

2025 Sharing Information on Progress **(SIP) Report**

Al Akhawayn University School of
Business Administration

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Al Akhawayn University School of Business Administration, including key details and basic institutional data.

Mission

SBA's mission is to: "Shape future, ethical and successful managers and leaders with a local and global perspective through a practical and learner-focused business education". SBA's vision is to become the: "Leading internationally accredited business school in Morocco and North Africa".

Vision

AUI's vision for 2025 places the university as a beacon in the Middle East and Africa as a Liberal Arts teaching model adapted to the 21st century with the motto "Better Value on Investment".

Strategy

STRATEGY

AUI will be a beacon in the Middle East and Africa as a "Liberal Arts" teaching model adapted to the 21st century with practical and sustainable value - Better Value on Investment

The 2020-2025 strategic plan has six main pillars and two transversal pillars. The main pillars are as follows:

- 1. AUI as the microcosm of ideal Morocco;
- 2. AUI as a beacon for a «Liberal Arts» teaching model, meeting the challenges and seizing the opportunities of the 21st century;
- 3. AUI geared towards student experience and success;
- 4. AUI as a preferred partner for the corporate world and the main provider for the public sector;
- 5. AUI's brand image was elevated and liberated for increased enrollment;
- 6. AUI's aim is for financial and environmental exemplarity and institutional sustainability.

Strategy Alignment

Alignment of strategic priorities

AUI's strategic priorities align with advancing sustainable development by promoting green practices and sustainability-focused research, with the common good through community engagement and civic responsibility, and with quality education through a global, liberal arts approach rooted in excellence and relevance.

Institutional History

History of AUI Morocco

We provide each student learning experiences that foster growth in both academic and personal development

Founded in 1993 by [Royal Dahir](#) (decree), Al Akhawayn University in Ifrane opened its doors to students in January 1995. Based on the principles of diversity and an international outlook, the university's mission is driven by values of human solidarity and tolerance. Al Akhawayn has modeled its administrative, pedagogical, and academic organization on the American university system, and English is the language of instruction. Still, in its infancy, the university has already developed a national and international reputation for its unique identity and potential.

Al Akhawayn University in Ifrane is an independent, public, not-for-profit, coeducational, Moroccan university committed to educating future citizen-leaders of Morocco and the world through a globally oriented, English -language, liberal arts curriculum based on the American system. The University enhances Morocco and engages the world through leading-edge educational and research programs, including continuing and executive education upholds the highest academic and ethical standards and promotes equity and social responsibility.



Graduates & Enrollment

2024 Statistics	Number
Graduates	358
Faculty & Staff at the University	300
Faculty & Staff at the Institution	67
Student Enrollment at the University	3960
Student Enrollment at the Institution	1778
Undergraduate Attendance	1653
Masters-Level Postgraduate Attendance	102



2024 Statistics	Number
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered


Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)  Bachelor of Engineering (B.Eng.)



Masters Programs

 Master of Business Administration (M.B.A.)  Master of Engineering (M.Eng.)

Undergraduate Degree Programmes

 Bachelor of Business Administration

Masters Degree Programmes

 Master of Business Administration  Master of Science in Digital Marketing and Analytics



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Definition of Purpose

Purpose at AUI IS preparing graduates to think critically, ethically, and globally, while being grounded in Moroccan and regional realities.

Institutional Engagement

26% - 50% of faculty at Al Akhawayn University School of Business Administration actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

Values at AUI means cultivating honesty, transparency, and integrity in students, faculty, and institutional governance. In addition, other values are encouraging students to think and act globally while staying grounded in Moroccan traditions of solidarity, hospitality, and community care.

Who Champions Responsible Management Education at Our Institution

- ❖ Senior leadership office
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Interdisciplinary efforts across business school

Student Voices

The following narrative demonstrates how Al Akhawayn University School of Business Administration has influenced students' academic journey and personal growth.

Morocco Youth Award

We are proud to celebrate Nisrine Sadik, who won the "Morocco Youth Award" for the most innovative tech project in Morocco, selected from over 700 participants.

Her invention, LUMINA—a fully solar-powered micro electric vehicle, 100% Moroccan-made and developed by a Moroccan woman—received first prize and initial funding. The project was officially presented to the Minister of Youth, Mr. Mehdi Bensaid, who expressed strong support. Al Akhawayn University is proud to support and empower changemakers like Nisrine."

Student Awareness

0% - 25% of students at Al Akhawayn University School of Business Administration are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Al Akhawayn University School of Business Administration actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Al Akhawayn University Joins Prestigious LearningWell Coalition

Al Akhawayn University (AUI) has officially become an **international member of the LearningWell Coalition**, a renowned alliance of leading U.S. institutions including **Georgetown University, MIT, Tufts University, the University of Southern California, and Arizona State University**.

