PRIME
Progress Report
2015-16

Faculty of Business Administration

SOUTHERN UNIVERSITY
Committed to Academic Excellence
www.southern.edu.bd
Letter of Commitment

Indeed, it is my great pleasure to confirm our continued commitment to PRME. I am pleased to present you the first PRME Report from the Faculty of Business Administration (FBA), Southern University Bangladesh. I am happy to share that FBA is the largest faculty compared to other faculties in terms of both the student’s number and the provided educational services. The faculty of Business Administration has a long tradition of excellence in teaching, learning and researching which enhances the professional and personal development of graduates.

Southern University Bangladesh, committed to the UN sustainable network is being demonstrated through its regular activities. As a signatory to the principles, we believe that the ethics, social responsibility and sustainability are important in all areas of study. This includes the areas identified in the principles: the university curricula, program design, courses and learning, research as well as in partnerships and dialogue with all our stakeholders. We also understand that our own organizational practices should serve as examples of the values and attitudes that we seek to convey to our students. We continue to encourage other academic institutions, and associations to adopt and support these Principles.

This is the maiden report on the progress of our institution towards integrating responsible management education in the year 2015-2016. The aim of this report is to demonstrate what we have achieved so far and to identify our future directions.

As a signatory to Principles for Responsible Management Education (PRME), we hereby renew our commitment to PRME. We seek to continue active engagement in supporting and developing our students’ capabilities as future leaders within a sustainable global economy and to embed the values of social responsibility within all our academic activities and curricula. We will continue to encourage other academic institutions to adopt and support PRME principles so that we can build-up an inclusive future for humanity by working together.

Professor Abdul Moqtadir PhD
Dean, Faculty of Business Administration
Southern University Bangladesh
Background of Southern University Bangladesh

In the year 1998 the University began its journey as an Institute, which was an affiliated Bangladesh Campus of USA & UK Universities and afterword with the demand of situations Professor Sarwar Jahan & Dr. Ishrat Jahan initiated and established Southern University Bangladesh on November 26, 2002. Ministry of education approved Southern University Bangladesh, under the Private Universities act of 1992 & 1998. January 14, 2003 Southern began its academic program formally.

It offers higher educational programs in Business Administration, English, Law, Computer Science, Pharmacy, Communication Engineering, Electrical Engineering, Civil Engineering and Religion under three separate faculties namely (i) Faculty of Arts, Social Science & Law, (ii) Faculty of Business Administration and (iii) Faculty of Science & Engineering. All academic disciplines, programs have been carefully designed in keeping with the needs of job market at home & abroad. In academic programs and at develop up-to-date knowledge base, technical skills and high-level of analytical & decision making skills among the graduates. These programs develop the student’s knowledge of the theory and practice and an understanding of the codes of professional responsibility. Interactive teaching methods, case study, internship and research project are used to develop the graduates properly in keeping with the demand of time. The University emphasizes on the arrangement of co-curricular activities on a regular basis to develop the inherent mental potentialities of the students.
SHARING INFORMATION ON PROGRESS

Executive Summary
Southern University Bangladesh became a signatory to PRME in the year 2015 and this report reflects on the achievements over this period but focuses on the achievements in relation to the implementation of the Principles. Throughout the period 2015-2016, Southern University Bangladesh organized a total of 41 seminar sessions. Each session had discussions on the 6 Principles of United Nations responsible for management education (PRME). Southern University Bangladesh has also included UN principles, Millennium Development Goals (MDG) and Sustainable Development Goals (SDG) in its curriculum.

Objective of the report
To inform the activities of Southern University Bangladesh to the PRME

Statements of the report
Curricula, Program Design, Courses and Learning

Faculty of Business Administration of Southern University Bangladesh involved in the development of current and future Business leaders, we declare our willingness to progress in the implementation, within our institution, of the PRME Principles. We are reporting on progress on all stakeholders and exchange effective practices:

Vision of Southern University
The vision of Southern University is to attain academic excellence in all its academic programs for creating globally competitive professional by creating congenial teaching, learning and research environment.

Mission of Southern University
The mission of Southern University is to offer high quality educational opportunities to enable the students achieve their individual academic goals by providing modern knowledge & ideas, technical competence, communication skills and developing their creative mental faculties properly.

Vision of BBA Program
The vision of BBA Program is to create knowledgeable, technically sound, creative and analytically proficient graduates possessing an excellent communication skill, who can be nationally and internationally competitive in discharging the managerial responsibilities.

