PRME Report

Talal Abu-Ghazaleh Graduate School of Business

PRME Principles for Responsible Management Education

2017
Introduction

No wonder how affective is the dynamicity of the economic and financial changes which has enduring consequences on the any Higher Education’s key pillars (particularly management education) affairs; accordingly, the genuine steps which have been taken by a great number of prominent and non-prominent business schools in the MENA region and worldwide are responsible for the preparation of global business leaders, particularly those who are members of the PRME, focusing on the restructuring of their MBA curriculum in order to re-join the new demand and prospects by each; the public, community and business’ societies.

Shedding the light on TAG-SB’s distinct participation in the PRME and the prominent position of its Chairman Dr. Talal Abu-Ghazaleh at the Global Compact, where the PRME initiative has been derived from. And as per to the high anticipations of TAG-SB at the PRME; the school has improved to the hastening development which is taking place globally through modifying its MBA program to be three MBA programs; MBA in Management, MBA in Marketing and MBA in Quality & Operations Management. The number of Faculty members has been increased, the building has been renovated and expanded, and facilities have been thoughtfully designed to suit the PRME principles alluring all students and staff to follow these principles which has led to this great accomplishment and distinguishing competitive advantage.
Short term plan (One year validation)

Objectives:
1. Reflecting TAG-SB’s image and reputation as a key signatory at the PRME.
2. TAG-SB is proudly the only higher academic institution in Jordan who has a membership with the PRME.
3. Deploying each principle of PRME’s six principles to TAG-SB’s faculty members, students and employees.
4. Sustaining the PRME spirit in the new launched MBA programs.
5. Modifying the strategy to explicit the exact adoption of the PRME’s principles.
6. Matching the new programs intended learning outcomes with the PRME’s principles.
7. Orienting the Faculty members and students to consider the PRME’s themes in their relevant research projects (or reports).

Means:
1. Creating a committee from the Faculty to undertake the responsibilities of the PRME in the School.
2. Issuing a Handbook with the three new MBA programs indicating TAG-SB’s deployment to the PRME’s six principles.
3. Including the PRME in TAG-SB’s newsletter and other publications.
4. Organizing workshops and seminars about the PRME for Faculty members and students. The 5th PRME MENA forum which was held in Amman is an example.
5. Counting the PRME in each course syllabus in the MBA programs.
6. Engaging speakers (academic and professionals) of the PRME to address relevant concepts.
7. Analyzing case studies related to sustainability, corporate social responsibility, social entrepreneurship (innovation), corporate governance, moral and compassionate capitalism, labor work standards, human rights and environmental responsibility in each course of the MBA programs.
8. Plotting students’ opinion and monitoring their attitudes towards PRME and assess their willingness to assume them in their current and future career.
9. Assigning the required fund in the budget to cover the expenses of the activities related to the implementation of the PRME.
10. Participation of the Dean and the Faculty members in the PRME various conferences, workshops and seminars.
11. Pinning posters of the PRME’s principles in so many key visible places (the entrance, teaching halls, meeting rooms, computer labs, library, and cafeteria) at the School.
Medium to Long Term Plan (Two to Five years validation)

Objectives:
1. The Faculty members’ full understanding of the PRME requirements is profound and their competences in the relevant PRME issues particularly related to the restructuring of the MBA programs in order to comply with the PRME’s key themes.
2. Enhancing TAG-SB’s new students’ awareness and familiarity of the PRME.
3. Disseminating the PRME culture locally and regionally particularly among business Schools through TAG-SB as a prominent member of the PRME.
4. Strengthening the relationship with PRME’s signatories particularly the acknowledged international universities.
5. Tying up with international business organizations in Jordan and in the MENA region particularly those who are members in the Global Compact.
6. Cooperating with Governmental Agencies and Ministries of concern of social and environmental affairs in Jordan and in the MENA region.

