Principles for Responsible Management Education (PRME) at the Lebanese International University (LIU)

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
Renewal of the Commitment to PRME

The Lebanese International University (LIU) – School of Business is delighted to forward its Sharing Information on Progress (SIP) Report. LIU is committing, once again, to the Principles of Responsible Management Education (PRME).

In alignment with LIU’s slogan, “Together Towards a Better Future”, its School of Business is honored to renew this commitment. Faculty and staff, being aware of the significance of this type of commitment, seek to educate students and future managers, following the PRME principles and engaging in all PRME initiatives.

Dr. Samir Abou Nassif

Vice President – Lebanese International University
Introduction

The Principles for Responsible Management Education (PRME) initiative seeks to inspire business schools and universities around the world to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new business challenges and opportunities.

By signing up to PRME, the Lebanese International University (LIU) expressed its conviction that academic institutions, through integrating universal values into curriculum and research, can contribute to a more stable and inclusive global market and help build prosperous and thriving societies.

LIU History

The Lebanese International University (LIU) was first founded as the Bekaa University under Presidential Decree No. 5294 in April 2001, with its first two campuses in Al-Khyara, in the western Bekaa valley and the capital Beirut. The name was later changed to the Lebanese International University (LIU), for the founders had a vision of making the university a truly national university with a presence in all the Lebanese administrative districts. With a commitment to democratize higher education and empowerment, the university established seven additional campuses between 2003 and 2013 in: Saida, Nabatieh, Tripoli, Mount Lebanon, Tyre, Rayak, and Halba-Akkar.

As it has since its beginning, LIU is elevating the university’s regional and international prominence as extensive development and significant academic achievements took place under the leadership of Mr. Abdul Rahim Mourad, founder President since 2001 to present. Undergirded by its own institutional mission, he was able to take the university to where the needs are.
As a mark of this success, LIU went beyond Lebanon and since 2006 has further established four campuses in Yemen (Sanaa, Aden and Taiz); one in Mauritania and Senegal. In continuity with its tradition and history, the university will continue to be a pioneering institution notable for its innovative and creative response to the changes in educational needs – be it in Lebanon, or abroad.

LIU bases its academics on an American academic system. Currently, each curriculum is based on a certain number of credit hours. LIU has been able to collaborate with other universities around the world to create a transfer system; these universities are Ohio University, Montana State University, Kaunas University of Medicine in Lithuania, Worms University of Applied Sciences in Germany, The Euro-Mediterranean University in Slovenia, Brno University of Technology in Czech Republic, and RWTH Aachen University in Aachen, Germany.

**LIU Vision**

The vision of LIU is to be recognized as Lebanon's leading integrative transnational educator that promotes success to its students through teaching and learning excellence, focused research and enterprise for career development. LIU will strive to have continual improvement, integrity,
opportunity, collaboration and joint ventures with communities, agencies, businesses and industries. LIU will align its practices and resources to provide students educational access to knowledge, multidisciplinary skills and values necessary to compete in a knowledge-based society. LIU dedicates itself to a continuous search for new and better means to provide work-integrated learning, intellectual development and enhance alumni engagement that will stimulate and empower its graduates to foster a significant difference in the job market.

LIU Mission

The mission of LIU is to provide accessible and affordable higher education in excellence and quality of first order. LIU drives its students to be responsible citizens and life-long self-actuated learners. LIU empowers students to develop awareness and engage in cultural and environmental sustainability through maximized resources. LIU disseminates diverse learning experiences and skills in an environment that enables the dynamic interplay of teaching and research. LIU endeavors to align its values and commitments to student support and communication, and continually review curricula for innovative outcomes.

