The New Business School Model: Academic Excellence with Sustainable Impact

PRME Sharing Information on Progress Report - 2013
ABOUT AUC- SCHOOL OF BUSINESS

The School of Business was launched in 2009 as part of the restructuring of the former School of Business, Economics and Communication (BEC), which was established in 1993. The School offers four undergraduate programs: Bachelor of Arts in economics, accounting, business administration and business administration with a concentration in the management of information and communication technology. It also offers five graduate programs: Master of Business Administration, Executive Master of Business Administration, Master of Arts in economics, Master of Arts in economics in international development and Master of Science in finance. AUC’s School of Business is recognized as the top private business school in Egypt, and continues to be ranked among the best in the Arab and Africa regions.

AUC’s MBA program, which was established more than three decades ago, was ranked by Forbes Middle East in February 2012 as the first among 37 similar programs from private universities around the Arab world.

The school’s commitment to academic excellence and trusted reputation attracts the best students, faculty and staff from the most renowned academic citadels worldwide. AUC maintains its position as the premier business school in the Arab and Africa regions by continuously working towards improvement through investment in research, qualified leadership and quality instruction. AUC ensures that students reach their academic and professional goals by providing innovative faculty that are proven leaders in their respective fields. While catering for local needs, the school still integrates its programs and services in the global context. AUC’s School of Business programs are based on three main pillars: entrepreneurship, innovation and leadership. Therefore, they are delivered in ways that allow students to enjoy a learning experience that extends beyond the classroom and includes business plan competitions, internships, case-study writing, and student projects and activities. The school is gradually becoming a research-intensive institution, where faculty members enhance learning through research and prepare students to compete in a knowledge-based global community. The School of Business holds the Advance Collegiate Schools of Business (AACSB) accreditation since 2006.

www.aucegypt.edu/Business
A WORD FROM THE DEAN

Since restructuring in 2009, AUC School of Business has been on a quest for excellence. We have redefined ‘excellence’ with respect to all of our activities. Communal impact of our teaching, research, and service is becoming more pronounced. Myopic notions such as short-term profit maximization, corporate power, and price wars are being replaced by more inclusive ones such as value creation, citizenship, and sustainability. The school’s mission reflects a culture in which constituents strive to be responsible agents of change who have a positive impact on their communities. As a leading regional B-School with a global presence, we no longer see ourselves as merely an academic institution providing high quality education and research. Similar to any other modern organization, we are now an active citizen who continuously devises means for the betterment of the lives of others.

In the midst of the 2011 dramatic changes in the Egyptian political, economic, and social landscapes, we formally became a PRME signatory. Our commitment to PRME was reflected through the hosting of the 1st PRME MENA regional meeting in October 2011, and proposing to be the inaugural host of the secretariat of the PRME MENA Regional Chapter (PRMENA). Since then we have used PRME as a guiding framework for our continuing activities and our new initiatives. We have been an active participant in various PRME venues and events including the PRME summit during the RIO+20 conference. We continue to maintain an open dialogue with the PRME community and support all forms of collaboration. This report sheds light on our PRME activities that we believe support our new model of ‘Academic Excellence with Sustainable Impact’
OUR COMMITMENT TO PRME

As an institution of higher education involved in the development of current and future managers, AUC-School of Business is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions, and associations to adopt and support these Principles.

Sherif Kamel
Dean, AUC – School of Business
THE 6 PRINCIPLES OF PRME

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.
The school’s mission states that “The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference”. This mission is the cornerstone of a school culture that fosters the different dimensions of responsible management (RM) through its various activities. In addition to embedding RM in courses, research, and activities, all AUC constituents, including students are required to comply with the university wide Academic Integrity Policy and the Code of Academic Ethics.
Principle 2: Values

Principle 3: Method

Principles (2) and (3) are implemented through course development, faculty development, and student development.

COURSE DEVELOPMENT

RM concepts are incorporated in a wide variety of different courses offered by the school. These courses cover a diverse spectrum of disciplines. The following are examples of such courses:

MGMT 300 – Business Environment and Ethics: This course offers perspectives on the business environment and the ethical issues facing businesses. It also discusses organizational responses to environmental and ethical issues and social responsibility of business firms.

