November 2019

The British University in Dubai (BUiD) was established in 2003 to be the Middle East’s leading research-based university, facilitating world-class education, training and research. It provides an important and growing community and resource for young professionals, leading academics, corporate managers and aspiring leaders of all description.

BUiD is locally accredited by the Ministry of Education in the United Arab Emirates and internationally accredited by NARIC. BUiD has strategic alliance partnerships with UK-based universities, including the University of Edinburgh, the University of Glasgow, and the University of Manchester. These arrangements secure and assure standards of international equivalence.

In 2015, we expressed our commitment to the objectives of the United Nation’s Principles for Responsible Management Education (PRME). This year we renew this commitment to achieve our objectives, which are similar to yours. We are dedicated to the social and cultural development of the nation and region, and the creation of a knowledge-based economy. The University serves market needs by educating high-calibre knowledge-conscious graduates who have the necessary knowledge and skills to work at senior levels in a range of different organisations: public; private; from multinational corporations to SMEs.

Professor Abdullah Alshamsi
Vice Chancellor
Introduction

The British University in Dubai was established in 2003 by the government of Dubai to be a leading postgraduate research based university in the region. For just over sixteen years, The British University in Dubai (BUiD) has worked towards achieving its goals in different fields of knowledge through its innovative academic research, by building capacity and awareness, and by offering educational programmes in which relevant skills and knowledge are developed. BUiD has made significant achievements in just over a decade in terms of graduating qualified human capital that is equipped with the knowledge and skills required for a changing and challenging world. While achieving this, BUiD has created and disseminated knowledge by our students and staff. Our external relationships including UK universities and various additional government, industry, and academic entities, contributes to clear and consistent values as well as being a driver for all that we do. Our aim is to inspire staff, students, and partners to develop sustainable practices and make positive contributions to the social, environmental, and economic welfare of the nation and the wider world.
BUiD and the Principles

Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society and to work for an inclusive and sustainable global economy.

BUiD offers unique programmes that provide the market with high-calibre graduates equipped with the right knowledge and skills to support the knowledge-based economy in the UAE. It also develops leading-edge research capabilities in key disciplines. BUiD has three faculties: the Faculty of Education; the Faculty of Business and Law; and the Faculty of Engineering and IT. In 2018, BUiD offered for the first time Bachelors programmes in Business, Engineering and IT. Below is the list of the new Bachelors programmes.

1. BSc in Accounting & Finance
   This research-based teaching programme is designed to enable students to develop their critical thinking, innovation, competencies, and effective skills for life. Students will demonstrate an understanding of current practices in accounting, auditing and finance areas and how artificial intelligence can solve accounting and business problems.

2. BSc in Business Management
   This programme provides a thorough grounding in a range of business and management subjects including operations management, finance, marketing, and human resource management. Innovation and entrepreneurship are emphasised throughout the programme.

3. BSc in Architecture
   This programme is designed to provide teaching which leads to critical and independent learners. The programme emphasises the specificity of space and place expressed in integration and acknowledgment of its context. The programme’s modules explore sustainability in architecture, green buildings, energy efficiency, building codes & regulations, building indoor environment, and they depict the cultural and ecological conditions that shape the built environment.

4. BSc in Electro-Mechanical Engineering (EM)
   This programme is designed to produce well-rounded graduates that can work across a wide range of roles from design to consulting to contracting and management in a wide range of modern industries such as construction, manufacturing, energy services, renewable energy, transportation, and aviation.

5. BSc in Industrial Engineering (IE)
   This programme is designed to produce well-rounded graduates that can work across a wide range of industries. An Industrial Engineer is tasked with implementing the latest technological developments, the optimisation of available resources, reducing waste, enhancing productivity, and increasing profitability.

6. BSc in Computer Science - Artificial Intelligence
   This programme is designed to enable students to comprehend natural intelligence through the utilisation of computer models and to enable them to develop methods
and innovation to build systems capable of intelligent decisions and actions. The AI that students learn is both a science and an engineering discipline.