Means:
1. Submitting a semiannually report indicating the effect of the PRME’s principles to the School council.
2. The PRME committee assumes the responsibility of following up, monitoring and evaluating the processes of the implementation of the related activity plan.
3. Holding seminars and workshops to educate the new Faculty members and to build up their competences with the three new MBA programs.
4. Attending conferences, seminars and workshops to educate concerned business School members and business community members about the PRME.
5. Engaging Alumni to express topics and practices relevant to the PRME.
6. Making TAG-SB a PRME hub in the Middle East.
7. Establishing a research center to assume the responsibility of conducting research related to the PRME including the building up of relevant taught case studies and to provide the consultancy needed to business organizations in order to help them transforming their practices to reflect on the PRME ethos and spirit.
8. Allocating the required fund to cover the PRME activities on yearly basis.
9. Appointing TAG-SB’s Consultative Committee members to influence the issuance of supportive legislations and policies aiming at responding to the calls and themes of the Global Compact and the PRME.
10. Assessing relevant business organizations’ opinion towards the PRME and their readiness to comply with its requirements.
11. Surveying concerned Jordanian legislations and policies to the Global Compact and the PRME and looking for ways with the collaboration of concerned sponsors to update them in accordance.
PRINCIPLE 1
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.

TAG-SB hits the nail on the head with believing that performance on the next go-round will surely be improved by the lessons learned earlier.

There are two reasons why people don’t say “like a leader!” as a catchphrase. First, it sounds weird and unfunny. Second, it takes more than just bossing people around to be a leader.

People may respect the boss, but everyone loves the leader. TAG-SB is the place for gifted students to become leaders by supporting them to gain all the managerial and business skills, information, business theories, and practical industrial experience that are required for them to enter the business world, receive its changes and lead.

Hitting TAG-SB Motto «Where the Gifted become Leaders». TAG-SB is committed to excellence, high ethical and moral values, academic and applied business research, and continuous improvement to benchmark the international educational standards and digital technology.
When a student enters one of the MBA programs at TAG-SB which has been developed by some of the most respected and renowned figures in academia, and which has been designed to bolster the advancement of knowledge with practical real-world applications and has been accredited by the Foundation for International Business Administration Accreditation (FIBAA) on since 2009 and renewed the accreditation till 2022.

He/she will be able to learn:

The Creative Winning Ideas, Power to Rouse, and the Meaning of Leadership in Real Life.

The three new MBA programs; MBA in Management, MBA in marketing and MBA In Quality and Operations conveys exactly what TAG-SB’s students who joins from all over the world and are expected to EXCEL in their studies, had proven to have high academic accomplishments (high GPAs) in their undergraduate program, had relevant years of experience, demonstrate a high level of competence in the English language, enjoy team-work and rouse so many projects to the markets about well-known Jordanian companies.

TAG-SB has responded to the development of technology by designing state-of-the art classrooms equipped with the latest technological tools. Most of TAG-SB classrooms are tiered to provide an unobstructed view of the instructor.
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

Global Compact
In 2004, Talal Abu-Ghazaleh Organization (TAG-Org) embraced the Global Compact, a framework that allows businesses to align their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. It represents the largest global sense of corporate citizenship with the participation of thousands of people from more than 100 countries.

It is concerned first and foremost with demonstrating and attaining social legitimacy of companies who share the belief that business practices should be founded on universal principles to contribute to a more stable, equitable and inclusive global market which builds flourishing and prosperous communities. Moreover, the Global Compact initiative is purely voluntary in nature with two goals:

• Mainstreaming the 10 principles in business activities around the world.
• Inspire motivation to support the broader United Nations Development goals, such as the UN Millennium Development Goals.

In pursuance of the above two goals, the Compact offers opportunities to learn and participate through several instruments, namely: dialogues on policy, learning, local networks and partnership initiatives.
Accreditation

In 2009, the Foundation for International Business Administration Accreditation (FIBAA) granted Talal Abu-Ghazaleh Graduate School of Business (TAG-SB) a six-year accreditation to its Master Program which was renewed for another seven years until 2022.

FIBAA’s quality accreditation seal drives and motivates the School to work even harder to maintain and gain additional recognition internationally, and thus, reinforces the School’s vision and mission in providing the MENA region and the global markets with qualified business leaders by delivering comprehensive academic and professional programs complying with International and European Standards.

FIBAA is a Swiss non-profit accreditation body for quality assurance with operative branches in Bonn (Germany) and Zurich (Switzerland), and is mainly active in Europe to assist higher education institutions in further develop their Bachelor, Master, and PhD programs, through an intensive accreditation processes.
International Relations
TAG-SB has signed several agreements and Memoranda of Understanding with various higher education and other institutions to enhance the status and value of the School. The University of Hamburg is one example; in which two current students at TAG-SB are sent to Hamburg at summer semesters choosing the course of interest offered.