MGMT 570 - Selected Topics in Management: Sustainability: Perspectives and Practices: This course expands the area of Corporate Social Responsibility (CSR) to the more comprehensive and strategic concept of sustainability. As an emerging megatrend, sustainability has compelling conceptual and structural implications for thriving business entities across a broad range of sectors. The course aims at providing MBA students with a multifaceted framework which could support an economically, environmentally, and socially sustainable business in today’s local and global complex settings. During spring 2013 a portion of the course was offered in conjunction with the course titled “Egypt: Social Entrepreneurship & Corporate Responsibility” offered by The George Washington University - School of Business (GWSB). The course featured on-line lectures from GWSB faculty, participation in an MBA study tour in Washington, DC, and co-authorship with GWSB students of cases on local Egyptian businesses focusing on sustainability and social entrepreneurship.

MGMT 307 - Management Fundamentals: A segment of this course is dedicated to ethics and Corporate Social Responsibility (CSR) and includes discussions of different ethical dilemmas faced by businesses.

MKTG 412 - International Marketing / MKTG 524 - Global Marketing: Students enrolled in this course are encouraged to include a CSR dimension in their marketing plans.
**ACCT 401 – Contemporary Issues in Auditing:** Part of this course is dedicated to the discussion of the Code of Professional Conduct of auditors. The course also addresses the areas of corporate governance and the economic and legal ramifications of fraud.

**EMBA (Module 20): Corporate Governance and Social Responsibility:** This module will be offered to the currently enrolled first intake of Executive MBA students in spring 2014. The course highlights the importance of corporate governance and introduces the participants to means of assessing governance effectiveness in companies. The course also focuses on the factors that weaken monitoring mechanisms and the adverse phenomena that could be cultivated under a weak governance regime. Finally, the course introduces the notions of CSR and the internal and external factors drivers which constitute the ‘business case’ for CSR.

**Internal Executive Education Institute – Advanced Management Program (Managing Uncertainty) - Corporate Governance Module:** This module provides an overview of corporate governance and includes a role playing exercise which simulates constructing a board of directors. It also provides much needed insight into how providers of capital (shareholders and banks) integrate governance effectiveness in their investing/lending decisions.

**Sustainable Development - A Joint Degree**

AUC recently launched both a Graduate Diploma and Master of Science in Sustainable Development. The program is offered by faculty members from four schools at AUC: School of Sciences and Engineering, School of Business, School of Global Affairs and Public Policy, and School of Humanities and Social Sciences. The Center for Sustainable Development is the body coordinating the program, in collaboration with the four schools.
STUDENT DEVELOPMENT

Generally learning does not occur inside the classroom only but also outside the classroom through various extracurricular activities. Student activities are also used as means of enhancing the sense of citizenship and emphasizing the economic and social importance of RM. The following are three examples of student clubs, lead by school of business faculty advisors, which contribute to student development.

The Corporate Governance Club (CGC)

The CGC is the first Egyptian student-based academic club that is dedicated to the dissemination of corporate governance principles and best practices among students. It aims at encouraging interdisciplinary dialogues among students of business, finance, economics, law, and accounting who share a common interest in working in a fair and transparent corporate environment. Through its various activities the club engages students from both AUC and other private and public universities as part of its outreach efforts. Since its inception the CGC has tackled issues such best governance practices, combating corporate corruption, deterring money laundering, functioning of board of directors through workshops and student competitions.

FACULTY DEVELOPMENT

In addition to the development of courses that introduce RM concepts, the school also continuously develops faculty skills in terms of introducing them to both the technical aspects and teaching pedagogies which are relevant to RM. For example, the school maintains an agreement with the University of Exeter One Planet MBA Program through which faculty from various disciplines attend select modules of the program. These modules cover a variety of topics such as Sustainable Supply Chain Operations Management, Sustainable and Ethical Finance, Governance and Ethics in Business, Economics for a Sustainable World, Innovations in Sustainable Finance, One Planet Cases, and Integrated Accounting.