This strategic membership places AUI among a select group of universities recognized for their commitment to **innovative education and student well-being**, further reinforcing its role as a pioneer in higher education across Africa and the MENA region.

A Recognition of “Paths to Purpose”

AUI’s invitation to join the LearningWell Coalition comes in recognition of its **“Paths to Purpose” initiative**—a transformative program designed to help students discover meaning, build resilience, and shape fulfilling career and life trajectories.

By integrating academic excellence with **career readiness, personal growth, and holistic well-being**, AUI ensures that its graduates are not only prepared for professional success but also equipped to thrive as purposeful global citizens.

Strengthening AUI’s Mission

Through this coalition, AUI will benefit from **knowledge-sharing, research collaboration, and best practices exchange** with globally renowned universities. This will further strengthen the university’s mission to deliver a **360° student experience** that nurtures intellectual development, emotional well-being, and lifelong flourishing.

A Global Milestone for Moroccan Higher Education

As the **first Moroccan university** to join this prestigious network, AUI once again positions itself at the forefront of higher education innovation. This milestone highlights Morocco’s growing role in shaping international academic standards and underscores AUI’s commitment to bridging local impact with global relevance.

With this new chapter, AUI reaffirms its dedication to creating an **educational environment where students learn, grow, and flourish—inside and outside the classroom**.

Celebrating Values

The following demonstrates ways in which our institution celebrates values in various specializations.

Official Member-Alliance of Guangzhou International Sister-City Universities (GISU)

AI Akhawayn University in Ifrane (AUI) has announced its membership in the prestigious Alliance of Guangzhou International Sister-City Universities (GISU). Following its September 2024 induction into Afretec, an exclusive network of African universities focused on digital transformation, AUI's inclusion in GISU marks a significant step in advancing international collaboration and innovation.

Led by Guangzhou University in China, GISU unites top universities worldwide to foster academic excellence in AI, promote digital entrepreneurship, and address urban sustainability challenges. As the first Moroccan institution invited to join GISU, AUI will engage in global initiatives under the theme of internationalization, connecting with partners in China, Oceania, and beyond to support socio-economic development.

GISU membership offers AUI access to a wide range of resources, including professional development programs, certificate courses, international symposiums, and collaborative projects aimed at sustainability and social responsibility. The Alliance also emphasizes building industry connections and spotlighting member cities through innovative projects.

"This membership reflects AUI's 30 years of commitment to impactful development and international partnerships," stated Dr. Amine Bensaid, President of AUI. "By joining GISU, our students and faculty gain unparalleled opportunities for collaboration and academic exchange, expanding our research and partnerships into new territories, particularly in AI and digital entrepreneurship."

Dr. Bensaid emphasized the strategic value of the partnership in addressing urban sustainability challenges and fostering industry collaboration with Chinese and Asian employers seeking Moroccan talent for future ventures in Morocco, particularly benefiting the Fez-Meknes region.

AUI's leadership team echoed these sentiments. Deborah Bartlett, Chief Employability & Entrepreneurship Officer, highlighted AUI's growing global reputation, while Dr. Brian Seilstad, Director of Internationalization & Partnerships, and Nicolas Klotz, Executive Director of Entrepreneurship, affirmed their focus on maximizing GISU's benefits for AUI's community and region.

Steve Farr, Executive Director of the GISU Alliance Secretariat, welcomed AUI as the newest member of the Alliance, which now includes 28 universities across six continents, representing 662,000 students and 71,000 faculty. Farr emphasized GISU's mission to enhance mutual understanding and collaboration between member institutions and their communities.

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Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

Teach means empowering students with global knowledge, ethical responsibility, and practical skills to lead positive change in Morocco and beyond.

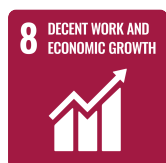
Courses that support RME

Al Akhawayn University School of Business Administration reports 1 course in 2024 that support responsible management education and sustainable development goals.

SUSTAINABLE DEVELOPMENT AND SOCIAL ENTERPRISE

| SDE 3301

This course introduces students to the principles of sustainable development and the roles of social enterprises in addressing global and local challenges. It explores how businesses can create social and environmental value alongside financial returns, with a focus on ethical decision-making, impact measurement, and sustainability frameworks. Students will examine real-world case studies and innovative business models that drive social change. The course equips future business leaders with tools to integrate sustainability with core strategy and operations.



Educator Recognition

At Al Akhawayn University School of Business Administration, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Professional development opportunities
- ❖ Publication or research support

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



Somewhat

Teaching and learning at our institution moderately support experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.

