

**AIN SHAMS
UNIVERSITY**



جامعة عين شمس
كلية التجارة

Sharing Information on Progress Report

Faculty of Commerce

Ain Shams University

October 2017

PRiME Principles for Responsible
Management Education



Faculty of Commerce Dean's Word:

It's my delight that I am introducing to you the PRME report from the faculty of commerce, Ain Shams University. Truth to be told, faculty of commerce, which is the largest faculty contrasted with different resources as far as both the students' numbers and educational services provided. We attempt to be innovative and testing scholastic condition in-advance with the University's arrangement and bolster its vision of being comprehensive inviting feasible learning groups, vigorously connected with worldwide society based on morals esteems and shared worldwide social duty esteems.

The faculty of commerce has a long convention of brilliance in educating, learning and investigating which upgrades the expert and self-awareness of students. We offer inexhaustible MBA, DBA programmes at the graduate Strategic management, Marketing, Human Resources, Accounting, Logistics, Supply Chain and Finance. What's more, in light of the undergrad level we present the BA endorsements in three levels regrading dialects "Arabic, English and French" (joint effort with Poitiers University in France).

Besides, there are four focuses of magnificence: Human development unit, which is in charge of enhancing and upgrading the students' abilities in various orders, Crisis management that assistance the general people to manage the administrative emergencies and give them the required aptitudes, Women leadership, which is known for its authority address arrangement and women authority improvement programmes, lastly, Business and statistical research

centre that provides training courses for the professional and consulting to government and private organisations

Our educational programmes are still under progress taking in consideration the end goal to encourage new considering and the most current improvements to give our students deep rooted learning openings through a mentally animating learning knowledge setting up the cutting edge for being business pioneers fit for dealing with the impediments and emergency looked by business and society. We try to grasp magnificence, advancement, imagination, and undertaking amongst our students, staff and partner organisations in order to maximise the stakeholders' achievement and satisfaction.

As a signatory to Principles for Responsible Management Education (PRME), we therefore recharge our responsibility regarding PRME. We look to keep an actively take part in supporting and building up our students' capabilities as future pioneers inside a sustainable worldwide economy and to insert the estimations of social responsibility inside all our scholarly exercises and educational programmes.



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 centres 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-alsun (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. 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.

Table #1 Project in Environmental Development

sustainability webpage	Establishing A New Master Degree in Sustainable Crop Protection, Joint master of Mediterranean initiatives on renewable and sustainable energy(JAMILA),
Energy conservation program	Innovative Techniques for Design and Manufacturing of Wind Turbine Blades , Connection of Power Wind Energy to National Grid, Experimental Investigation Using Particle Shadow Velocimetry for Validation of a Computational Model of a Novel Wind Turbine, Nanostructures materials for solar energy conversion, Development of an advanced high-

	efficient low-cost power –generation with minimum carbon emission from hybrid-fuel supplies, preparation and characterization of enhanced nickel modified electrode as a low cost high efficient DAEFC electrode,
Water conservation program	compact low-cost wastewater treatment plant for energy recovery and effluent reuse in irrigation, Innovative System using Fabrics Filters for waste water treatment in small Communities,
Recycle program	Egypt Solid Waste Management Center of Excellence
Transportation policy	The University has 152 buses and 34 other vehicles used in transportation of University employees between their residence and the university premises

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.

➤ **Cooperation between Ocean County College, Ain Shams University and Kean University**

- Effective November 19, 2015, Ocean County College (OCC), Ain Shams University (ASU) and Kean University (Kean), collectively referred to as the “Three Parties,” have agreed to establish a collaborative program that enables students enrolled at Ain Shams University to enter a dual-degree program. Students will engage in OCC courses, while enrolled at ASU for the first three years of this agreement. Kean will teach year four. This cooperation does not bar any of the three parties from developing similar agreements with other institutions of higher education or implementing similar cooperative relationships that serve the interests of the three parties.
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- It is a 3-way (Ocean-Kean-Ain Shams) partnership, 2+2 model of Community College and Four-Year Institutions. This model allows students to receive a

quality education from a state college, Ocean County College, and its partner Kean University at a substantial discount from standard tuition rates. Successful students will receive OCC's Associate Degree before starting the Kean courses.