“Combating Money Laundering - An Introduction” (Spring 2011)

“Fraud : The Dark Side of Business” (Fall 2011)
CGC workshop “Combating Money Laundering – An Introduction” (Spring 2011)

A 6-hour workshop delivered to more than 100 undergraduate and graduate students from AUC, Ain Shams University, and Cairo University. The workshop focused on how proceeds of crime are laundered and what could be done to mitigate such practices. Participants were able to interact with leading experts from the Money Laundering Combating Unit (MLCU), the financial intelligence unit (FIU) of the Central Bank of Egypt.
CGC cordially invites you to participate in its 2nd annual Corporate Governance Competition

**Fraud: The Dark Side of Business**

1st prize: 4,000 EGP  
2nd prize: 2,000 EGP  
3rd prize: 1,000 EGP

- Opening Ceremony: 13th of October 6 pm at Mary Cross hall  
- Sessions will take place during the 14th and 15th of October  

Places are limited so hurry up and reserve a spot

cgc.auc@gmail.com

CGC 2nd Corporate Governance Competition “Fraud: The Dark Side of Business” (Fall 2011)

The CGC hosted 120 students from AUC, Ain Shams University, Cairo University, and Misr International University (MIU). Opening session speakers included Ahmed Kamaly (associate professor and chair of the Department of Economics - AUC), Hossam El Besher (partner, Grant Thornton - Mohamed Hilal), Mohanad Khaled (managing partner, BDO Khaled & Co.), and Nabil Diab (partner and regional internal audit leader, PricewaterhouseCoopers). Discussions with students covered topics ranging from business ethics, fraud schemes, the effects of fraud on transaction costs, the role of the auditor to deter fraud, and tax evasion. Over the course of the two day competition, participants attended workshops delivered by legal scholars and auditors that covered the legal and technical framework of corporate fraud. The event concluded with a qualifying exam followed by a speed-based competition in which top participants were awarded monetary prizes. All participants received certificates of attendance.
Volunteers in Action (VIA)
One of the oldest and largest clubs at AUC, Volunteers in Action's (VIA) major scope of work is to organize educational and recreational events for orphans through programs such as holding literacy classes, offering support to residents of the underprivileged district of Meet Okba district, initiating micro-projects, distributing new clothes and food packages to orphanages and needy families, as well as organizing group weddings for orphans.

“Group Wedding organized by VIA on Campus
ENACTUS

Formerly known as Students in Free Enterprise (SIFE), Enactus-AUC won the 2004 and 2005 national competitions and represented Egypt in the international competition held in Barcelona, Spain and Toronto, Canada respectively. Since 2012 the Enactus-AUC team has been restructured and continues to work on projects that have a sustainable impact on local communities. Currently the main focus these projects is empowering underprivileged women entrepreneurs in rural areas.
Stage 2

4. The hasira (the full frame of arjoon strings) is extracted from the wooden frame. Then it is framed with white thread to hold the ends together.

A sewing machine is then used to weave strips of white cloth to neatly cover up the ends.

Stage 3

Coasters, wallets, and table mats are decorated with crochet on the border.

Different colors and designs are used for different sets of the products.
Faculty’s research addresses different dimensions of RM such as corporate governance, monitoring, business ethics, social entrepreneurship and other topics. This research tackles RM from different functional angles (i.e. accounting, finance, marketing, economics etc.) and is disseminated through various channels such as academic journals, newspapers, cases, and conference presentations. The following is a sample of such work:


RE-‘SEARCHING’ FOR SOLUTIONS

Another stream of RM research directly focuses on issues prevalent in Egyptian society and attempts to dilute challenges by providing practical solutions. A co-authored paper by Mohamed El-Komi is an example of this stream.

Abstract: Microfinance institutions (MFIs) have continued to grow over the past few decades, both in numbers of clients and portfolio sizes. The growth of these MFIs has enabled greater access to credit in many of the world’s less developed nations. However, recent studies have shown that very many of the poor – especially Muslims – remain un-banked, and many who have access to banks remain credit constrained. Confounding this problem in many Muslim countries is the poor’s propensity to reject microfinance, when available, on religious grounds. In this paper we propose an alternative micro-finance model built on the familiar rotating savings and credit association (RoSCA) model that is religiously accepted from the Islamic perspective, and test its performance against a stylized sequential Grameen-style microcredit provision in a “laboratory experiment in the field” conducted in poor Egyptian villages. Our model of bank-insured RoSCAs is shown to solve coordination-failure problems that may otherwise prevent the spontaneous development of informal RoSCAs in practice. Empirically, our bank-insured RoSCA model generated significantly higher take-up and repayment rates than the Grameen model, suggesting that this model can be a useful alternative for Muslim countries where many of the poor have rejected conventional modes of microfinance.