Barriers to Innovative Curriculum

In 2024, AI Akhawayn University School of Business Administration identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ History and institutional tradition
- ❖ Measurement and benchmarking issues

Barriers to Innovative Pedagogy

In 2024, AI Akhawayn University School of Business Administration identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Administrative hurdles
- ❖ Accreditation limitations



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

At AUI, Research means producing interdisciplinary, applied, and socially relevant scholarship that connects global insights with Morocco's development needs and sustainability challenges.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, Al Akhawayn University School of Business Administration was awarded funding for research that is:



Regional

Socializing Research

In 2024, Al Akhawayn University School of Business Administration contributed research findings to:

- ❖ Open-access platforms
- ❖ Research collaborations
- ❖ Social media and digital outreach
- ❖ Government and policy makers

Research Projects

In 2024, Al Akhawayn University School of Business Administration reported 2 research projects that implemented responsible or sustainable activities.

Strategic Insights and Corporate Excellence: A Capstone Analysis of 22 Casablanca Stock Market Companies

Period Covering: September, 2024 - December, 2024

Department: Business Administration

CAPSTONE PROJECTS



AI Driven Solutions For Accelerating Progress on Sustainable Development Goals (SDGs): Focusing Morocco's Greatest Challenges

Period Covering: December, 2023 - May, 2024

Department: Business Administration

CAPSTONE RESEARCH



Publications Related to RME and/or Sustainability

Towards circular economy

Authors: Luay Juma | Muhammad Ikram, Al Akhawayn University Morocco | Charbel Jose Chiappetta Jabbour

Date of publication: September, 2025

Department: Business Administration | Economics

Nowadays, the Internet of Things (IoT) has evolved beyond mere buzzword status, emerging as a pivotal force that can confer a competitive advantage in the market. By facilitating seamless communication between objects and the internet, IoT catalyzes unprecedented connectivity between machines and objects. An inherent advantage lies in its capacity to facilitate real-time information sharing, enabling efficient management of vital aspects within the realm of supply chain management,

including inventory, products, and orders. Therefore, this study investigates the impact of IoT on supply chain performance, with a specific focus on the mediating role of interconnected systems in the dynamics of supply and demand, and the performance of supply chain firms within a sustainable circular economy context. A survey involving 268 manufacturers forms the basis of quantitative data analysis. Partial Least Square Structural Equation Modelling (PLS-SEM) was employed to test the relationships between latent and construct factors. The results highlight the significant influence of IoT capabilities on both supply chain performance and the integration of internet-enabled supply and demand processes. Concurrently, the study reveals a reciprocal positive effect, as supply and demand integration within internet-enabled supply chains contributes to enhanced supply chain performance. Moreover, the integration of internet-enabled supply and demand processes emerges as a crucial mediator, amplifying the relationship between IoT capabilities and supply chain performance. This study provides valuable insights for managers, researchers, and policymakers, fostering a deeper understanding of the vital role that IoT plays in cultivating and enhancing superior supply chain management practices and overall performance. The study highlights the significant benefits of IoT in enhancing supply chain performance through improved real-time tracking, inventory management, and resource optimization. It also emphasizes the crucial role of integrating internet-enabled supply and demand processes as a mediator, boosting overall supply chain efficiency and responsiveness.



Developing resilience strategies amid supply chain risks in the automotive industry: A stakeholder theory perspective

Authors: Luay Juma | Salam Qamardin | Muhammad Ikram, AUI

Date of publication: September, 2025

Department: Business Administration | Economics

Managing automotive supply chain risks contributes to achieving sustainability goals, including ensuring business continuity, maintaining production and delivery schedules, and reducing environmental impact. Therefore, this study aims to investigate the risks confronting the supply chain in the automotive industry through the moderating effect of reactive and proactive resilience strategies. The stakeholder theory perspective was used in this study to examine supply chain risk in the automotive industry. A quantitative method was employed, resulting in 157 valid responses. The results reveal that demand risk had the most significant effect on auto dealer performance, followed by logistics/transportation, production, and supply risk. Notably, proactive resilience strategies were found to significantly impact the relationship between risk and performance. The findings underscore the importance of proactive measures in mitigating the performance impacts of supply chain risk.

This study contributes a theoretical framework by identifying four major supply chain risks and seven proactive and 12 reactive strategies. In addition, the study was conducted through the lens of stakeholder theory, emphasizing the importance of suppliers, manufacturers, and dealers cooperating to establish a reliable supply chain.



Research Barriers

In 2024, AI Akhawayn University School of Business Administration identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Institutional policies and bureaucracy
- ❖ Time constraints
- ❖ Skills and expertise gaps



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

At AUI, Partner means building collaborations with industry, government, NGOs, and global academia to link education and research with Morocco's development and global sustainability goals.

Institutional Partnerships

- ❖ Times Higher Education (THE)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)

Student Organization Partnerships

- ❖ PRME Global Students
- ❖ Muslim Student Association

Partnerships

The following provides more details on 1 key partnership at Al Akhawayn University School of Business Administration.

