Progress Report 2018-2019
VU School of Management has its roots in "Victoria University" an institution that was founded by principal academics from the University of Neuchâtel including the Rector and deputy Rector. The University was constituted in 2002 as a special project of the Neuchâtel Government and the Swiss Canton (State) of Neuchâtel officially approved it. In the same year, the Singapore Ministry of Education approved VU Asia Pacific programs. In the year 2004, VU started a highly successful cooperation with Peking University's leading academic faculty in Beijing.

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. We request to use the PRME principles as a guideline for student discussion in class.

There are over 1000 graduates across Europe, Asia and Africa awarded BBA, MBA and DBA in the past 2 years.
VU School of Management graduation ceremony, Dec 2018, Hongkong
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 School of Management creates a learning environment which enables students:

- to develop competent and open-minded men and women for leadership positions in industry and government.
- to present skillful individuals with the background necessary to follow advanced study;
- to engage participants in a constructive exchange with other cultures and ways of doing business.

VU School of Management: a player in the Belt and Road Initiative efforts

VU School of Management is proud to state that it contributes to the realization of the Belt and Road Initiative objectives and enhances the development of executives who are able to sustain this contribution. This is done within a framework of competency development, sustainable growth and social responsibility. Also a spirit of economic and
managerial synergy as well as inter-country cooperation. Relevant research is conducted within this framework.

Belt and Road Sustainable Development
PRME

The principle of planning together, building together and benefiting together advocated by "One Belt and One Road" provide a firm foundation for management education and research. Also longer term sustainable development.

SHARING INFORMATION ON PROGRESS
PRINCIPLE 1-Purpose

- Competency enhancement. We are developing student competencies, help them learn about the future of business and the value of sustainable development. Also let them play an important role in the trade, investment and other aspects of "One Belt and One Road Initiative".

- Expert input. Solid contributions by invited visiting faculty including domestic and foreign experts, business executives and government officials is done at MBA and DBA levels. China's economy and policy, social culture etc. provide a focus. Emphasis is placed on "One Belt, One Road" as a model of green development, environment-friendly and resource-saving.

- Business Exchange: Exchange and interaction within a broad framework that includes Belt and Road international business community. Issues as corporate culture and establishing an international business cooperation platform are enhanced.

2018-2019 Lectures

- November 2019, in Chengdu, Dr. El Namaki, International Business
- September 2019, in Foshan, Dr. El Namaki, International Business

- May 2019, in Hangzhou, Dr. Ian, Management Theory
September 2018, in Guangzhou, Dr. Ian, Management Theory
Change Management & Business Development
August 2018, in Suzhou, Dr. El Namaki, International Business

July 2018, in Foshan, Dr. El Namaki, Strategic Management

June 2018, in Shanghai, Dr. El Namaki, Strategic Management
March 2018, in Beijing, Prof. Ricky, Brand Management and Marketing
2018-2019 Global Study Trips

- **Netherlands: October 2018**

  Lectures on Global Economics at the Europort Business School, Rotterdam.

2018-2019 Activities

- **Malaysia Belt and Road Economic Exchange Seminar in Embassy of Malaysia in China in January 2018**
Director of the Malaysian Investment Development Board Beijing Office, Malaysian Industrial Investment Counsellor You Kelly, Director of the International Exchange Center of the Cooperative Society Dai Xulong, representatives of the Malaysian Chamber of Commerce, and more than 20 representatives of Chinese companies attended the meeting to discuss investment opportunities between Malaysia and China.

7th “One Belt and Road” Economic Cooperation in Changsha May 2018
The 7th “One Belt and Road” Economic Cooperation was held in Changsha. Former Deputy Secretary-General of the United Nations, consultant of the VU School of Management Sha Zukang, Slovak Republic’s Ambassador to China H.E. Dusan Bella, Georgia's ambassador to China Davit Aptsiauri, Guyana's ambassador to China Bayney Karran, Director of Merchandise of the Ministry of Commerce, VU Consulting Director Dai Xulong and 500 entrepreneurs participated in the meeting. After the meeting, we visited the city of Shaoshan city under the introduction of Deputy Secretary of the Municipal Party Committee and the mayor of Shaoshan City Tang Jie.

➢ Economic Forum in Foshan
The Victoria-Xinhua Alumni Association held an economic forum in Foshan and successfully hosted a wonderful dinner event with 700 entrepreneurs. Representatives of the Hunan Alumni Association attended the forum.

> **Beijing Peace Garden in April 2019**
VU CIBT with Oxford International Finance EDP Programme held the opening ceremony in Peace Garden.

- **Shanghai and Beijing in September 2019**
The EMBA entrepreneurs from the European Business School of the Netherlands visited China and exchanged ideas with Chinese entrepreneurs, which led to a number of intentional cooperation.

- **Into Diaoyutai**
VU 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.

Research

We are and will continue to carry out conceptual and empirical research. Prime among the topics is the scientific and technological cooperation with countries along the Belt and Road Initiative. We are guided by the principle that research should be multi-dimensional, from science to society and from economy to geopolitics, so as to further understand the sustainable developing society, environment and the role, the motivation and impact of economic value. We will promote awareness of the environment, finance, social responsibility through scholarships, teaching activities.
We have a passionate community of teachers from all around the world, academics and practitioners from different backgrounds. Our faculties and staffs are active in businesses, non-profit organizations and research. In addition to consulting, entrepreneurship and board activities, they also maintain a wide range of business networks. The most advanced ideas and practices for this engagement are applied to both their research and teaching.

**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.

**Related Publications:**

- **M S S EL NAMAKI, 2018**, How Companies are Applying AI to the Business Strategy Formulation, Scholedge International Journal of Business Policy & Governance
- **M. S. S. EL NAMAKI, 2017**, Neo-globalization : the Xi doctrine
- **M. S. S. EL NAMAKI, 2017**, Neo-Globalization : Is BRI the template?