El-Komi (center) conducted field experiments with villagers from Fayyoum and El Beheira on his vision for the gam’iya scheme
The school also conducts corporate studies focusing on certain aspects of business. A recent study examined the full impact of the Coca-Cola system on the Egyptian economy and society. This study is an example of multi-disciplinary RM research including faculty from the Accounting and Economics Departments.


The study adopts a macroeconomic framework in order to analyze the economic impact of the soft drink industry in Egypt. The study investigates the economic impact the Coca-Cola system continues to have on Egypt by highlighting the upstream and downstream linkages of the system, its effect on employment, tax contribution and value added. In addition to the system’s economic impact on Egypt, the study also examines ways by which Coca-Cola affects the Egyptian community. The system is governed by strong codes of conduct which dictates compliance with all Egyptian laws and regulations. The system operates on the premise that being both a successful business and a responsible one is desirable and attainable. A key driver behind Coca-Cola’s success in penetrating markets around the world is its approach to enter as a ‘responsible community member’ rather than merely a ‘successful beverage producer’. This worldwide approach is very pronounced in the Egyptian market through adopting responsible activities towards four different major groups of stakeholders/areas; the consumer, the community, the environment, and the supplier. Specifically, the study attempts to capture how the system responsibly markets its products to current and potential consumers. In addition, the different forms of corporate social responsibility (CSR) which the system applies are presented together with its qualitative and quantitative impact on Egyptian citizens. The study also highlights the system’s environmental stewardship in Egypt. Finally, two cases of local suppliers are presented as an application of the system’s approach to develop and assist local suppliers, transforming them from merely sources of inputs to business partners.
The School of Business applies Principle 5- Partnership and Principle 6 – Dialogue through its role as an active citizen of its local, regional and global communities. This impact takes many forms such as skills development, civic engagement, and dissemination of knowledge.

**AUC – SCHOOL OF BUSINESS AND PRME**

Since becoming a PRME signatory in 2011 the school rapidly became a very active member of the PRME community both regionally and globally through the following activities:


Over 100 participants and over 40 speakers and moderators attended the forum. Countries represented in the forum included Egypt, Germany, Holland, Jordan, Lebanon, Nigeria, Qatar, Spain, Turkey, and the USA. Dialogue was enriched through sharing ideas among five major groups; students, academicians, consultants, entrepreneurs/executives, and international bodies representatives. The school also proposed to be the inaugural secretariat host of the PRME MENA Chapter ‘PRMENA’.

_A group of participants at the 1st PRME Regional Forum – October 2011 – AUC, Cairo, Egypt_
A key feature of the forum was the diverse backgrounds of the speakers and moderators. This diversity underscores the inclusiveness of PRME as a platform for sharing ideas, solving problems, and collectively striving towards the betterment of communities. The forum consisted of eight sessions:

**Plenary Session - Reflections on Responsible Management**

The session included talking points addressing issues such as the notion of responsible management from both an academic and corporate perspective, as well as the importance of entrepreneurship, sustainability, and transparency in today’s rapidly changing MENA region. Speakers also emphasized the objectives of the forum and its importance.

**Responsible Management Education – A Dean’s Perceptive**

A panel of deans of schools of business provided a bird’s eye view of responsible management education applicable strategies and policies. Leaders of business schools shared experiences, challenges, and opportunities for instilling responsible management education in cultures of business schools.

**Students and Responsible Management Education: Perceptions, Expectations, Activities**

Participants of this session discussed the notion of responsible management education from a student’s perspective including expected enhancements. In addition, students showcased how responsible management education and best business practices are promoted via student-based activities.

**Responsible Management: Creating a dialogue between Academia and Corporate**

The session examined the extent to which there is a convergence between academia and corporate in terms of responsible management education, research, and practice.

Lisa Anderson - President, AUC, Sherif Kamel – Dean, AUC School of Business, Jonas Haertle - Head of PRME Secretariat, UN Global Compact Office at the 1st PRME MENA Regional Forum
Integrating Responsible Management and Sustainability in Executive and Graduate Education

This session showcased how responsible management and sustainability may be introduced in various executive and graduate programs.