CIH BANK

Al Akhawayn University in Ifrane (AUI), in partnership with **CIH BANK**, celebrated the next generation of fintech innovators as students presented cutting-edge digital payment solutions at the second annual "**Bankathon**", held from November 1st to November 3rd.

Organized by AUI's Office of Employability and Entrepreneurship and CIH Bank's Innovation Hub, this competition selected **50 students** to develop AI-driven solutions for a cashless society to support Morocco as it hosts the 2030 World Cup. With the support of CIH Bank mentors, who offered industry insights and guidance, students also tackled problems in business optimization, human performance, coding, data science, and marketing.

Younes Zoubir, Deputy General Manager of CIH BANK, highlighted CIH's dedication to supporting young innovators: *"This is the second time CIH Bank has partnered with AUI for the Bankathon, which aligns closely with our CSR strategy. We had 25 dedicated collaborators from our headquarters volunteer their time to mentor these talented students, and we were truly impressed by the quality of their ideas and final presentations."*

Deborah Bartlett, AUI's Chief Employability and Entrepreneurship Officer, highlighted the distinct strengths AUI students bring to pioneering innovative Fintech projects: "AUI students are leading the way in creating ethical AI solutions for Morocco, combining skills from engineering, business, social sciences, and entrepreneurship that our unique curriculum fosters. This well-rounded approach is valuable for tackling the diverse challenges Morocco faces in AI and Fintech."

Winning Projects to Drive Morocco's Cashless Future

This year's top prize went to **Cash Pay Plus**, a QR-based cashless payment app with cashback rewards and a mapped network of partner businesses, designed by Omniya Zarhbouch and Mohammed Khalil Ben Maarouf from School of Business Administration, and Mohamed Yahya Bouaalam from School of Engineering. The project also aims to support small businesses and underserved populations in Morocco, aligning with the nation's shift towards digital inclusion.

Reflecting on their experience, Senior Marketing student Ben Maarouf shared, *"The competition was tough, but we learned a lot from our mentors and pushed ourselves to the limit. We didn't get much sleep, but we're thrilled that our efforts earned us first place. We hope to turn our project idea into reality."*

The second-place project, **C-pocket**, is a reloadable prepaid card created by Asmae Nadifi and Majda El Barkani from School of Engineering, and Salma Askour from School of Business Administration, aimed at enhancing financial inclusion in Morocco. Finally, **DimaPay**, an app idea by Kenza Benslim from School of Social Sciences, and Jihane Erraji and Fatima Zahrae Azergui from School of Engineering, took third place with its innovative integration of QR transactions, transport payments, and rewards to encourage cashless adoption.

Beyond the Top Three

Given the high caliber of ideas presented, CIH Bank awarded **four additional special prizes**, providing select teams with internship opportunities and immersion weeks at their headquarters.

Youssef Touil, Director of Digital Payments and Alternative Channels at CIH Bank and a member of the Bankathon jury, shared his thoughts on the participants: *"Over three enriching days, we witnessed AUI's talented students demonstrate their awareness of Morocco's economic and technological challenges. The projects showcased highly innovative ideas, making it difficult to select the winners. In our view, every participant was a winner."*

As AUI and CIH BANK continue their partnership, the Bankathon exemplifies their shared commitment to nurturing future innovators who will play a vital role in Morocco's journey toward a digitally empowered and cashless society.



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice



At AUI, Practice means embedding hands-on learning, applied research, entrepreneurship, and community engagement into education, preparing students to apply knowledge responsibly in Morocco and beyond.

Institutional Policies and Practices

- ❖ Greenhouse gas emissions
- ❖ Water
- ❖ Buildings/real estate
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

Screenshot 2025-09-16 at 23.51.02

View document  Download document 

Practice Voices

The following statement from stakeholders at Al Akhawayn University School of Business Administration demonstrates our commitment to sustainable and responsible practices.

HULT PRIZE 2024

AUIers, representing Morocco, secured a decisive victory in the Hult Prize pre-competition. The team's innovative idea captivated the judges, earning them valuable feedback and propelling them forward to the next phase of the competition.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

How We Define Share

At AUI, "Share" means openly disseminating knowledge, practices, and innovations with Moroccan society, regional partners, and the global academic community to advance sustainability and responsibility.

Engagement Opportunities

Al Akhawayn University School of Business Administration offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Partnerships with local organizations
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Annual reports

Communication Audiences

Al Akhawayn University School of Business Administration communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

Al Akhawayn University School of Business Administration faces the following barriers in transparent communications:



Audience reach



Bureaucratic delays



Media visibility

SIGNATORY

Al Akhawayn University School of Business Administration



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