7. BSc in Computer Science – Software Engineering
This programme helps students develop a thorough understanding of the theoretical and practical aspects of Computer Science and Software Engineering and of their interrelationships. It is directed towards the practical application of computing sciences, as computer systems grow in size and complexity.

BUiD has adopted a Sustainability and Community Engagement Policy since 2012; the policy was revised in 2019:

Rationale and Principles which this policy seeks to uphold
- The University recognises that its activities and wider influences have various social and environmental impacts, locally and regionally.
- Thus within its business operations and interactions with direct and indirect stakeholders the University is concerned to account for its impact, to mitigate costs and risks, and promote benefits and gains.
- The University wishes to promote understanding amongst staff, students and the wider community of how, at an operational level, it seeks to minimise risks and maximise benefits.
- The University wishes to demonstrate how higher education institutions can operate to positive transformative effect in their locality.
- The University intends that all its academic programmes enable graduates to understand how to mitigate impact and take measures to maximise benefits to community and environment, to interpret this ethic in the context of their discipline, and apply appropriate strategies in their professional work.

Students are encouraged to participate in internal and regional conferences where they present their research findings and debate the impact of new knowledge on society and profession. The following are some examples:

Eng. Aisha Al Shehhi, a student on BUiD’s MSc In Sustainable Design of the Built Environment, presented her Master’s dissertation, ‘Priority Index Development for Implementing (LED) Street Lighting System in UAE Federal Roadways’, at the Global Infrastructure Conference, which was organised by the Ministry of Infrastructure Development on 2-3 April 2018.

Eng. Aisha’s research examined lighting quality and its impact on car accidents at night by exploring the effects of lighting properties such as boom angle, pole height, number of luminaries, and pole arrangements.
Our student on BUiD’s MSc. In Engineering Management, Shaikha Ahmad Al Shaikh, participated in the Innovation Neighbourhood Research & Development Forum. The event was organised by the Ministry of Energy and Industry on 27-28 March 2018. She presented her Master’s dissertation where she talked about the importance of looking into integrated sustainable water resources management and the challenges facing water resource management in the UAE. She highlighted the significance of her study to policymakers who are looking into the challenge of finding sustainable solutions to water scarcity. She also discussed her research findings and recommendations.

Faculty of Education students travel yearly to the UK for educational trips. On 19 June 2019, BUiD students along with students from the University of Glasgow presented their research work during an international student research conference at the University of Glasgow.

BUiD’s team ‘Harmony’ is shortlisted to participate in the Solar Decathlon Middle East competition organised by Dubai Electricity and Water Authority. The team was formed by students from different disciplines at BUiD including sustainable design, engineering management, architecture, smart buildings, structural engineering, information technology and project management under the guidance of the Dean of the Faculty of Engineering and IT. Solar Decathlon Middle East is a collegiate competition of 10 contests that challenges students to design and build solar-powered houses.

BUiD students won awards for their research in areas of sustainability and education as well as awards for their leadership roles in the workplace. Below are some examples:

- In November 2017 Beman Ayad, a student on BUiD’s MSc In Sustainable Design of the Built Environment (SDBE), won the Special We are Water Foundation Award in the Roca One Day Design Challenge which was held in Dubai as part of Dubai Design Week.
which included the participation of 135 young professionals and students in Design and Architecture.

- In March 2018 Eng. Yazan Madi, a MSc in Project Management graduate, received The Best Project Manager for 2017 Award by the Rail Agency at Dubai’s Roads and Transport Authority (RTA) for his role as the project manager for the Dubai Tram Extension Project.

- Dr Vandana Gandhi, BUiD’s PhD in Education graduate and the CEO of the British Orchard Nursery chain, received the Sharjah Economic Excellence Award under the category of Sharjah Top 10 Businesses Award 2017.

- Two of BUiD’s PhD students won best paper awards at the Graduate Students Research Conference 2019 (GSRC) held at Zayed University in Abu Dhabi. Joe Hazzam won 1st place and best paper award in the Business and Management Track for his paper ‘Co-creation of value in the digital age: the role of customer engagement and social media activities’. Maqsoud Kruse won 1st place and best paper award in the Arts, Humanities and Social Sciences Track for his paper ‘Can neuroimaging identify giftedness? An exploratory experimental study.’

