Progress Report 2017-2018
Review of Progress

Prof Dr M S S El Namaki, Dean

VU School of Management (hereinafter called as “VU”) is proud to be a member of PRME. The following report provides insights into how we have assumed responsibility in management education through teaching, research and consulting.

Since we joined in PRME, we have been always relating the mission of the university to social responsibility. We believe that the principles of PRME extend our business education vision in a very practical way.

Our 2017 activities and mission have been strongly influenced by a unique event: the One Belt and One Road Initiative (BRI) announced by the Chinese government in 2013 and converted into institutions, policies and strategies in the course of 2017. Sustainable development premise of the Belt and Road Initiative has been incorporated into our curriculum in order to improve coverage and contribute to a longer term strategic and operational orientation of the participants.
The principle of planning together, building together and benefiting together advocated by the "Belt and Road Initiative” will greatly enhance our mission and the way we conduct this mission.

Mission Statements

THE VU SCHOOL OF MANAGEMENT MISSION STATEMENT
The mission of VU is to empower our students to realize their full potential and to become pragmatic, complex and applied executives, which is accomplished through passionate education, creative curricula and international cooperation. VU Business School creates a learning environment which enables students to:

- Be self-confident.
- Be inclusive.
- Be communicative.

SHARING INFORMATION ON PROGRESS

PRINCIPLE 1-Purpose

- Develop students’ abilities: help them learn about the future of business and the value of sustainable development. Have an open eye to key events as the BRI and the induced impact of that on trade, investment and globalization.
- Deliver lectures by domestic and foreign resource persons, business executives and government officials with focus on China’s economy and policy. Emphasis is also placed on “One Belt, One Road” as a model of green development, environment-friendly and resource-saving.
Encourage business exchange: Exchange and interaction with international business community, understanding the characteristics of corporate culture, business management and operation characteristics, and establishing an international business cooperation platform.

2017-2018 Activities:

- **ECF Entrepreneur Leaders "Belt and Road" Economic Cooperation Summit Forum**

  500 Entrepreneurs Students organized and attended this forum in November, 2017 in Foshan, Guangdong. We participated in several seminars and roundtables to provide business environment and economic cooperation information of the partner countries of "One Belt One Road" to enterprises, to help enterprises find cooperation projects and investment opportunities and to provide pragmatic services and support for SMEs. Attendees also have the opportunity to dialogue with colleagues and professionals in this area.

- **Into Diaoyutai**

  DBA of VU held the opening ceremony, took lectures and attended the state banquet in Diaoyutai, Beijing. The students experienced to learn in the same place as Premier
Zhou Enlai worked and to attend the state banquet in the same place as our leader treated Trump.

- **The tour of the Embassy of Sri Lanka**
  We organized some entrepreneurs into the Embassy of Sri Lanka in China, communicated with Ambassador of Sri Lanka Dr. Kodituwakku and got a number of government support projects. A government-support investment project to establish a hotel in Sri Lanka is also in progress.
PRINCIPLE 2-Values

We elevate the values of academic activities and curricula to global social responsibility, such as the One Belt and One Road strategy for sustainable development. The MBA program focuses on developing pragmatic, complex and practical high-level management personnel, which can be competent to the requirement of the business enterprise and the economic management department of the senior management work. This understanding has become a necessary activity today. These practices adapt to our core values and are also the school’s longstanding goal.

We have transformed our national and social responsibilities into one of the knowledge point of the management course. The Sustainable Development theme of the Belt and Road is integrated into every lecture and is a part of the program to visit local and international companies.

NEW MBA EMPHASIZING PRME PRINCIPLES
The new management project is to provide students with knowledge and skills:

- Analytical skills: analyzing complex business conditions and make ethical decisions;
- Leadership: developing leadership skills for managing transnational enterprises;
- Team spirit: strengthening the training and tempering of team spirit in the quality training;
- Practical ability: rehearsing the actual operations of companies through solving management problems of the cases.

KEY COURSES IN SOCIAL LECTURES

**Three business** - First of all is high IQ, but only high IQ is not enough, entrepreneurs must contact with the society and their own team, they must have high EQ. At the same time, they also need to have "Daring Intelligence Quotient", that is courage and resource: to be an entrepreneur must be good at seizing opportunities. We often say "time is money.", in fact, "timing is money.".

**Four abilities** - first of all is Innovation, on which enterprise competitiveness must rely; secondly is adaptability, profit can be made in any conditions; third one is the Public relation, to be good at creating a good environment, and maintaining good relation with colleagues, government and customers; the last one is organizing ability, be able to unite their own team together.

**One accomplishment** - Must have a multi-cultural accomplishment, which is the requirement of economic globalization and international competition. Whether working for multinational corporations or establishing their own international corporations, must understand the cultures of different countries and nations in the world.

**Social entrepreneur** - this course is designed to let students familiarize with different theoretical frameworks and modes of social entrepreneurship, to help students improve their personal charisma, and to be qualified entrepreneurs through enhancing their intellectual sentiments, artistic accomplishments, physical fitness, social etiquette, communication skills and etc.
Actions or activities in the next 12 months include:

- In spring, the study tour on the sustainable development of the Belt and Road Initiative will continue to intensify international cooperation in the frontiers of digital economy, artificial intelligence, nanotechnology and quantum computers, and promote the construction of big data, cloud computing and Intelligent city construction as well as connecting the 21st century Digital Silk Road.
- We will plan new conferences and forums, dissertation discussions, case studies and etc.

2017 Global Study Trips:

UK: Autumn 2017

- Study international economics course in Oxford University;
- Experience British culture;
- Study tour in Oxford

Netherlands: Autumn 2017

- Lectures on Global Economics at the Europort Business School, Rotterdam.
Sri Lanka: Summer 2017

- Visit two local enterprises;
- Meet with state officials of Sri Lanka
- Study Tour in Colombo
Sri Lanka: Spring 2017

- Visit local enterprises;
Meeting with Ambassador of the people’s republic of China in the Democratic Socialist Republic of Sri Lanka Yi Xianliang, Minister of Sri Lanka Amunugama and Chairman Ranatunga;

Investigating business opportunities.

Research

Conceptual and empirical research is conducted and VU will continue to do so. One of the objectives is to strengthen scientific and technological cooperation with countries along the Belt and Road and share the fruits of development.

Research is eclectic covering economics as well as management and technology. VU will continue to promote awareness of the environment, finance, social responsibility through scholarships, teaching activities.

VU has qualified and progressive resource persons drawn from many forums and countries. VU faculties and staffs are active in business, non-profit organizations and research. In addition to consulting, entrepreneurship and board activities, they also
maintain a wide range of business networks.

**Key publications by Prof M S S El Namaki**

- **M. S. S. EL NAMAKI** 2017, “Neoglobalization, China’s Silk Road and the Middle East” AME Info
- **M. S. S. EL NAMAKI** 2016, “Dynamic synergy analysis in international business: the concept and application to two players China and Russia” Scholedge International Journal of Business Policy & Governance