Mission of BBA Program
The mission of BBA program is to create professional graduates capable of providing prudent managerial leadership ethically in the business field through acquiring time befitting modern knowledge and ideas, innovate, analytical and problem solving skills and qualities of head and heart.

Vision of MBA Program
The vision of MBA program is to develop visionary and charismatic management leaders, who can efficiently bear managerial responsibilities at home and abroad by dint of their all round competencies.

Mission of MBA Program
The mission of MBA program is to create a learning and research environment in which the students will get the opportunity to be well-conversant with current developments in various fields of Business Administration, acquire decision making, problem solving and communication skills to enable their organizations attain success & prosperity.
SHARING INFORMATION ON PROGRESS

The Principles of Responsible Management Education
Southern University Bangladesh takes great pride in upholding its social responsibilities towards its students and community at large. It is a fastest growing and well-established educational institution that contributes to sustainable welfare of business and society in various ways. However, this SIP report pertains mainly to responsible management education.

Principle 1 & 2: Purpose and Values
In 2015, FBA formulated new mission and vision statements (presented above) where the University committed itself to nurturing more socially responsible leaders. To realize this, students need to build visions of a better future and develop a concern for the welfare of society (including the poor) and business. The Institute initiated several steps to promote greater social responsibility among the students. On the curriculum front, the following modifications were made during the last two years:

First, the credit for the compulsory course on “Business Ethics” was increased. The course strongly communicates the need for business to be ethical.

Second, the compulsory course on “Social Responsibility” is continued for all students of Business programs. The topic aimed at helping the students become more socially responsible citizen i.e., more aware of and responsive towards the needs of society. In 2015-16, some changes were made in the design and contents of the curriculum to improve their effectiveness. These are being reviewed from time to time.

Third, elective courses on “Entrepreneurship” continued to be offered to students as electives. The course on “Entrepreneurship” explored the concept of ethical & responsible business and the role of entrepreneur is to practice this ideas. Various models of Corporate Governance were discussed and applied.

Fourth, some existing electives were modified and new electives were added for the next academic year. The course on “Supply Chain Management” has been included in some sessions.

On the administrative front, there was a progressive enhancement in the vigilance of the ethical conduct of students.
Principle 3: Instructional Methods, Environments & Processes

The curricula and materials taught to the students of the Faculty of Business Administration cover various topics including social responsibility, green management, ethics, and leadership. In addition, Faculty of Business Administration organized six entrepreneurship fairs and business plan competition during the year 2015 and 2016 as part of the course. Leaders from business community participated the program. The competition is held by the University to encourage ethical, environmental issues. Students learn by doing, meet community leaders, in which faculties and institutes, engage with the community and learn to manage and make contribution to the community. The competition considers seminars, workshops, held, in addition to the role of applied research and graduates’ employment programs.
SHARING INFORMATION ON PROGRESS

Principle 4: Research
During the year, faculty members of Business Administration conducted research as a powerful tool to explore the impacts and dynamics of social responsibility and sustainable development. This contributes to the sharing of information and findings necessary to support conscious businesses. The following research articles cover a variety of topics related to management, social responsibility and sustainable development in Bangladesh:

1. Professor Dr. Ishrat Jahan; Publication
   II. Factors Influencing In Higher Education For Global Diversity- A Study On Bangladesh, AUPF 2016, Japan
   III. Factor Influencing the Profitability of Some Commercial Banks- An Explorative Study, The Bangladesh Academy of Business Administration (BABA), Center for Advances Studies in Management, USA, The 2nd biennial conference of the Bangladesh Academy of Business Administration held at the University of Dhaka, 2016

2. Kazi Nazmul Huda, Associate Professor, Publication
   I. Towards Sustainopreneurship Development at the Tertiary Level Education: A Case study on Southern University Bangladesh, Journal on Innovation and Sustainability, Pontifical Catholic University, Brazil, Vol. 7, Issue 2, 2016, ISSN 2179-3565
   V. Factors Influencing Positive Work Environment: A Study on Female Workers of RMG Sector in Bangladesh, North South Business Review, a Ranked Journal of North South University, December 2016

3. Dr. Kamrul Hasan, Assistant Professor; Publication
   II. Factors Influencing BASIC Bank in Developing Entrepreneurship in SMEs in Bangladesh, Research Journal of Finance and Accounting, Vol.4, No.15, IISTE, USA, 2016
4. Mohammad Sirajul Islam, Lecturer; Publication