Social Events
Participating in extracurricular activities and job fairs not only looks attractive to all attending Business Schools but its also a great opportunity for meeting new candidates. School social activities can motivate the leadership skills as well; “For a Special Summer” was TAG-SB’s first social event where both Students and Alumni came along together on one floor beyond studies.

The 5th PRME MENA FORUM is another event steered into sessions of presentations with (PPT) followed by Questions and Answers discussions for two days shedding light on “Challenges and Opportunities facing the MENA Region that contributes in achieving the UN Sustainable Development Goals” focusing on examples and good practices of business schools.

It was sponsored by TAG-SB and under the patronage of HE Dr. Talal Abu-Ghazaleh. The Event took place at TAGIUNI-Forum on 11 and 12 November 2015.
Principle 3
Method: We will create educational frameworks, materials, processes and Environments that enable effective learning experiences for responsible leadership.

Teaching Methods
Applied Case Study Approach
TAG-SB uses the applied case study approach as one of the main delivery strategies in the MBA programs in order to prepare candidates with excellent analytical and critical thinking.

Applied Industry Projects
Our MBA programs are delivered with many applied industry projects using the experience of reputable and successful national and international organizations operating in Jordan to provide diverse experience from different industry perspectives.

Field Visits
The vast majority of TAG-SB courses include field visits to different kinds of business organizations in Jordan in order for the students to observe and learn from real life businesses.

Experienced Industry Speakers
In most courses TAG-SB professors invite reputable industry experts to deliver lectures to their students in order to benefit from their practical knowledge and experience.

Facilities
TAG-SB has responded to the changing nature of the business environment and the development of technology by designing state of the art classrooms that are equipped with the latest technological tools. Most of the classrooms are tiered and provide an unobstructed view of the instructor while all classrooms are equipped with computers and projectors mounted in the ceiling and provide padded swivel chairs for the comfort of the students. The library includes books, periodicals, and journals, and is equipped with computers with access to international libraries.
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.

It has been debated that goal orientation could be beneficially integrated into organizational research. TAG-SB addressed these issues and provided foundation for future organizational research in this area. Faculty members in their critical role are in the continuous act of researching in both studies and analysis and funded by TAG-SB to provide the highest quality and feasibility of research studies to students, publications and the community in general.

All TAG-SB faculty members are holders of doctorate degrees in their fields of specialization from reputable Western universities with an extensive business, teaching, and research experience. TAG-SB does host from time to time visiting professors primarily from the US, UK, and European universities. Most of the faculty members enjoy a close relationships with many business sectors in Jordan.
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.

Talal Abu-Ghazaleh Academy
TAG-Academy Profile
Talal Abu-Ghazaleh Academy (TAG-Academy) is a member of Talal Abu-Ghazaleh Organization (TAG-Org), the largest Arab group of professional service firms in the fields of accounting, management consulting, training, intellectual property, legal services, information technology, capacity building, credit information and legal translation. In addition, TAG-Org is a partner of the World Bank, the Register of Accountants and Auditors (Washington) and the UN Center for Transnational Corporations. Founded in 1972, TAG-Org is a global professional services group, operating out of its 85 offices worldwide and 150 representative offices in Europe and North America. It has non-exclusive strategic alliance agreements with various networks and individual firms thus enabling it to choose a firm best suited to its clients' needs in virtually every country in the world.

TAG-Academy provides total training solutions and professional training in more than 20 sectors and through 300-plus training programs. Our core competencies include comprehensive training consulting in areas of training needs assessments, training plans, organizational structures reengineering and system design. In addition, TAG-Academy provides, in cooperation with leading governmental and non-governmental agencies and organizations from around the globe, highly desirable, flexible and business-oriented accredited executive programs. Furthermore, TAG-Academy offers contractual programs that are designed to meet the training needs of a specific institution in the light of the objectives which it seeks and challenges it faces. Usually such programs are designed after complete training needs assessments are performed or according to client’s specific needs.

The Academy Vision
To retain the highest level of training quality in all aspects by incorporating the best training methods and techniques and trainers selection standards, and achieve positive training impact on the performance of recipients of our training services.