Academic Components

Table #2 Credit's Taught Sequence

Credits Taught	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Summer 2020	Fall 2021	Spring 2021	Total
OCC	3	6	8	7	9	9	6	0	0	48
ASU	6	6	9	12	15	18	0	0	6	72
Kean	0	0	0	0	0	0	0	18	15	33
Total	9	12	17	19	24	27	6	18	21	153

- Heriot-Watt University, Edinburgh, UK
- Enactus: Enactus (entrepreneurial actions for us) is an international non-profit organisation 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 organisation 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 competitors and here are previous years (2014-2015) results:

- 3rd at Enactus Egypt National Competition
- 1st at Suez Cement Special Competition for Solar Energy Appliances

- 1st at UN Women Special Competition for Ending Violence Against Women
- 1st at Mobinil “Triple Bottom Line”
- 2nd at SADKO “Effective Empowerment”
- 2nd at Mansour Special Competition for Renewable Energy
- 2nd at ExxonMobil “Entrepreneurship”
- 2nd at ORASCOM “Improving Livelihoods”
- 3rd at CIB Special Competition for Reviving Giza Zoo

➤ **The Banking Institute**

Faculty of Commerce at Ain Shams University, headed by Dr. Hussien Eissa has signed an agreement with the banking institute through which the faculty grant students and recent graduates several training programmes in the field of banking and entrepreneurship and provide these programmes for nominal fees and the duration of each one **hundreds** hour programme, 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

- “Towards a national innovation System : Current indicators of the present and future Prospects ”, The 4th Scientific Conference of Ain Shams University, 2015.
- “ Egypt and Shaping the Future, Toward Intellectual and Scientific Visions”, The 5th Scientific Conference of Ain Shams University, 2016.

- “The University and Green Economy: Towards a New Culture of Sustainability”, organised by Ain Shams University – 2013.
- “Interdisciplinary Studies and Multiple Needs of the Labor Market”, organised by Ain Shams University – 2014.

Recent Activities

Reconstruction Activities

Faculty of commerce, Ain Shams University was always so enthusiastic to provide its students with additional services beside the educational ones, that’s why the faculty has recently engaged in several expansions in order to ensure a fully provided service to the students such as; football playgrounds

Credit Hours System

The faculty has recently applied a new system beside the traditional learning system and it was the credit hours system, accordingly the students are free to choose which major they would like to specialise in out of the five majors that are available with the tendency to add more majors.

Programmes provided by the credit hours system:

- Accounting & Finance
- Financial Markets & Institutions
- International Marketing
- International Economics

- Statistics

The major difference between both the credit hours system and the traditional learning system is that the students aren't only free to choose amongst the different types of programmes, however, they can also choose the lecturer they prefer to provide them with the educational services.

CFA Institute Research Challenge

Each year, thousands of University students participate in the CFA Institute Research Challenge. These students interact with investment professionals and top firms while obtaining real-world experience in equity analysis, research report writing and presentation skills.

It is the biggest and most rewarding student challenge in finance between universities worldwide.

Faculty of Commerce, Ain Shams University has been seeking to participate in such challenge in order to add value to its students and also to ensure physical presence in such promising challenge.

In the previous years, Ain Shams University has participated and showed strong position amongst the different universities in the local area. It achieved top position and in 2013, Ain Shams University was the top 1 in the competition and represented the university abroad in London, UK.

Currently, Ain Shams University participated in the 2017/2018 challenge and showed strong preparations including several stages in order to select the most qualified students to represent the university in the challenge.

Stages undertaken by the university:

- Awareness campaign through social media
- Practical exam to test the experience of candidates in the finance and intermediate accounting.

- An interview to understand the candidates and unleash some of their personal characteristics.
- A case study presentation in order to ensure that candidates are capable of team working, presenting in front of people and can manage to go through the question & answer phase.
- The internal competition held by the American University in Cairo (AUC)