

**PRiME**

*an initiative of the  
United Nations Global Compact*

# 2024 Sharing Information on Progress **(SIP) Report**

ESLSCA University

December 2024

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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.





# Purpose

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

## Letter of Commitment

ESLSCA University demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



Since its foundation, ESLSCA University has been dedicated to serving society by empowering public sector professionals to work more efficiently and achieve greater outcomes. From the very beginning, our vision was ambitious: to provide government employees with training programs of a quality equal to those offered in the private sector.

The ESLSCA Business School has always been at the heart of this mission, shaping the direction and identity of the university. Even after the university was formally established in 2019, the business school continues to be the driving force behind our progress and impact.

Over the years, we have expanded our academic offerings to meet the growing needs of the business world. However, our core commitment to societal impact has remained constant. We are deeply focused on preparing leaders who are not only well-equipped with professional skills but are also connected to their communities and driven to create positive change in the lives of others.

Our programs are designed to align with the United Nations Sustainable Development Goals (SDGs), ensuring that students develop the ability to address real-world challenges. Through our curriculum, we teach students to tackle critical issues such as sustainability, inclusion, and ethical leadership. This approach helps our graduates craft solutions that not only address global problems but are also tailored to the specific needs of local markets, particularly in Egypt.

At ESLSCA, we embody the principles we teach through meaningful and impactful actions. For instance, we have collaborated with the Al-Basseera Foundation to design specialized diplomas for visually impaired students, providing them with access to education and opportunities for professional growth. We have supported women entrepreneurs and professionals by sponsoring events aimed at empowering women in business across Egypt. Our students have demonstrated leadership and social responsibility by organizing food distribution programs for families in need, further solidifying the connection between academic learning and societal engagement. On our campus, sustainability has become a central pillar of our strategy, with initiatives such as reducing paper use, promoting recycling, and establishing the ESLSCA Sustainability Unit to address current challenges and create a culture of responsibility.

These efforts are deeply rooted in the values that have guided ESLSCA University since its inception. These values define who we are, shape what we do, and inspire what we aspire to achieve. As we look to the future, we remain committed to these guiding principles, ensuring they continue to direct our efforts in education, research, and community engagement. Together, we will build a brighter, more inclusive future for our students and the communities we serve.

Prof. Helmi Hammami  
Dean, ESLSCA Business School  
ESLSCA University – Egypt

A handwritten signature in black ink, appearing to read "Helmi", with a long, sweeping flourish extending to the right.





### **Message from the President**

ESLSCA University crossed a major threshold through becoming part of the Prime Responsible Management Education (PRME) ecosystem that includes more than 880 members worldwide. ESLSCA University School of Business became a PRME signatory member since 2023. Presenting ESLSCA University's Sharing Information on Progress (SIP) report reflects on the commitment and progress made over the past period. Since ESLSCA University School of Business became a PRME signatory member, its commitment to the United Nation Sustainable Development Goals (SDGs) 2030 and the United Nations Principles of Responsible Management Education (UNPRME) became its guiding light. Our mission is to provide quality higher education in innovative disciplines. Bridging the gap between academia and employers' needs is a major challenge which the university is attempting to address in a sustainable manner. As a member of the European Foundation for Management Development (EFMD) and the Association of African Business Schools (AABS), ESLSCA University is committed to the values of academic freedom, good governance, accountability, institutional autonomy, equality, inclusiveness and social responsibility.

ESLSCA University encourages sustainability guidelines on campus through delivering training. The university's facilities are accessible and provide support to those with disabilities to develop and synergize all aspects of diversity and inclusiveness. Also maintaining and expanding health and wellbeing services to all stakeholders.

**Regards,**

A handwritten signature in black ink, appearing to read 'N. Elaref', written over a horizontal line.

**Prof. Dr. Nadia Elaref**  
**President**  
**ESLSCA University**

## Institutional Mission, Vision, and Strategy

The following outlines ESLSCA University's institutional mission, vision, and strategic approach to responsible management education.

### **Mission, Vision, and Strategic Pillars**

ESLSCA University's Overview, Vision, and Mission. The key strategic pillars of the School of Business.

#### **Relevant Stakeholders**

PRME and ESLSCA community

#### **Purpose**

Sharing ESLSCA University's vision & mission, and the School of Business Strategic Pillars.

ESLSCA Vision Mission Str. Pillars

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# Values

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

## RME Leadership Accountability

At ESLSCA University, accountability for responsible management education is structured as follows:

Yes, but the role is formalized elsewhere within the PRME signatory's organization (e.g., center/institute leader, faculty/staff member), but not in senior leadership team

### **OFFICE OF SUSTAINABILITY AND UNIVERSITY SOCIAL RESPONSIBILITY**

ESLSCA University established the Office of Sustainability and University Social Responsibility aiming at creating an inclusive environment that attracts and retains the best students and staff from diverse backgrounds, giving them a strong sense of belonging so they may work creatively and innovatively.