**Principle 2 | 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

In BUiD’s Strategic Plan 2019-2024, the University sets its objectives to educate students regarding the role of leadership, integrity, ethics, and professional engagement in the world of work. The Plan empowers students to discover, understand, and communicate how their interests, skills, values, passions, and their experiences while at BUiD are connected to their future aspirations.

In this regard, the University has planned activities for its students and the larger student body in the country. Below are some examples:

- **Entrepreneurship & Innovation Competition:** BUiD organised its 1st Entrepreneurship & Innovation Competition for high school students. The competition aimed to encourage innovation and entrepreneurship by engaging students and giving them the opportunity to develop and pursue their business ideas.

- In June 2012, BUiD held its first **Sustainability Summer School (BUiD SSS)** and subsequently built on its success in the following years. The event was free of charge and open to university students in the UAE and abroad. In 2019, the BUiD SSS was organised under the theme ‘Green Bridge’ and aimed to give students a better understanding of sustainability through a wide range of activities including seminars, debates, roundtable discussions, competitions and site visits. More than 60 students from the United Arab Emirates, Kingdom of Saudi Arabia, United Kingdom, China and Singapore participated.
BUiD has organised and co-hosted joint conferences with international universities and organisations in the areas of Education, Special Education, Energy, and Sustainability among other topics. BUiD’s students are always encouraged to participate and take part in these conferences. Below are some examples:

- BUiD organised the Fourth International Conference on Arabic Computational Linguistics (ACLing 2018) in collaboration with Al Nile University. The conference brought together leading academics, scientists, researchers and practitioners from all over the world to discuss the latest research in the areas of Arabic Computational Linguistics and Natural Language Processing (NLP).

- BUiD collaborated with The University of Dubai, Al Maktoum College of Higher Education, the American University of Ras Al Khaimah and the Mohammed Bin Rashid School of Government to organise the 2nd International Triple Helix Summit. In collaboration with the Triple Helix Association, the Summit was held on 11-13 November 2018 with the theme ‘Role of Government/Academia/Industry in Building Innovation-Based Cities and Nations’.

- The fourth BUiD Doctoral Research Conference was held on 4 May 2019 at BUiD’s campus. BUiD’s PhD students participated in the conference and 74 papers were presented. This annual conference provides an excellent opportunity for our students to showcase their research and share their findings with postgraduate students from other universities from the UAE and UK.

Faculty at BUiD share their expertise – below are some examples:

Professor Bassam Abu Hijleh, Dean of the Faculty of Engineering and IT, with Dr Hanan Taleb, and Dr Riad Saraiji, Associate Professors of the MSc in Sustainable Design in the Built Environment, conducted sustainability workshops for the Government of Sharjah – Directorate of Town Planning and Survey. 18 senior engineers participated in the programme, which aimed to enhance local expertise with recent developments and technologies in sustainability and city planning.

Professor Eman Gaad, Dean of the Faculty of Education, is very active in the area of special and inclusive education. She has been recognised for her role in supporting autism awareness. She received the Outstanding Parents Training Programme Award in recognition of her role in providing parents with the skills necessary to manage the challenging behaviour of their children with autism. She has also shared her expertise locally and internationally. Some examples are below:

- In 2017, she participated in the First International Conference for Inclusive Employment and Occupational Learning (ICIEOL 2017). Professor Gaad moderated two sessions where researches that study the transition from inclusive education to inclusive employment with a focus on higher education were discussed.
- In January 2019, she was live on Sharjah TV to talk about social protocol when dealing with people with disabilities.
- In February 2019 she spoke on Emirates Channel (the national TV channel) discussing the rights of people with disabilities.
In April 2019 she spoke at the Second Autism Forum about Autism and Inclusion: challenges and solutions.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

BUiD supports the UAE’s vision of a knowledge-based economy and sustainability; the University promotes green initiatives, sustainable environments, entrepreneurship, innovation, and leadership. It has many programmes that incorporate these notions in its curriculum. All programmes are designed to be research-based to ensure stronger involvement of the students with society and the real world. New programmes added to BUiD’s suite of postgraduate programmes include:

- **MSc in Building Services Engineering:** this programme responds to the worldwide demand for building services’ engineers who have up-to-date knowledge of Building Services Engineering (BSE) principles and the ability to apply this knowledge within the BSE industry. The programme provides students with advanced knowledge and skills in BSE-related fields. BSE is a major element in the strive to build and operate buildings/facilities that are green, cost effective and energy efficient while creating an indoor environment that enhances the well-being of the occupants.