Global Identity

Given the spirit behind LIU’s mission, internationalization is therefore essential for the university to fulfill its mandate to create and share knowledge, and to provide a learning environment that prepares students, faculty, and staff to function effectively in an increasingly integrated global environment. This is partly done by introducing them to the languages, cultures, and intellectual traditions of other nations.
The Six Principles for Responsible Management Education

LIU, as an institution of higher education involved in the development of current and future managers, declares its willingness to progress in the implementation, within its institution, of the PRME Principles. It reports its progress to all stakeholders and exchanges effective practices related to these principles with other academic institutions.

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.

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.

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

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.

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

**PRME at LIU**

By signing the PRME agreement, LIU – School of Business, has committed itself to the implementation the PRME principles in all aspects of its activities. The Principles are mutually inclusive, thus some of the activities to be implemented might reflect the realization of multiple PRME principles at once. For facilitating the implementation of the activities, they will be categorized into four main categories:

1. **University Community**; refers to connections between the school and its multiple stakeholders.
2. **Research**; refers to the broad range of scholarship and research undertaken by faculty.
3. **Curriculum**; refers to individual courses and degree program structures.
4. **University Operations**; refers to the way in which the school operates its internal administration and manages its departments.

![LIU Framework Categories](image)
The table below summarizes the relationship between activities’ categories and the PRME principles.

<table>
<thead>
<tr>
<th>PRME Principle</th>
<th>Key areas at LIU School of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Community</td>
</tr>
<tr>
<td>**Principle 1</td>
<td>Purpose**</td>
</tr>
<tr>
<td>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.</td>
<td>✓</td>
</tr>
<tr>
<td>**Principle 2</td>
<td>Values**</td>
</tr>
<tr>
<td>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.</td>
<td>✓</td>
</tr>
<tr>
<td>**Principle 3</td>
<td>Method**</td>
</tr>
<tr>
<td>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
<td>✓</td>
</tr>
</tbody>
</table>
### 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.

### 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.

### Principle 6 | Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

---

**PRME Principle in LIU Framework**
LIU Community

LIU – School of Business endeavors to meet and fulfill the following PRME principles: Purpose, Values, Partnership and Dialogue by reaching its stakeholders within the school, in the business community and society in general.

LIU – School of Business commits itself to building a more responsible society and to increase corporate social responsibility (CSR) and sustainability in the business world, specifically the Lebanese business community. LIU students are engaged in a variety of activities and are enrolled in clubs that are meant to increase connections and interaction between the students and their society, thus being active members and practicing responsibility toward their environment.

LIU has an extensive range of clubs and several of which are listed below:

- **Music Club:** The students have the opportunity to perform music within designated areas.

- **Book/Debate Club:** Students can discuss a diversity of views and perspectives concerning a certain topic or book.

- **NGO:** Students support (both on and off campus) organizations like, Special Olympics, Clean Lebanon, Arc-en-Ciel, Papivore and many others.

- **E-Tech Club:** Students convene to discuss the latest technology trends, innovations and increase the number and quality of networking and recruiting opportunities with technology companies, while strengthening the university in technology-dependent aspects.

- **Events Club:** Students develop project plans, covering all details of the event from the budgeting to the logistics of the event.

- **First-Aid Club:** Students learn the basics of first aid and how to deal with difficult situations related to first aid.
In its efforts of reaching out to all community stakeholders, and to connect its main stakeholders – the students – with the main influencers – corporate managers – on the corporate social responsibility (CSR), the LIU – School of Business periodically organizes events and gatherings to communicate the social responsibility and sustainability culture to its students, staff. These facilitate dialogue around these topics, thus bringing more interest to the applications and benefits of applying these concepts. LIU’s community strategy targets different aspects of social responsibility and sustainability. Currently, there is no independent entity that is responsible for community outreach. Nevertheless, LIU’s community participates within a variety of projects and events.

- **Employability Skills Program (ESP)** was developed by the School of Business and presented by the Development for People and Nature Association (DPNA). The program is currently implemented across all LIU Campuses.

  The program’s main objectives are to:
  - Help students make realistic employment choices and identify the steps necessary to achieve a goal.
  - Help students develop and practice self-management skills for the workplace.
  - Build students’ skills to become youth leaders in their communities.