ESLSCA University supports flexible ways of learning and working, ensuring excellence through inclusion, and is open to adaptive learning techniques in support of students with disabilities. Faculty members are encouraged to use a variety of methods for teaching content and offer alternative ways for students to participate in class activities.

Recipients of the special scholarship for Students with Disabilities (SWDs) will not only receive financial support but also benefit from a supportive and inclusive learning environment. ESLSCA University is dedicated to providing necessary accommodations and support services to ensure that SWDs have equal access to education, facilities, and opportunities.

## Organizational Structure for RME

The following organizational entities at ESLSCA University are responsible for RME:







# Teach

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

## RME Elements in Degree Programs

ESLSCA University integrates responsible management education into its degree programs through 5 different approaches:

Professor-Discretionary Course Topics

### **Examples of topics in courses-Brand Management-BBA Program**

Brand Management Course - BBA Program. In this course, the professor explores contemporary issues in product and branding development and sustainability.

**Department**

Management

**Learning Object Subject**

BMKT613-Brand Management

**Educational Level**

BBA Program

**Learning Outcome**

Students will be able to develop and implement effective brand strategies that enhance brand equity and drive consumer loyalty.

**Interactivity Type**

Mixed Interactivity

**Learning Object Description**

Explore contemporary issues in product and branding development and sustainability.

### **Examples of topics in courses-Innovation Disruptive Technology-BBA Program**

Innovation Disruptive Technology Course - BBA Program. In this course, students learn how to use mapping techniques to perform a system-level analysis of technology trends and their potential influence on design activities with a special emphasis on sustainability.

**Department**

Management

**Learning Object Subject**

BMIS404-Innovation Disruptive Technology

**Educational Level**

BBA Program

**Learning Outcome**

Analyze and apply disruptive innovation theories to identify opportunities for technological advancements that can transform industries and create competitive advantages.

**Interactivity Type**

Mixed Interactivity

**Learning Object Description**

Use mapping techniques to perform a system-level analysis of technology trends and their potential influence on design activities with a special emphasis on sustainability.

**Examples of topics in courses-Global Digital Economy-BBA Program**

Global Digital Economy Course - BBA Program. In this course, the students realize the digital economy's social impact and the digital divide.

**Department**

Management

**Learning Object Subject**

BMIS510-Global Digital Economy

**Educational Level**

BBA Program

**Learning Outcome**

Students will be able to evaluate the impact of digital technologies on global business practices and develop strategies to leverage these technologies for competitive advantage in a rapidly evolving marketplace.

**Interactivity Type**

Mixed Interactivity

**Learning Object Description**

The need for environmentally sustainable and inclusive digitalization strategies.

**Examples of topics in courses - Leading Digital Transformation - BBA Program**

Leading Digital Transformation Course - BBA Program. In this course, students explore the relationship between environmental sustainability and digital transformation.

**Department**

Management

**Learning Object Subject**

BMIS612-Leading Digital Transformation

**Educational Level**

BBA Program

**Learning Outcome**

Students will be able to design and implement strategic initiatives that leverage digital technologies to enhance organizational performance and drive innovation.

**Interactivity Type**

Mixed Interactivity

**Learning Object Description**

1.Understanding how organizations deal with digital transformation. 2. Engaging in the debate about challenges and dilemmas around digital transformation. 3.Having an initial introduction on the relevancy of data and the challenges it brings.

**Examples of topics in courses - General Luxury Culture - BBA Program**

General Luxury Culture Course - BBA Program. In this course, students will learn how to apply sustainability to luxury culture.

**Department**

Management

**Learning Object Subject**

BLBM501-General Luxury Culture

**Educational Level**

BBA Program

**Learning Outcome**

Understand and analyze the socio-economic factors that shape luxury markets.

**Interactivity Type**

Active interactivity.

**Learning Object Description**

1. Understand the psychology of luxury: its tensions, drivers, forms, and consequences 2. Comprehend the special nature of global luxury consumers 3. Apply sustainability to luxury culture

## Examples of topics in courses - Sports Governance - BBA Program

Sports Governance Course - BBA Program. In this course, the students will explore the concept of sustainability in sports and its relationship to governance.

### Department

Sports Management

### Learning Object Subject

BSPM511-Sports Governance

### Educational Level

BBA Program

### Learning Outcome

In this course the students will explore the significance of governance systems as vital management tools ensuring the sustainability of sports clubs and delivering returns on investment.

### Interactivity Type

Mixed Interactivity

### Learning Object Description

1. Understand the term "governance." 2. Introducing the relation between the duties & obligations in sports governing bodies and governance 3. Exploring sports governance rules and systems in sports clubs and organizations. 4. Understanding the governance system success or failure.

## Examples of topics in courses - Sports Diplomacy - BBA Program

Sports Diplomacy Course - BBA Program. In this course, the students understand the pillars of the legacy & sustainability strategy.