Responsible Entrepreneurship: Elements and Impact

The session highlighted the notion of responsible entrepreneurship and how entrepreneurs have the potential to be promoters of sustainability.

Responsible Business and Corruption – Drivers and Impediments of Sustainability

This session focused on how responsible business practices yield business environments that are conducive to sustainability. It also addressed the adverse effects of corruption as an impediment to sustainability.

Closing Session - Responsible Management: A New Business Culture for a New Era

The session included closing remarks on PRME and the first MENA regional forum as well as the importance of sustainability at large.
The forum was showcased in the "Inspirational Guide for the Implementation of PRME: Placing sustainability at the heart of management education" in an article titled “Seizing Opportunities in Challenging Times: The Story of the 1st PRME MENA Regional Forum”. The guide was compiled for the occasion of the Rio+20 Earth Summit, taking place in Rio de Janeiro, Brazil in June 2012. The publication features 63 case stories from 47 institutions (including AUC-BUS) representing 25 countries across Asia, Oceania, Latin America, USA and Canada, Europe, the Middle East and Africa.


Sherif Kamel- Dean, AUC – School of Business speaks at 2nd PRME Regional Forum - November 2012 - The Holy Spirit University of Kaslik, Jounieh, Lebanon.

Ahmed Abdel-Meguid, The school’s faculty liaison with the PRME secretariat served as a discussion leader at The 3rd Global Forum for Responsible Management Education. Rio de Janeiro, Brazil, 14 & 15 June 2012
COLLABORATION AND OUTREACH

Beyond contributing to the PRME community, the school collaborates with various parties with the general objective of creating a better business environment which in turn leads to the enhancement of the lives of community members. This is achieved through its programs, centers, and other entities.

Master of Business Administration Program (MBA)

The MBA program holds debates that provide a platform for industry experts and students to engage into a dialogue addressing current management issues that reflect global and local market trends. Two of the debates tackled different dimensions of responsible management and sustainability.
MBA Debate
“Sustainability: Does It Impact the Bottom Line?”

Moderator
Alaa Hashim
Independent Corporate Adviser

Panelists
Dalia A. Kader
Director of Marketing and Communications,
General Manager, Arab African International Bank

George Bodo
Chief Executive Officer, ASEC Cement

Omar El Derini
Chair and Chief Executive Officer, Faom Consult Limited

Wednesday, April 10, 2013
6 - 8 pm
Mary Cross Lecture Hall, Conference and Visitor Center
AUC New Cairo
In Spring 2012 AUC School of Business partnered with The George Washington University School of Business and the Egyptian Corporate Responsibility Center, through the GWU course “Egypt: Corporate Responsibility and Social Entrepreneurship”. The course-included lectures co-taught online by faculty from GWU and AUC, a visit to AUC which featured several speakers, visits to several business entities / NGOs, and writing business cases. Students from both schools formed groups and produced cases on enterprises that focused on social entrepreneurship and sustainability. Case study partners included Outreach Egypt, Wild Guanabana, The Bakery Shop, CID Consulting, Grassroots Youth Development Program and the Arab African International Bank.

**El-Khazindar Business Research and Case Center (KCC)**

Established in 2008, the El-Khazindar Business Research and Case Center (KCC) conducts case studies and other educational services that provide students with participant-centered learning tools. Its services are dedicated to developing top caliber students, connecting businesses and students in the region, and ultimately contributing to the betterment of society through academic research and practical applications. In terms of areas of sustainability and responsible management, KCC has a variety of collaborative channels with local, regional, and international parties resulting in a variety of activities. Some of these activities include production of cases on corporate sustainability in partnership with the Egyptian Corporate Responsibility Center (ECRC) and the UNDP. In March 2012 KCC in partnership with the Business and Society Research Cluster (BSRC) at the German University in Cairo, and Misr El-Kheir Foundation, Egypt (MEK) hosted the region’s first case studies conference entitled “Toward a Sustainable Society in the MENA Region: Roadmap and Priorities”
Entrepreneurship and Innovation Program (EIP), Flat6Labs and the AUC – Venture Lab

The School of Business is keen to develop the entrepreneurship ecosystem. The school’s Entrepreneurship and Innovation Program (EIP) supported Flat6Labs - an entrepreneurship lab - through a partnership with Sawari Ventures via providing entrepreneurs with sessions in investment, marketing, finance, product design, legal procedures and networking. The vast majority of the instructors of these sessions are AUC-School of Business faculty and all the sessions are delivered on a pro bono basis. The school will also continue supporting entrepreneurs through its start-up incubator, AUC Venture Lab.