DPNA delivered 7 soft skills workshops in the fields of:

- Emotional Intelligence for Workplace Success
- Presentations Skills
- Leadership Skills
- CV Writing and Job Interview Practices
- Negotiation and Communication Skills
- Time Management and Writing Professional emails
- Critical Thinking and Decision Making
• **Intercontinental Hotels Group Academy Programme** is a collaboration between individual IHG hotels or corporate offices and local education providers and/or community organizations providing local people with the opportunity to develop skills and improve their employment prospects. The agreement between the organization and the School of Business provides continuous development for students.

• **KPMG Lebanon National Competition** had students from the Soutcome school of Business represent the university in a two-day workshop around the theme of “Ace the Case”. The major focus was on case analysis training using the KPMG seven-step approach and then a module on presentation skills. Students applied analytical and critical thinking to real-life cases within a specified duration.

• **Hult Prize Competition** was conducted at the School of Business to provide a competitive environment for students to become the next generation of entrepreneurs in creating innovative solutions for societal challenges and providing support to the wider community.

• **Bootcamp Startup Sprint** is an initiative by the School of Business, MIS department in collaboration with Bootcamp to provide students with an opportunity to evolve from ideation to investment. It is an entrepreneurial and educational platform that enables creative team members and SME mentors from industry and academia to share diversified knowledge within a continually developing knowledge economy.

  The three-day process was an inspiring and technically nurturing startup event, which endeavored to provide an overview of the expectations required within a competitive market place.

  • Understand basic startup concepts.
  • Establish clear problem statement and unique value proposition.
  • Size your market, define your target users, and launch your landing page.
  • Develop a basic prototype and start testing.
  • Refine your slides and story.
  • Create a work plan and define team roles and goals.
  • Become pitch perfect.
• **First International Conference on Economics, Business and Social sciences (ICEBS)** was organized by the Center for Sustainability Research and Consultancy (CSRC) co-hosted by Lebanese International University (LIU), School of Economics, Finance and Banking (SEFB), Universiti Utara Malaysia (UUM), Emerald Group Publishing UK; UN Principles of Responsible Management Education and other esteemed collaborating institutions.

The conference was an ideal platform for academicians, researchers, practitioners and students from developing countries to build a bridge of knowledge across the Middle East, South Asia and East Asia. An emphasis was made on the significance of the conference theme, which the world is currently witnessing how some developing economies are striving and advancing, while others are struggling to survive. The conference reflected the shared vision of CSRC and the collaborating institutions in encouraging and aligning research and policy discussion with issues of sustainability and relevance in developing and emerging economies. The audience witnessed a signing ceremony of the matching grant between UUM and LIU and the memorandum of understanding between LIU and CSRC.

• **Beirut Economics Congress (BEC)** is a research center committed to investigate the economic challenges facing the Lebanese economy, and to set plans that pave the way for developing the country. Aiming towards a research-oriented community and benefiting the public good, BEC was formed to exchange experiences, advance economic research, and enhance collaboration between practitioners and the public sector.

**Mission**

We strive to cultivate an environment that empowers an assorted set of scientists and researchers to contribute their full potential and produce practical plans for the public sector, generating employment and boosting economic growth.

**Vision**

To become an advisory reference for the public sector.

**Goals**

1. Maintain a research environment that encourages the production of research papers, case studies and panels.
2. Provide a communication link between scholars and practitioners in the public sector.
3. Analyze the economic situation of Lebanon.
4. Generate practical plans that would effectively support in unraveling the economic issues brought forth by the Ministry of Economy and Trade.

5. Create job vacancies, in the long run, by implementing the recommendations proposed by BEC.

• **The Continuous Learning Center** was established to create and sustain a continuous learning and development environment for LIU faculty members.