### Department

Sports Management

### Learning Object Subject

Sports Diplomacy

### Educational Level

BBA Program

### Learning Outcome

Students will be able to critically analyze the multifaceted role of sport diplomacy in contemporary international relations, including its definitions, significance, and the strategies employed by international sports organizations to foster peace and development among nations.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. Definition of sport diplomacy and explanation of its importance in the contemporary world.
2. Identifying and analyzing the different ways in which sport can be used to achieve diplomatic goals.
3. Examining the role of international sports organizations in sports diplomacy.
4. Assess the impact of sports diplomacy on peace, development, and understanding between nations.
5. Developing sports diplomacy strategies

## **Examples of topics in courses - Visual Merchandising - BBA Program**

Visual Merchandising Course - BBA Program. In this course, students will learn a diversity sustainable practices of visual merchandising.

### **Department**

Marketing

### **Learning Object Subject**

BLBM605-Visual Merchandising

### **Educational Level**

BBA Program

### **Learning Outcome**

Students will be able to communicate the brand's core values and to improve their brand image as it has the power to influence and encourage customers to be involved in various sustainability practices.

### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

1. Realize the role of VM in competition and customer education.
2. Gain an understanding of how to use floor layouts for excellent customer flow.
3. List the different types of display fixtures.
4. Research current merchandising trends and use them to inspire displays.
5. Apply sustainable VM in luxury stores.
6. Identify the challenges of VM in the modern world.

## Examples of topics in courses - Analytical Accounting - BBA Program

Analytical Accounting Course - BBA Program. In this course, the students will understand the social and governance sustainability and their disclosure index in accounting.

### Department

Accounting

### Learning Object Subject

Analytical Accounting

### Educational Level

BBA Program

### Learning Outcome

By the end of this course, the students will examine the conceptual framework of accounting and financial statement presentation along with the social disclosure reports.

### Interactivity Type

Mixed Interactivity

### Learning Object Description

1. Understand the fundamental concepts and techniques in preparing and interpreting corporate financial reports. 2. Apply the techniques and methods in the preparation and presentation of financial statements in accordance with prescribed accounting standards.

## Examples of topics in courses - Operations Management - BBA Program

Operations Management Course - BBA Program. The course will cover topics such as operations strategy, forecasting, planning, facilities and inventory management which affects sustainability in the production phase.

### Department

Management

### Learning Object Subject

BOPE201-Operations Management

### Educational Level

BBA Program

### Learning Outcome

Students will be able to critically analyze and apply various operations management practices, including forecasting techniques, capacity planning, facility layout options, and inventory management, to make informed decisions that enhance organizational efficiency.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. To enhance the student's analytical and decision-making abilities in some of the most common practices in operations management. 2. To comprehend the different forecasting techniques 3. To discover the capacity planning and facility layout options 4. To understand the importance of inventory management

## **Examples of topics in courses - Marketing Management - MBA Program**

Marketing Management Course - MBA Program. This course includes planning and executing marketing strategies that incorporate sustainable marketing practices.

### **Department**

School of Business

### **Learning Object Subject**

MKT521-Marketing Management

### **Educational Level**

MBA Program

### **Learning Outcome**

Upon completion of this course, students will be able to effectively design and implement comprehensive marketing strategies that align with modern marketing concepts, utilizing market research to identify target segments, develop brand positioning, establish product and pricing strategies, and integrate various marketing channels for a holistic approach to marketing management.

### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

1. Understanding the Marketing Concept 2. Developing Marketing Mix 3. Evaluating External Environment 4. Using SWOT Analysis 5. Market Segmentation 6. Marketing Planning Stages 7. Developing Marketing Strategies 8. Strategy Implementation 9. Managing Holistic Marketing

## **Examples of topics in courses - Consumer Behavior - MBA Program**

Consumer Behavior Course - MBA Program. This course explores factors influencing consumer behavior, including shifts towards sustainable and ethical products.

### **Department**



School of Business

**Learning Object Subject**

MKT641-Consumer Behavior

**Educational Level**

MBA Program

**Learning Outcome**

Upon completion of this course, students will be able to critically analyze and apply key concepts of consumer behavior, including the influence of perception, motivation, identity, and social factors on consumer decision-making processes, thereby enabling them to develop effective marketing strategies that enhance consumer satisfaction and promote social well-being.

**Interactivity Type**

Mixed Interactivity

**Learning Object Description**

1. Understanding Consumer Behavior 2. Application of Consumer Behavior Concepts 3. Research Methodologies in Consumer Behavior

**Examples of topics in courses - Integrated Marketing Communication - MBA Program**

Integrated Marketing Communication Course - MBA Program. This course can include strategies for promoting environmentally friendly and socially responsible products.

**Department**

School of Business

**Learning Object Subject**

MKT643-Integrated Marketing Communication

**Educational Level**

MBA Program

**Learning Outcome**

Upon completing this course, students will be able to design and implement an Integrated Marketing Communication (IMC) strategy that effectively aligns messaging across various channels, enhances consumer engagement, and evaluates the impact of promotional efforts on overall marketing objectives.

**Interactivity Type**

Active interactivity.