5. Md Gaffar Hossain Shah, Lecturer; Publication

6. (i)Sharmin Sultana, (ii)Tasnim Islam, (iii)Shimul Das; Lecturer

7. Sharmin Sultana
   Lecturer Economic Contribution of Tourism Industry in Bangladesh; Journal of Tourism, Hospitality & Sports; October 31, 2016
Principles 5 Partnerships
Southern University and its Faculty of Business have several valuable partners that broaden the students’ horizons and opportunities during the year 2015 and 2016. Among those partners:

1. Asia University, Tokyo, Japan
2. Busan University Of Foreign Studies, Busan, South Korea
3. Build Bright University, Phnom Penh, Cambodia
4. Dongseo University, Busan, South Korea
5. Guangdong University Of Foreign Studies, Guangzhou, China
6. Ho Chi Minh City University Of Transport, Ho Chi Minh City, Vietnam
7. Lincoln University College, Petaling Jaya, Malaysia
8. Ling Tung University, Taichung City, Taiwan
9. Moscow State Linguistic University, Moscow, Russia
10. Our Lady Of Fatima University, Valenzuela Metro Manila City, Philippines
11. Panpacific University North Philippines, Urdaneta City, Philippines
12. Philippines Normal University, Manila, Philippines
13. Selahaddin Eyyubi Üniversitesi, Diyarbakır, Turkey
14. Sino-Cape Verde Friendship Association, Praia, Cape Verde
15. Universiti Malaysia Perlis, Perlis, Malaysia
16. Ural Federal University, Ekaterinburg, Russia
17. Universidad Catolica De Santa Maria, Nuew León, Arequipa, Peru
18. Universitas Ubudiyah Indonesia, Banda Aceh, Indonesia
19. Universitas Sari Mutiara Indonesia, Medan, Indonesia
20. Universiti Sains Malaysia
21. Panpacific University, North Philippines
22. Central Bicol State University Of Agriculture, Philippines
SHARING INFORMATION ON PROGRESS

Principles 6: Dialogue
During the year 2015 – 2016, Southern University arranged two International conferences to open a channel of communication that allows the interested parties and stakeholders to have productive discussions that result in ideas promoting sustainability and social responsibility. Among these conferences are following:

1. International Conference on Sustainable Development (ICSD) 2015: “Implementing the Sustainable Goal: Getting Started”

SHARING INFORMATION ON PROGRESS

Workshop Organized
1. Workshop on Performance Management Systems, as a part of HR Management Course, Fall 2015.
3. Workshop on Compliance Management, as a part of HRM Course, Spring 2016.
5. Workshop on “Effective Teambuilding,” as a part of Organizational Development Change Course, Summer 2016.
2. Workshop on Modern Compliance Management

Symposium on "Faculty Members Responsibility to create Graduates in Today Changing world of Work", Facilitated by Professor Dr. Avijit Gosh, Dean Faculty of Business, Lincoln University Malaysia

Workshop on Good governance in Higher Education with reference to Office Management & Financial Management was held at Southern University Quality Assurance Cell (IQAC) under the Higher Education Quality Enhance Project (HEQEP)
Southern Youth Festival on the occasion of United Nations Seventieth Anniversary was held on May 31 and June 1, 2015 at the Hall Room. The program schedule is as follows:

May 31, 2015 - 10.00 AM Grand Finale SOUTHERN TALENT AWARD 3:00 PM Dialogue with Youth Leader
June 06, 2015: 10.00 AM : Rally and Discussion on World Environment
Day 3:00 PM: Debate Presentation ;Debate Workshop; Refresher Youth’s Cultural Performance, Drama & Film Show

Future Directions

- Increase dialogue with alumni to support the institutional research opportunities
- Enhance faculty partnerships with industry to enhance practical orientation
- Increase student awareness and participation to study abroad for better education
- Increase the faculty development in the areas of progressive and critical pedagogy
- Increase research and publications related to PRME values

PRME Support

The Faculty of Business Administration at Southern University Bangladesh, would welcome a workshop/Seminar/Symposium/Conference on the integration of PRME with specific attention to business courses in a Liberal Arts context.
CONTACT INFORMATION
This report* has been prepared by
Dr. Ishrat Jahan

ADDRESS
Faculty of Business Administration
Southern University Bangladesh
Mehdibag Road, Chittagong 4000
Bangladesh
Tel: +88031 2851336---9
Cell: +8801911 882764
info@southern.edu.bd
www.southern.edu.bd

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

* Note: This is the first SIP Report prepared by Southern University Bangladesh for the period 2015-16.