The goals of CLC are to:

1. Promote an information-sharing environment.
2. Develop skills of faculty members in various research areas.
3. Establish weekly/monthly learning seminars and workshops.
4. Implement the certified researcher program.
5. Organize academic conferences.

• **Financial Crimes Conference** targeted regulated entities, regulators, government agencies, financial institutions, international agencies, researchers, academics, economics and political professionals. The program of the conference featured not only an excellent line-up of speakers, but also multiple networking breaks for participants to connect with their peers to discuss the latest developments in the financial crimes space. During the event, participants heard practical insights from the industry's leading financial services, regulatory and law enforcement professionals.

The conference provided practical knowledge of financial crimes, which organizations may implement. In addition, a group of high profile regulators, non-governmental organizations, researchers and economic experts discussed challenges faced by regulated businesses.

The conference identified and described recent enforcement actions, threats associated with trade-based money laundering, and country-specific issues often encountered in Lebanon.
LIU Research

LIU, as any other educational institution, recognizes research as a central activity toward its mission and purpose. Thus, students and faculty members are encouraged to embrace critical thinking modules and to research within their specializations diversified types of issues and topics. Currently, students choose their research topics under the guidance and supervision of a faculty member and based on their own judgment. Hence, faculty members hold a central role in the generation of research topics and issues.

In order to guide students toward becoming more socially responsible managers and raising sustainability awareness, LIU – School of Business endeavors to create a research bank, thus giving students and faculty the guidelines and framework to work within to be able to achieve more in the domain of Corporate Social Responsibility (CSR) and sustainability and in other sets of issues and problems from several disciplinary perspectives.

In doing so, LIU – School of Business addresses the PRME principles Values, Research, Partnership, and Dialogue. The students and faculty members have the ability to address sustainability in theoretical articles and case studies. Moreover, LIU – School of Business faculty and students will work with businesses on environmental issues and sponsor debates that will challenge those issues.

To facilitate research, LIU’s campuses are well established and equipped with accessible amenities that assist in generating output from the research laboratory.

- **Computer Laboratories:** LIU offers students with computer laboratories with Internet access. Moreover, students benefit from specialized software applications for their specific majors (e.g. Amadeus, SPSS, E-Views, MySQL, NetBeans, etc).

- **Libraries:** LIU meets the requirements of its students with a wide range of books at the LIU libraries. All academic books can be found along with reference books and volumes of all textbooks. Students can borrow books for a specified time by presenting their ID. All books at the LIU library are updated on a semester basis.
Integral to library services is the provision of reference and research assistance, available most hours the library is open. The LIU library within the limits of its resources and primary commitment constantly works to select, maintain, enhance, promote, and make accessible the information, material, and research resources necessary to support the LIU mission in teaching, cultural diversity, public service, and lifelong learning, and to serve the requirements of students and faculty members.

Similarly, students are encouraged to do research on corporate social responsibility (CSR) and sustainability; to promote these issues in projects conducted in partner businesses and in sponsored debates and guest lectures by managers from the public, private and civil society sectors.
LIU – School of Business instructors were involved in many research activities. The following are examples of conferences in which articles were presented and published:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 23-25, 2014</td>
<td>MIFS 2014 - 1st Mediterranean Interdisciplinary Forum on Social Sciences and Humanities organized by the European Scientific Institute (ESI) <strong>UNESCO, Lebanon</strong></td>
</tr>
<tr>
<td>April 21-22, 2014</td>
<td>World Business Research Conference (WBRC): Research for Progress <strong>Dubai, UAE</strong></td>
</tr>
<tr>
<td>April 14-15, 2014</td>
<td>International Conference: Corporate Governance across Ethics, Culture &amp; Citizenship; what to give and what to expect <strong>USEK, Lebanon</strong></td>
</tr>
<tr>
<td>Jan. 8-10, 2014</td>
<td>2014 Thailand Chapter International Conference of the Academy for Global Business Advancement (AGBA): International Conference on Business and Environmental Sustainability – Challenges for Innovation, Management and Entrepreneurship <strong>Bangkok, Thailand</strong></td>
</tr>
</tbody>
</table>
LIU Curriculum