### **Learning Object Description**

1. Understanding Financial Markets and Capital Financing 2. Time Value of Money 3. Cost of Capital Estimation 4. Capital Budgeting Analysis 5. Risk Management with Futures and Options 6. Capital Structure Decisions

### **Examples of topics in courses - Investment and Portfolio Management - MBA Program**

Investment and Portfolio Management Course - MBA Program. This course includes socially responsible investing strategies.

#### **Department**

School of Business

#### **Learning Object Subject**

FIN642-Investment and Portfolio Management

#### **Educational Level**

MBA Program

#### **Learning Outcome**

Upon completion of this course, students will be able to effectively analyze and apply various investment strategies and financial instruments, assess risk and return, and utilize quantitative methods to make informed investment decisions that optimize portfolio performance.

#### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. Investment Environment and Instruments 2. Investment Process and Efficiency 3. Risk and Return Calculation 4. Quantitative Methods in Investment Decision-Making 5. Portfolio Theory Application 6. Valuation of Stocks and Bonds 7. Use of Financial Derivatives 8. Active and Passive Investment Strategies

### **Examples of topics in courses - Behavioral Finance - MBA Program**

Behavioral Finance Course - MBA Program. This course examines psychological biases in financial decision-making, which can include ethical considerations.

#### **Department**

School of Business

#### **Learning Object Subject**

FIN652-Behavioral Finance

### **Educational Level**

MBA Program

### **Learning Outcome**

Upon completion of this course, students will be able to identify and analyze psychological biases that affect financial decision-making, evaluate their impact on financial markets, and apply strategies to mitigate these biases, thereby enhancing their overall investment decision-making process.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. Understanding Behavioral Finance 2. Psychological Biases in Financial Decision-Making 3. Impact of Biases on Financial Markets 4. Improving Financial Decision-Making 5. Behavioral Finance vs. Traditional Finance

## **Examples of topics in courses - Human Resources Management - MBA Program**

Human Resources Management Course - MBA Program. This course covers key HR functions, which include diversity and inclusion and employee well-being.

### **Department**

School of Business

### **Learning Object Subject**

HRM521-Human Resources Management

### **Educational Level**

MBA Program

### **Learning Outcome**

Upon completion of this course, students will be able to effectively apply human resource management principles, including job analysis, recruitment, training, performance appraisal, and global HR practices, to enhance organizational effectiveness and foster a positive workplace culture.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. Importance of Human Resource Management 2. Implications of Behavioral Sciences and Regulations 3. Elements of HR Function 4. Application of HR Principles and Techniques

## **Examples of topics in courses - Talent Acquisition & Management - MBA Program**

Talent Acquisition & Management Course - MBA Program. This course focuses on recruiting and selecting talent, which can include strategies for promoting diversity and inclusion.

### **Department**

School of Business

### **Learning Object Subject**

HRM523-Talent Acquisition & Management

### **Educational Level**

MBA Program

### **Learning Outcome**

Upon completion of this course, students will be able to define talent acquisition and articulate the differences between recruiting and selection processes, develop effective interview techniques and evaluation criteria, and implement onboarding strategies while ensuring compliance with legal responsibilities in the recruitment process.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

1. Define talent acquisition and differentiate between recruiting and selection processes. 2. Use tangible and intangible data to build a business case for effective talent management. 3. Articulate seven steps in a common talent acquisition process. 4. Conduct a job-fit and organization-fit analysis and translate the analysis into selection criteria and methods. 5. Develop behavior-based and situation-based interview questions derived from job analysis data and conduct a professional interview. 6. Design a process for final candidate evaluation. 7. Articulate an employer's legal responsibilities in the recruitment process. 8. Highlight various strategies to onboard newly acquired talent.

## **Examples of topics in courses - Strategic Management - MBA Program**

Strategic Management Course - MBA Program. This course focuses on formulating and implementing strategies, which include corporate social responsibility and sustainable competitive advantage.

### **Department**

School of Business

### **Learning Object Subject**

## MGT532-Strategic Management

### **Educational Level**

MBA Program

### **Learning Outcome**

Upon completion of this course, students will be able to analyze and apply strategic management concepts, conduct comprehensive internal and external assessments, develop and implement effective business strategies, and evaluate the strategic management processes to ensure organizational success.

### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

1. Strategic Management Concepts and Techniques 2. Corporate Mission and Vision Analysis  
3. External and Internal Assessments 4. Business Strategies Identification 5. Strategic Audit  
Analysis Techniques 6. Strategy Implementation and Evaluation

## Course-Level RME Learning Goals

### **Examples of courses with RME learning goals - Business Ethics - MBA Program**

Making Ethical Decisions in Business course conducted to MBA students. This course covers ethical decision-making, corporate social responsibility, and the role of ethics in business culture.

### **Department**

School of Business

### **Learning Object Subject**

MGT520-Making Ethical Decisions in Business

### **Educational Level**

MBA Program

### **Learning Outcome**

Develop a comprehensive understanding of the legal and ethical environment in which businesses operate, including the dimensions of social responsibility, ethical decision-making, and the regulatory frameworks that govern ethical behavior.