- **Master of Education – Management Leadership and Policy:** this programme enables students to engage effectively in policy making, and its implementation and evaluation processes. It provides in-depth knowledge and understanding of educational management, policy and leadership theories and practices within local and international contexts to achieve organisational transformation. It considers recent and relevant management and policy theory and practice, encouraging students to deepen their understanding of current management thinking and improve personal and professional management. A particular focus is social justice in school policy and practice, including human rights, citizenship and democracy and effective leadership including curriculum and innovation as well as personal skills for managers.

**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.

BUiD aims to become the regional leader in promoting, conducting, and disseminating research and innovation to create new knowledge and solutions relevant to the needs of the UAE and the region in support of their economic growth and future development.

To achieve this objective BUiD devotes its resources to achieving the following:
• A first-class research infrastructure where staff are given the time and the necessary support to deliver world class research.
• Collaborations with high-level parties who are interested in promoting BUiD’s mission which include the UK associate universities, local and regional universities, and government bodies.
• The operation of the University Research Committee, which identifies cross-Faculty research clusters, pools resources from all programmes and their respective associates, enables major research initiatives, and assesses research proposals, allying student and early research activity with that of established academic researchers.
• The enhancement of research in key strategic research themes covering each Faculty area, namely business, education, engineering (including sustainable design), and informatics.
• The acceleration, as practicable in the global economic circumstances, the investment in research, which is vital for maintaining BUiD’s quality of research output and the formation of a critical mass of researchers who will establish BUiD as a world-leading research institution.
• Placing doctoral studies at the heart of research activity.
• The dissemination of BUiD’s research mission so that government, business and academia work together for public understanding and commitment for the economic and social development of Dubai as a knowledge society.

Education and research are interconnected in BUiD. All of our educational programmes are research based. Students are not only assessed in terms of exams, they are also assessed through original research, which is benchmarked to international standards by using external examiners on each programme. Students are required to apply skills and knowledge to develop research questions, and then conduct studies that accord with the rigour of scientific principles. Research is fundamental when it comes to doctoral programmes.

Below are samples of students’ dissertations in the area of sustainability, energy and leadership management:

• Energy Saving Through The Usage of Double Skin Façade for Government Buildings in the United Arab Emirates
• Priority Index Development for Implementing (LED) Street Lighting System in UAE Federal Roadways
• Potential of horizontal louvers in increased energy savings in a commercial building in Dubai
• Key Drivers Influencing Green Building Performance Within The Construction Industry In The UAE
• Evaluating the effectiveness of current standards for designing Natural ventilation systems in hot climates and potential enhancements
• Prevalence and risk factors of poor indoor air quality and sick house syndrome symptoms in Dubai
• Implementation of Sustainability and Green Building Standards in the UAE: An analysis of Relevant Instruments
• Teacher leadership potential: assessment in the light of teachers’ perceptions in UAE
• Transforming School: Role of School Leadership in Managing Educational Change – A Case Study of an American School in Dubai
• A Study of Women in Educational Leadership in Dubai: A Private Sector Perspective
• The effectiveness of existing policies and procedures in the admission of students with SEND in the UAE higher education
• Teachers’ Attitudes Towards Inclusion of Learners with Disabilities at American Private Early Childhood Education in Dubai: An Investigative Study
• Dubai Private Schools Readiness to Adopt Successful Inclusion of Students with Special Needs & Disability (Send): An Investigative Study

In its efforts to support research and innovation in the UAE, BUiD has established:

• Dubai Centre for Risk and Innovation (DCRI)
The DCRI is a unique centre of excellence for research, education and capacity building in enterprise risk and innovation management. The DCRI is a hub connecting researchers, senior executives and practitioners across the MENA region, and into a global management network. Its mission is to contribute to the UAE’s aspirations of an innovation-driven, knowledge-led economy through the promotion of excellent scholarship, education, research and professional development in risk and innovation management.