Teaching, like research, is central to the mission of any higher learning institution. As LIU is committed to keeping its curriculum up-to-date with the latest courses that prepare its students to become outstanding active managers in their business environment and society as a whole, the LIU – School of Business curricula committee is always reviewing and updating the programs and adding courses that are considered to be of value for students and their future role in corporate social responsibility (CSR) and sustainability. LIU’s curricula address all of the principles for responsible management education. The individual courses and structure of the school’s programs seek to inculcate sustainability values in LIU’s students at the undergraduate and graduate levels, and to further the goals of the United Nations Global Compact Network.

Instructors always emphasize on ethics in doing business and give examples and discuss case studies through their lecture. For example:

- **Management**: Focus on ethical conducts of management, general social impact of decisions and teaching how to manage diversity in multicultural companies.

- **Accounting**: Ethics in the context of an accountant's legal responsibility is covered to ensure that taxpayers report all of their income subject to taxation, and to ensure that only proper business expenses are claimed as deductions in the calculation.

- **Management Information Systems (MIS)**: Emphasis on understanding the ethical and societal impact of business and technology with a focus on the behavioral components and applications of security issues.

- **Marketing**: Ensure marketing practices are evaluated according to whether they violate accepted norms of ethics. Ethics in advertising and the role and responsibility of business (i.e. for-profits and not-for-profits) in society.
LIU Operations

This final category is mindful, in particular, of the PRME directive “We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students”.

LIU’s administration and management incorporate elements that PRME seeks to accomplish, including the following principles: Values, Method, and Partnership. Examples of the manifestation of these principles in the operations of the School are provided below:

✓ Equal Employment Opportunity (EEO)

Lebanese International University (LIU) embraces an Equal Employment Opportunity (EEO) policy and seeks equity in its employment practices, and the School of Business is not an exception to that general belief and commitment.

✓ Community Service

Several faculty members and students serve on the boards of community organizations. In addition to in-house projects and events:

- Charitable Actions
- Environmental Awareness
## Future Plans

Below is a list of some of the future activities that LIU – School of Business is planning to undertake:

- **Community and Operations**
  
  - Create a blog / forum / website to communicate LIU Events and Projects to the community and create an impact so that more people can interact and share ideas to ensure LIU is a significant social responsibility and sustainability influencer.

  - Seek to form more specialized centers or groups regarding:
    - Environmental Activism
    - Social Volunteerism
    - Skills Development (i.e. Leadership, Entrepreneurship, Sustainability, Diversity Management)

  - Foster the development of future managers and professionals through involvement with key stakeholders (i.e. students, business managers, NGO activists, and so forth). Thus, LIU will host more events so it can deliver more through its responsive programs and delivery methods, and through intellectual contributions of the stakeholders.

- **Curriculum**

  Many of the courses at LIU seek to create effective learning experiences that enable students to take leadership roles in a sustainable society. LIU’s curricula committee will add two courses to the undergraduate course offering:

  1. Introduction to Intercultural Encounters (HUCS2500)
  2. Teaching for Sustainability (HUCS3500)
✓ Research

Research will focus on fundamental organizational issues that include, but are not exclusive to:

- Leadership and Governance
- Transformation, Innovation and Organizational Performance
- The Economy of the Future
- International Business
- Business Education
- Corporate Social Responsibility
- Environmental and Economical Sustainable Business Practices
- Ethical Responsibility and Increasing Social Equality across the world
- CSR: Added Value for International Businesses

Contact

For further information or inquiries concerning the presented SIP, kindly contact:

**Dr. Farid Abdallah, Dean of School of Business**

Email: farid.abdallah@liu.edu.lb
Tel: 01 706 881/2/3/4 Ext: 12601
Website: [http://www.liu.edu.lb](http://www.liu.edu.lb)