### **Interactivity Type**

Active

### **Learning Object Description**

This course provides a comprehensive exploration of business ethics and its critical role in fostering responsible corporate behavior. Students will delve into the foundational principles of business ethics, understanding its significance in building trust and ensuring sustainability within organizations.

### **Examples of courses with RME learning goals - Corporate Social Responsibility - BBA Program**

The Corporate Social Responsibility (CSR) course is designed for BBA students who aim to understand the significance of CSR in fostering sustainable business practices and enhancing brand reputation.

#### **Department**

Management

#### **Learning Object Subject**

BMKT304-Corporate Social Responsibility

#### **Educational Level**

BBA Program

#### **Learning Outcome**

The students will be able to analyze and develop comprehensive CSR strategies that integrate ethical decision-making, environmental stewardship, and social responsibility, while effectively measuring their impact through KPIs and aligning with global CSR trends.

#### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

This course provides an in-depth exploration of Corporate Social Responsibility (CSR) as a vital component of modern business strategy.

### **Examples of courses with RME learning goals-Conferences & Talks-BBA Program**

Conferences & Talks course will help students gain a clear understanding of the event planning process and develop their event management skills via the exposure to and application of the best practices in the event industry which includes a diversity of topics that allows students to grasp the concept, organize, and assess sustainable conferences and other sustainable events.

#### **Department**

Management

### **Learning Object Subject**

BDEV303-Conferences & Talks

### **Educational Level**

BBA Program

### **Learning Outcome**

By the end of this course, students will be able to effectively plan, execute, and evaluate a conference, applying appropriate conference protocols, creating a comprehensive promotional plan, assessing the sustainability of conferences and other events, and understanding the nuances of different business talk formats.

### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

1. Recognize the importance of the events industry in today's world. 2. Recruit, form, lead, and work in teams for conferences. 3. Differentiate between a diversity of similar events to conferences. 4. Apply conferences protocol. 5. Organize and assess conferences. 6. Create an effective conferences promotional plan. 7. Realize the difference between various types of business talks

## **Examples of course with RME learning goals - E-commerce and E-business Strategies - BBA Program**

The E-commerce and E-business strategies course is designed for future business leaders and technologists, the course integrates the foundational principles of e-commerce with in-depth analysis of emerging technologies and strategic frameworks that shape online business operations and sustainability.

### **Department**

Marketing

### **Learning Object Subject**

BMIS509 - eCommerce and eBusiness Strategies

### **Educational Level**

BBA Program

### **Learning Outcome**

Analyze and apply foundational e-commerce principles alongside emerging technologies to develop strategic frameworks that enhance online business operations while promoting sustainability.

### **Interactivity Type**

Mixed Interactivity

### **Learning Object Description**

The course prepares future business leaders and technologists to develop comprehensive e-business strategies that focus on technology adoption, digital transformation, competitive positioning, and sustainability. Students will integrate knowledge from business, technology, marketing, and operations to create strategies that ensure competitive advantage and long-term sustainability in global markets. The course emphasizes ethical business practices and social responsibility in digital commerce, aligning strategies with ethical standards and environmental considerations. Additionally, it explores sustainable supply chain practices, waste reduction, and the role of e-commerce in promoting circular business models, equipping students to lead responsibly in the digital landscape.

## **Examples of courses with RME learning goals-Entrepreneurship-MBA Program**

Entrepreneurship and SMEs MBA course. This course explores tools and skills for small business success, which includes social entrepreneurship and ethical startups.

### **Department**

School of Business

### **Learning Object Subject**

MGT641-Entrepreneurship and SMEs

### **Educational Level**

MBA Program

### **Learning Outcome**

By the end of the course, students will be able to analyze the significance of entrepreneurship and small businesses in the economy and identify the key characteristics of successful entrepreneurs, enabling them to assess their entrepreneurial potential and apply this understanding to the development of viable business models and strategies.

### **Interactivity Type**

Active interactivity.

### **Learning Object Description**

This course provides students with a thorough understanding of the critical role that entrepreneurship and small businesses play in the economy. This course will explore the characteristics of successful entrepreneurs, emphasizing the traits and skills necessary for launching and sustaining a thriving business.



The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

## **Description of the Signatory Member's pedagogical approach, which involves RME in all degree program design and pedagogical innovations**

All ESLSCA University degree programs are designed to equip students with the knowledge, skills, and practical insights needed to thrive in today's dynamic business environment. RME emphasizes the application of theoretical concepts to real-world scenarios, blending academic diligence with experiential learning to create well-rounded, highly skilled graduates.

