
Moreover, there are four centers of excellence: the human development unit, which is responsible for improving and enhancing the students' skills in different disciplines, Crisis management that help the people to mange the managerial crisis and provided them the needed skills, women leadership, which is known for its leadership lecture series and women leadership development programs, and finally, business and statistical research center that provide training course for the professional and consulting to government and private organization.

Our curriculum is still under review in order to foster new thinking and the newest developments to provide our students lifelong learning opportunities through an intellectually stimulating learning experience preparing the next generation for being business leaders capable of managing the obstacles and crisis faced by business and

society. We seek to embrace excellence, innovation, creativity and enterprise among our students, staff and partner organizations in order to maximize the stakeholders' achievement and satisfaction

As a signatory to Principles for Responsible Management Education (PRME), we hereby renew our commitment to PRME. We seek to continue to actively engage in supporting and developing our students' capabilities as future leaders within a sustainable global economy and to embed the values of social responsibility within all our academic activities and curricula.

**Prof:Dr Amr I. A. Elatraby**

A handwritten signature in black ink that reads "Amr Elatraby". The signature is written in a cursive style with a large initial 'A' and a long, sweeping underline.

**Dean of the Faculty of Commerce**

## **Background of Ain Shams University**

Ain Shams University established in 1950, it is the third oldest university in Egypt, the university includes 15 faculties and 2 high institutes. It includes more than 180,000 students, 5,000 staff members, 4,000 assistant staff and more than 100 centers and special units.

Ain Shams University, as the third Egyptian university, was founded in July 1950 under the name of "Ibrahim Pasha University". It participated with the two earlier universities, "Cairo University" (Fua'd the 1st) and "Alexandria University" (Farouk the 1st) in fulfilling the message of universities and meeting the increasing demand of youth for higher education.

Being a major scientific and cultural institution, Ain Shams University is fully aware of these challenges with other Egyptian Universities. That is aware and proud of its identity and traditions and is also ready for the creation of a better future for their country. In fact, Ain Shams University has played an undeniable role in developing the cultural and scientific life in Egypt and enriching human knowledge in general.

The university includes 15 faculties and 2 high institutes and comprises seven campuses, all of which are sited in Great Cairo. The university administration, faculties of Arts, Law and Science are all located in the main campus, El-khalifa El Mamoon Street, Abassia. The faculties of Commerce, Al-Asun (languages), Pharmacy, Dentistry, Computer and Information Sciences, Institute of Postgraduate Childhood and Institute of Environmental Studies and Research, together with the specialized Hospital are located on the second campus on the other side of the aforementioned street. Faculty of Medicine and Faculty of Nursing together with the university hospitals are located in another campus at Abassia. Faculties of Engineering, Specific Education, Women and Agriculture are located each on a separate campus in Abassia, Heliopolis and Shoubra El-Kheima, respectively.

## **Vision of Ain Shams University**

Ain Shams University seeks to achieve excellence in the field of higher education and scientific research at the local, regional and global level in a climate of independence, freedom, democracy, equality and contribute to the service of society and achieve sustainable development.

## **Mission of Ain Shams University**

- Integrating a culture of total quality and continuous improvement in the educational process and research.
- Enrich the theoretical knowledge and applied in accordance with ethical standards, social and cultural life of society.
- Spreading the culture and ethics of scientific research.
- Strengthen cooperation between the University and other universities, scientific research centers locally, regionally and globally.
- Development of educational programs in light of the standards of local, regional and global levels.
- Provide students with the latest sources of knowledge and modern technology to develop their ability in innovation, leadership and self-learning, teamwork and competition.
- Strengthening the continuing education and distance education.
- Activating the role of the centers and units of a special nature to provide research and advisory services to the community.

## **The Principles of Responsible Management Education**

Ain Shams University takes great pride in upholding its social responsibilities towards its students and community at large. It is a well-established educational institution that holds 15 faculties each of which contributes to sustainable welfare of business and society in various ways. However, as this SIP report pertains mainly to responsible management education, it is mostly related to the faculty of commerce at the university.

### **Principle 1: Purpose**

Ain shams university and its faculty of commerce strive to achieve excellence in performance to accomplish entrepreneurship in the field of college education, for the purpose of serving society.

### **Principle 2: Values**

Our educational institution relies on up to date scientific curricula in addition to vast sources of knowledge and different cultures to help students be scientifically and practically qualified to enter the job marketplace. Efforts are exerted to infuse professional ethics into the young minds of our students to mold them into future leaders capable of coping with society's needs.

### **Principle 3: Method**

The curricula and materials taught to the students of the faculty of commerce cover various topics including social responsibility, green management, ethics, and leadership.