The Academy Mission
TAG-Academy is one of the international institutions that provide high quality services of training and human resources development focusing on the three components of human performance (knowledge, skills and trends) for all institutions, organizations, and individuals within the public and private sectors. In addition, TAG-Academy organizes and holds workshops, seminars, scientific meetings and conferences with a view to promoting training services and human resources development through more than 60 centers across the Arab world and other countries worldwide.
The Academy Goals
Provide Human Resources with the knowledge, skills and trends that enhance performance. Develop the professional practices of trainees in alignment with the latest professional developments in the field of training. Increase the number of training centers worldwide. Expand professional cooperation relations with the international institutions concerned with training and human resources development. Seek to obtain international professional accreditation for the training programs. Continue to be an active leader in capacity building at both the regional and international levels.

The Academy Policy
1. Great emphasis on result orientation of training and cost effectiveness of training investment for the recipients of training services
2. Focusing on the use and application of modern training methods
3. Enhancing the use of advanced techniques and training aids in applying the training process
4. Selecting trainers with high academic levels, distinguished achievements and real-life experience
5. Creating an appropriate training environment and providing logistics for the success of training programs
6. Establishing associations with only the most reputable and renowned education and training institutions worldwide

The Academy Trainers
Academic and specialized professional trainers are selected as per approved standards, including:
- Academic degree and specialization.
- Professional certificates.
- Real-life experience.
- Distinguished training capabilities.
- Language proficiencies.
- Reputation and outreach contributions.
- Creative capabilities.

The Academy Methodology
TAG-Academy adopts an integrated and inclusive approach to the techniques of presentation, delivery, assessment that responds to the environment and the direct needs of our clients. Our training philosophy is based on collaboration through various training techniques, such as case studies, individual exercises, working in groups, brainstorming, organized dialogue, role acting, study visits, etc. TAG-Academy holds its courses in technologically advanced settings using modern aids and facilities. TAG-Academy contracts only the best trainers who go through evaluation process to ensure high-quality training. Contracting criteria include professional and educational experience, reputation and passing the evaluation panel interviews.
TAG-Academy conducts evaluation of both programs and trainers aimed at improving the quality of training. Such evaluations are constantly analyzed and results are incorporated in the business model. Finally, TAG-Academy grants a certificate of participation to those who participate effectively specifying the training hours attended for each course. A participant’s attendance at the training sessions is a prerequisite for obtaining such certificate. Several accreditations are available according to type of training courses.

Training Facilities

- Audio/Video conferencing.
- Fully equipped computer labs with a total capacity of 100 stations.
- Advanced Linguistics Centre with a total capacity of 24 individual stations.
- Visual and sound aids.
- Data show and screen, flip chart and white board.
- Language: All training courses are available upon request in Arabic, English or French.
**Principle 6**

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

**Talal Abu-Ghazaleh Knowledge Forum: A platform for dialogue and exchange of knowledge**

The mission of the Forum is to prepare proposals and recommendations to be submitted to decision makers on all economic policies that assure the transformation of Jordan to a knowledge-based (digital) society.

Those proposals and recommendations are drafted by specialized working teams and experts in the following areas:

- Knowledge Education
- Infrastructure Knowledge
- Knowledge Economy
- Knowledge Government
- Social Knowledge Justice
Local, regional and international studies indicate that practical solutions to confront national challenges could be achieved through this transformation, exclusive of which, the economic, social and educational problems will remain, unsolvable on the medium and long term.

The Forum is a non-profit pool of expertise; funded by the CSR arm of Talal Abu-Ghazaleh Organization. The Forum serves as a positive role model in the community; its members are Jordanian citizens who contribute their time, knowledge and effort in the service of this country which we take pride in and owe loyalty to under the Hashemite leadership.

http://www.tag-forum.com/

Training Entrepreneurs

TAG-SB’s MBA programs seek to grant a sustainable and social solution to some of the most tenacious issues of the third world including poverty, disease, malnutrition and environmental degradation. MBA Alumni go on to create and operate for-profit and nonprofit startups, NGO’s, and work in global companies that champion social and environmental goals while delivering solid ROI.

TAG-SB’s MBA programs will equip students with the tools and network to become a comprehensive social entrepreneur, where the bottom lines are the three “P’s” people, planet and profit. These MBA programs aim at creating a better world, improving living standards of people, while building profitable ventures.