The RME is embedded in the Signatory Member's pedagogical approach as follows:

### **1. Curriculum Design Focused on Practical Application**

The degree programs are designed with a clear focus on bridging the gap between academic learning and practical application. Courses are crafted to reflect current trends, challenges, and opportunities in the global business landscape. Real-world case studies, industry insights, and simulations are integral to the curriculum, allowing students to connect theoretical knowledge with the complexities of business practice. For example, courses like Investment and Portfolio Management (FIN642) and Entrepreneurship & SMEs (MGT641) provide students with hands-on experience in analyzing market data, managing portfolios, and creating business plans. This practical approach ensures that students are prepared to make informed, strategic decisions in their professional careers.

### **2. Incorporation of Ethical, Social, and Environmental Responsibility**

A central tenet of the RME approach is the emphasis on ethical decision-making, social responsibility, and sustainability. Courses like Business Ethics (MGT520), Operations & Supply Chain Management (BUS558), and Human Resources Management (HRM521) integrate discussions on the ethical implications of business decisions and the societal impact of organizational practices. By focusing on sustainable business practices and the social dimensions of business, students are encouraged to think critically about their roles as business leaders and the broader effects of their decisions on the environment, society, and global markets.

### **3. Active Learning through Real-World Scenarios**

Active learning methodologies are employed, such as case-based learning, problem-solving activities, and live projects with industry partners. For example, students might analyze real businesses' strategic decisions, design marketing campaigns, or assess investment strategies in real time. This practical learning approach mimics real business environments, fostering skills in problem identification, analysis, decision-making, and communication. This active learning model ensures that students not only absorb knowledge but also learn how to apply it effectively in real business situations.

### **4. Experiential Learning Opportunities**

Beyond the classroom, professors provide students with opportunities for experiential learning through internships, industry placements, and project-based courses. These experiences allow students to immerse themselves in real-world business challenges, further enhancing their understanding of the complex, ever-changing business landscape. Whether through hands-on work with companies, entrepreneurial ventures, or simulations of business operations, students gain firsthand experience that prepares them for leadership roles in business.

#### **5. Innovative Pedagogical Methods**

Professors continuously evolve their pedagogical practices to incorporate the latest innovations in teaching and learning. This includes the use of technology-enhanced learning, flipped classrooms, and collaborative projects. For example, the use of business simulation tools, data analytics software, and digital marketing platforms helps students gain technical skills that are directly applicable to modern business practices. By embracing these innovative methods, the institution ensures that its programs remain relevant and responsive to the changing needs of the business world.

#### **6. Cross-Disciplinary and Global Perspectives**

The curriculum also promotes cross-disciplinary learning and a global perspective. Many programs, such as those in Marketing and Strategic Management, incorporate global case studies, providing students with insights into how businesses operate in diverse cultural, economic, and regulatory environments. By integrating these global dimensions, students are prepared to navigate the complexities of international business, from managing cross-cultural teams to understanding global market dynamics and regulatory frameworks.

#### **7. Student-Centered Learning and Development**

The pedagogical approach places a strong emphasis on student-centered learning, recognizing the diverse needs, interests, and career goals of students. Instructors act as facilitators of learning, encouraging critical thinking, self-directed learning, and the development of professional competencies. This approach helps students build not only academic knowledge but also the soft skills essential for career success, including leadership, communication, teamwork, and problem-solving.

#### **8. Continuous Feedback and Assessment**

To support student development, ESLSCA University employs continuous assessment techniques that provide timely feedback and encourage improvement. Assessments are designed to evaluate not just theoretical knowledge, but also the ability to apply that knowledge in practical, real-world contexts. For instance, assignments may include analyzing the business strategies of actual companies, developing marketing plans, or creating financial forecasts. This ongoing feedback loop helps students understand their strengths and areas for improvement, enabling them to refine their skills and approach to problem-solving.

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

## Description of the business model with RME in all educational efforts

ESLSCA University's mission statement focuses on RME whilst nurturing the SDGs' perspective. Accordingly, Responsible Management Education is an evolving approach within ESLSCA University's different activities.

### A. Curriculum Development

ESLSCA University is increasingly revising its curricula to include courses that focus on ethics, sustainability, and corporate social responsibility. This shift aims to equip students with the necessary skills to navigate complex ethical dilemmas in the business world. The curriculum often emphasizes real-world applications, encouraging students to engage with case studies and projects that reflect responsible management practices.

### B. Stakeholder Engagement

Engaging with various stakeholders—including businesses, non-profits, and governmental organizations—is crucial. This collaboration helps ensure that the education provided to our students is relevant and aligned with current industry needs and societal expectations. ESLSCA University often partners with organizations to provide students with practical experiences that reinforce responsible management principles.

### C. Research

ESLSCA University is also focusing on research that contributes to the understanding of responsible management. This includes exploring emerging themes in ethical business practices and developing frameworks that can guide future managers.

## Program-Level RME Integration

### Description of degree programs with RME in the program-level learning goals and assessment rubrics

#### MBA Program Goal:

- Appreciate and address issues concerning ethics, values, corporate governance, social responsibility, sustainability, and apply them in real-life business settings.