Additionally, Ain Shams University holds a competition in community service and environmental development in which faculty of commerce won first place. The competition is held by the university to encourage and shed light on the various ways in which faculties and institutes, affiliated with the university, manage to make a contribution to the community and the environment. The competition considers seminars, workshops, and conferences held, in addition to, the role of applied research and graduates' employment programs.

#### **Principle 4: Research**

In the quest to sustainably enhance the community in which we operate, we consider research as a powerful tool to explore the impacts and dynamics of social responsibility and sustainable development. This contributes information and findings necessary to support conscious businesses.

#### **The following research cover a variety of topics related to green management, social responsibility and sustainable development in Egypt:**

- Rania Sherif, and Reham I. Elseidi, (2012). *“Corporate Social Responsibility the New Route to competitive Advantage: An Applied Study on Telecommunication Sector in Egypt”*, Journal of Business Studies, Faculty of Commerce, Banha University, Vol, 1, No2, pp.4495-523.
- Khalil D., Ramzy O. and Rasha. Mostafa, (2013).” Perception towards sustainable development concept: Egyptian students’ perspective”, Sustainability Accounting Management and Policsy Journal, Vol.4, No.3, pp.307-327.
- Mohamed A.K. Basuony, Reham I. Elseidi, and Ehab K.A.Mohamed, (2014). *“The Impact of Corporate Social Responsibility on Firm Performance: Evidence from a MENA Country”*, Corporate Ownership & Control, Vol.12, Issue 1, pp. 761-774.
- Reham I.Elseidi, and Menna Darrag, (2015). *“AAIB & CSR in Egypt: A 10 year Review!” The MENA Journal of Business Case Studies, El-Khazindar Business Research and Case Center (KCC), Cairo, Egypt, Vol, 2015, pp.1-12.*
- Engy Ahmed Yehia, (2015). “Measuring the Impact of Applying Green Supply Chain Management Practices on Corporate Social Responsibility, An Applied Study on Pharmaceutical Companies in Egypt”, PhD Thesis, Ain Shams University.

## **Environment sector pay priority funding for applied projects in Energy and Water fields**

Based on the approval of the Cabinet and the Ministry of Higher Education on the plan strategy for scientific research, Community Service and Environmental Development sector at Ain Shams University, under the auspices of Prof. Dr. Hussein Eissa and headed by prof. Dr. Abdul Wahab Ezzat, decided that the funding priority of Applied projects will be this year 2015/2016 in the sewage and water desalination projects and renewable energy because of its importance in the community and the environment service areas.

### **Principle 5: Partnership**

Ain Shams University and its faculty of commerce have several valuable partners that broaden the students' horizons and opportunities, both locally and internationally. Among those partners:

- Heriot-Watt University, Edinburgh, UK
- Enactus: Enactus (entrepreneurial actions for us) is an international non-profit organization that believes in investing in students who take entrepreneurial actions to transform lives and shape a better, more sustainable world.

Enactus ASU is a part of this organization representing Ain Shams University. They perform innovative projects to solve society's problems socially, economically and environmentally. Then represent Ain Shams University in the annual National competitions and here are last year's (2014-2015) results:

- 3rd place at Enactus Egypt National Competition
- 1st place at Suez Cement Special Competition for Solar Energy Appliances
- 1st place at UN Women Special competition for Ending Violence Against Women
- 1st place at Mobinil "Triple Bottom Line"
- 2nd place at SADKO "Effective Empowerment"
- 2nd place at Mansour Special Competition for Renewable Energy
- 2nd place at ExxonMobil "Entrepreneurship"
- 2nd place at ORASCOM "Improving Livelihoods"
- 3rd place at CIB Special Competition for Reviving Giza Zoo

- **The Banking Institute**  
Faculty of Commerce at Ain Shams University, headed by Dr. Hussein Eissa has signed an agreement with the banking institute through which the faculty grant students and recent graduates several training programs in the field of banking and entrepreneurship and provide these programs for nominal fees and the duration of each one hundred hour program, with funding from the Egyptian central bank.

### **Principle 6: Dialogue**

Ain Shams University and its faculty of commerce, hold conferences to open a channel of communication that allows invested parties and stakeholders to have productive discussions that result in ideas promoting sustainability and social responsibility. Among these conferences:

- “The University and Green Economy: Towards a New Culture of Sustainability”, organized by Ain Shams University – 2013.
- “Interdisciplinary Studies and Multiple Needs of the Labor Market”, organized by Ain Shams University – 2014.
- “Towards a National Innovation System: Current Indicators and Future Prospects”, organized by Ain Shams University – 2015.