The Goldman Sachs 10,000 Women Entrepreneurship & Leadership Program (WEL)

Established in 2008, Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program is part of the Goldman Sachs 10,000 Women initiative. 10,000 Women is a five-year investment by Goldman Sachs Foundation to provide 10,000 underserved women around the world with a business and management education. The 10,000 Women program at AUC in partnership with the Wharton School of the University of Pennsylvania is committed to enhancing the growth and development of women entrepreneurs in the Arab Region through a fully funded blend of classroom learning, mentoring and networking activities.
SUSTAINABILITY @ AUC

AUC at large is a strong proponent of sustainability, which is clearly reflected in both the academic and administrative operation of the university. In 2011 the position of AUC Sustainability Coordinator was officially established and was later modified to Director of Sustainability. Marc Rauch, who currently holds the position, is responsible for: overseeing AUC’s commitment to incorporate sustainability criteria in all strategic planning efforts, promoting the efficient use of resources and contributing to responsible stewardship of the environment, working with faculty and students who are interested in sustainable development in order to improve institutional performance, building leadership capacity and ensuring broad community engagement. The following are examples of the sustainability–enhancing activities at AUC:

MEASURING AUC'S CARBON FOOTPRINT

In 2012 AUC became the first institution in the MENA region to conduct a comprehensive study on its impact on climate change. Its first Carbon Footprint report identifies the major sources of emissions and accordingly courses of action may be taken to reduce such emissions. The full report may be downloaded at http://www.aucegypt.edu/about/sustainability/Documents/FootprintFY11Final.pdf
COLOR-CODED BINS FOR TRASH SORTING

In 2013 AUC introduced color-coded receptacles to group trash into metal, bottles and glass, plastic, food, paper, and more. Future plans include recycling organic waste into fertilizer to be used for campus landscaping, in addition to establishing an on-campus compacting facility to sell compressed material to commercial recyclers.

DISSEMINATING SUSTAINABILITY LITERACY ON CAMPUS

There is ongoing collaboration between School of Business faculty and other parties on campus. For example, Tarek Selim, Professor of Economics and energy expert served as a panelist on one of the campus wide “Sustainability Discussion Series”. The session was titled “Energy Tomorrow: A Sustainable Future?” The session highlighted Egypt’s chronic fuel shortages, electricity outages, and water problems. Furthermore, March Rauch Director of Sustainability was a guest speaker in one of the classes of the MBA MGMT 570 - Selected Topics in Management: Sustainability: Perspectives and Practices.

SHOWCASING AUC’S SUSTAINABILITY EFFORTS

The sustainability efforts of AUC, which is an academic member of the UN Global Compact, were showcased at the Rio+20 Corporate Sustainability Forum: “Innovation & Collaboration for the Future We want” (June 2012) through the presentation “Sustainability at AUC: Beyond Academia & towards Citizenship” (Rio de Janeiro – Brazil, 2012).

Ahmed Abdel-Meguid (left) representing AUC with members of the Egyptian UNGC Network delegation at the RIO+20 Corporate Sustainability Forum
OUR PRME ROAD MAP

AUC School of Business continues to be committed to PRME. We perpetually develop plans and support new initiatives. The following are examples:

- Supporting PRME in the MENA region through actively inviting schools to become PRME signatories.
- Enhancing the structure and performance of the PRME MENA Regional Chapter (PRMENA)
- Actively participating in relevant regional and global meetings such as the UN Global Compact Leaders Summit (New York – USA, September 2013) and the PRME Global Summit (Bled – Slovenia, September 2013), and the 3rd PRME Regional Forum (Dubai-UAE, November 2013)
- Supporting the PRME Champions Initiative
- Promoting RM research through various professorships and other forms of agreements with organizations supporting sustainability.
- Recalibrating current courses and introducing new ones in which RM topics are more pronounced.

AUC – SCHOOL OF BUSINESS PRME CONTACTS

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