**This goal is mapped in the following courses:**

**Course (1): MGT520-Making Ethical Decisions in Business**

### **Course Intended Learning Outcomes (CILOs):**

#### **1. Legal and Ethical Environment:**

- Develop an awareness of the legal and ethical environment in which a business must operate.
- Understand ethics as a dimension of social responsibility.

#### **2. Regulatory Issues:**

- Identify the legal and regulatory issues in business ethics related to economic, competitive, and philanthropic obligations.
- Identify laws regulating ethical behavior in areas such as consumer protection, equity and safety, and the environment.

#### **3. Ethical Decision-Making:**

- Understand ethical decision-making in relation to corporate governance.
- Develop an understanding of how individual and organizational factors affect business ethics.

#### **4. Ethics Programs:**

- Identify the steps necessary to create and implement an effective ethics program in organizations.
- Identify issues of business ethics that occur in international business.

### **Assessment Strategy:**

- **Assignments:** Designed to test critical thinking and application of course knowledge.
- **Mid-Term Exam:** Evaluates understanding of key concepts and ethical frameworks.
- **Final Exam:** Comprehensive assessment covering all course material.

### **Course Content:**

- Provides a thorough understanding of ethical issues in the business world.
- Covers topics such as ethical decision-making, corporate social responsibility, and the role of ethics in business culture.
- Students learn to identify ethical issues and develop strategies to address them.
- Explores the ethical implications of various business practices through theoretical concepts, case studies, and real-world examples.

### **Course (2): MGT641-Entrepreneurship & SMEs**

#### **Course Intended Learning Outcomes (CILOs):**

#### **1. Foundations of Entrepreneurship:**

- Understand the basic principles and foundations of entrepreneurship.

#### **2. Feasibility Analysis and Business Model Design:**

- Conduct feasibility analyses and design effective business models.

#### **3. Business Plan and Strategic Plan Development:**

- Develop comprehensive business and strategic plans.

#### **4. Marketing and Sales Strategies:**

- Formulate effective marketing and sales strategies.

#### **5. Financial Planning and Management:**

- Plan and manage financial resources effectively.

#### **6. Operations Management:**

- Manage operations efficiently within a small business context.

#### **7. Human Resources and Company Structure:**

- Understand human resources management and organizational structure.

#### **8. Legal and Ethical Issues:**

- Identify and navigate legal and ethical issues in entrepreneurship.

#### **9. Growth and Expansion Strategies:**

- Develop strategies for business growth and expansion.

#### **Assessment Strategy:**

- **Integration of Sustainability and Ethics:** Evaluate students' ability to integrate sustainability and ethics into business models.
- **Knowledge of Responsible Practices:** Test knowledge of responsible practices.
- **Collaboration in Sustainable Solutions:** Assess collaboration in developing sustainable solutions.
- **Trends in Responsible Entrepreneurship:** Analyze trends in responsible entrepreneurship.

#### **Course Content:**

- Takes a practical, hands-on approach to entrepreneurship.
- Explores tools and critical-thinking skills needed for small business success.
- Analyzes how to successfully launch and manage a business through case studies, market contexts, and tactics used by successful small business ventures.

#### **Course (3): BUS558-Operation & Supply Chain Management**

#### **Course Intended Learning Outcomes (CILOs):**

##### **1. Sustainability Integration:**

- Understand and integrate sustainability principles into supply chain management.
- Analyze sustainable supply chains through case studies.

##### **2. Ethical Decision-Making:**

- Develop skills for making ethical decisions in sourcing and supply chain operations.
- Engage in group projects focused on ethical sourcing.

##### **3. Strategic Management:**

- Apply strategic management concepts to improve supply chain processes.
- Address both global and domestic issues in supply chain management.

**4. Quality and Process Improvement:**

- Focus on quality and process improvement techniques.
- Conduct research and reporting on current trends in sustainability.

**Assessment Strategy:**

- **Projects:** Group projects on ethical sourcing and sustainability.
- **Exams:** Assessments focused on sustainability and ethical practices in supply chain management.

**Course Content:**

- Equips students with the knowledge and skills to analyze, manage, and improve supply chain processes across various industries.
- Emphasizes the importance of sustainability and ethical practices in operations and supply chain management.
- Includes case studies on sustainable supply chains, group projects on ethical sourcing, and research on current trends in sustainability.



# Research

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

## RME Elements in Research

ESLSCA University incorporates responsible management education into its research endeavors through 4 different methods:

Regular Research Seminars

### **Examples of responsibility-related regular research seminars**

ESLSCA Research Center of Excellence (ERCE) launched the ERCE Faculty Research Seminar. The seminars take place online and last one hour. Facilitated by the ERCE Team, it welcomes a faculty member (full-time or adjunct professor) who presents an ongoing research paper and opens the discussion with the participants. Access to the seminar is open to full-time faculty, adjunct professors, and DBA students.