• Doctoral Training Centre (DTC)
The DTC was established to strengthen collaborations between academics, students, and government and industrial partners to promote skills development, sharpen relevance and application of further research, and effectively communicate new knowledge. The DTC offers a comprehensive and systematic training and development programme for doctoral level students. It also offers core academic training to Masters students and will now extend its work into BUiD’s new undergraduate programmes.

Principle 5 | Partnership: 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

BUiD is very active externally and it has established strong partnerships with leading UK universities and key stakeholders in the UAE to meet its social and environmental responsibilities. While being an academic institution, BUiD does not overlook the need to have active links with the community, industry and professional bodies. Below are some examples:

Al Jalila Parents Training Ta’alouf programme
BUiD, with support from the Al Jalila Foundation, has trained 15 cohorts. The training aims to empower parents with the necessary skills needed to manage challenging behaviours of children with disabilities (ie Down syndrome, autism, intellectual disorders).

More than 500 parents have graduated from the programme since its inception in 2013. Mothers accounted for 83% of the total number of participants while fathers represented 17%.
The Dean of Education gives training to parents of Special Olympics athletes
In March 2018, Special Olympics Abu Dhabi organised a workshop in collaboration with BUiD’s partner SEDRA to train parents of athletes with intellectual disabilities. Professor Eman Gaad, Dean of Education, provided training on behaviour management and on protection and wellbeing. This training comes as part of BUiD’s commitment to CSR.

Memorandum of Understanding (MoU) with Community Development Authority (CDA)
BUiD signed an MoU with the CDA and became the official body for qualifying and testing social and community development professionals seeking a licence to practice in Dubai (such as counsellors, psychologists, psychotherapists, social workers, and case managers). Six training programmes have been conducted since 2017 as well as six examinations.

BUiD signs a partnership agreement with Etihad Energy Service Company
BUiD signed a partnership agreement with Etihad Energy Service Company (Etihad ESCO) for the Dubai Energy Efficiency Training Programme. The Dubai Energy Efficiency Training Programme is an initiative by the Dubai Government, mandated by the Dubai Supreme Council of Energy (DSCE) and led by TAQATI, in partnership with BUiD, the Association of Energy Engineers (AEE) and the International Institute for Energy Training (IIET). The programme caters to the learning and development needs of Dubai’s energy sector.

BUiD has signed different Memoranda of Understanding with key stakeholders to contribute to the UAE’s knowledge–based economy and provide BUiD students with scholarships, training, and opportunities to do research. Some of these organisations include:
- Dubai Municipality
- ICT Fund
- American University in Cairo
- University of Edinburgh
- University of Glasgow
The Association of State and Provincial Psychology Boards  
Dubai Blockchain Center and the University of Nicosia

Principle 6 | Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

BUiD student educational trips
As part of BUiD’s support for research and knowledge activities, students are encouraged to be actively involved in research visits to universities and research centres around the world.

- **Visits to UK universities**
  During 2018, students made several educational trips to the UK. They visited the University of Edinburgh, the University of Glasgow, and the University of Westminster. The aim of these visits was to expose BUiD’s students to the research culture of UK universities and to support engagement and understanding. The students engaged with academic staff and local students to discuss recent research activity and findings and explore opportunities to further partnership development.

- **Visit to Rolls-Royce**
  In November 2018, students visited the Rolls-Royce plant in Derby where they attended lectures about intelligent engines. They also visited the Rolls-Royce Museum, its training centre and the operational divisions which house the engine testing beds.

- **Leadership training in Dundee**
  A group of BUiD’s postgraduate students were among 63 students from the United Arab Emirates, Egypt and Malaysia that participated in the 27th educational programme of Al Maktoum College of Higher Education in Dundee. During the training programme, the students participated in debates on multiculturalism, international politics, globalisation, leadership and dialogue of civilisations.

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