#### **Date**

March, 2023 - March, 2023

#### **Location**

Online Seminar

#### **Speakers**

Dr. Khaled Bekhit, Assistant Professor, School of Business, ESLSCA

Dr. Bekhit conducted an online seminar about his paper titled "The Impact of Green Human Resource Management Practices on Employee Retention and Environmental Sustainability: A Conceptual Model" and presented his latest research findings on the published paper. The seminar took place on Zoom and lasted for one hour (a 30-minute presentation and a 30-minute Q&A session). Audience included ESLSCA faculty and postgraduate students.

Required Research Reporting

### **The Impact of Green Human Resource Management Practices on Employee Retention and Environmental Sustainability: A Conceptual Model**

Khaled E. Bekhit, ESLSCA School of Business, ESLSCA University, Egypt, has published this paper in YMER: volume 22, issue 01, January 2023.

#### Abstract:

This study aimed at investigating the impact of Green Human Resource Management (GHRM) practices on Employee Retention (ER) and Environmental Sustainability (ES) in the automotive industrial sector in Egypt. GHRM practices represent a bundle of three human resource



management practices, which are Green Recruitment and Selection (GRS), Green Training and Development (GTD), and Green Rewards, and Benefits (GRB). The study also is set out to investigate the factors that could hinder/encourage the implementation of GHRM practices in the Egyptian automotive industry. The research adapted a descriptive design using a structured survey and semi-structured interviews, the respondents where the HR Managers, factory heads, and line managers up to the top management level from a sample size of 70 respondents. Multiple regression models were used to establish the relationship between the independent variables and the dependent variables shown in the models. ER was only significantly affected by one factor, which was GRB. GTD, and GRS, all showed strong positive correlations with ES. The main impact on ES came through GRB, whereas the least came from GRS. It is clear that GRB is the single most important component in promoting a culture of sustainability inside Egyptian automobile firms and retaining talented employees. Lack of awareness of green practices and lack of management buy-in are the biggest obstacles to the implementation of GHRM practices in the automotive industry.

## **A Case Study of Economic Development through Sanitation Interventions in African Countries**

Authors: **Salman, D., Moussa, M., and Samy, A.**

Journal/Publisher: **World Water Policy; Volume 10, Issue 3, Pages 597 - 622, August 2024.**

### Abstract:

The novelty of the study is based on the empirical examination of the impact of water and sanitation improvements on economic development outcomes in selected African countries. While previous research has primarily focused on the macroeconomic effects of water resources or broad development indicators, this study takes a more granular and comprehensive approach to unpack the nuanced relationship between various water and sanitation variables and a range of economic development outcomes. This study's aim is threefold: first to examine the influence of different dimensions of water and sanitation improvements (e.g., access, quality, reliability) on economic development; second; focus on the potential mediating factors that water and sanitation interventions affect economic development; finally, propose policy implications for designing sustainable water and sanitation programs to promote inclusive and resilient economic growth in less developed countries. By addressing these questions, the findings of this research paper contribute significantly to the academic understanding of the water-sanitation-economic development nexus, particularly in the understudied African context. The study provides valuable, context-specific insights that can inform policymakers, practitioners, and researchers seeking evidence-based strategies to foster sustainable development through targeted water and sanitation interventions. This research highlights the positive association between water and sanitation improvements and a range of economic development outcomes, including GDP, employment, foreign investment,

and tourism. The results underscore the substantial potential economic benefits of investing in sanitary infrastructure and reliable sanitation systems, making a stronger case for prioritizing water and sanitation as key drivers of sustainable development in less developed countries. Overall, this research paper fills an important gap in the literature and offers crucial insights to promote inclusive and resilient economic growth through water and sanitation interventions in Africa and beyond.

## **How Online Psychotherapy Platforms Facilitate Accessibility to Mental Health Services in Cairo: The Case of Shezlong Mental Therapy Platform**

Authors: **Elsafy, A., and Shawky, M.**

Journal/Publisher: **International Journal of Social Science Studies, Vol 11, No 6, 2023**

### Abstract:

Mental disorders are considered as one of the biggest causes of disabilities that are common in several countries. Egypt lacks societal awareness of mental illness and mental health maintenance that could be attributed to the cultural and religious influence on the society which certainly affects the accessibility to mental care. Whether due to financial barriers, social barriers or privacy issues the concept of mental health and mental wellbeing is not fully developed in Egypt. With the technology advancements we're experiencing today Telemedicine is becoming a popular way of practicing medicine and delivering medical services specially in mental health. Shezlong is one of the most popular online platforms offering mental health services to those in need, utilizing the power and convenience of the technology to overcome the barriers of access specially in Egypt. The utilized theoretical framework comprised 10 dimensions acting either as barriers or facilitators to accessibility to mental healthcare. The research design is descriptive with the correlational and inferential statistics type of instrumentation. The data will be collected via a structured questionnaire. The correlation and regression analysis revealed that "Acceptability, Affordability, Ability to seek, Availability and Accommodation, Ability to pay, Appropriateness, Ability to engage and Ability to reach" are the main barriers that influence the Egyptian patients to accessibility to mental services. The results suggest that the higher the levels of these specific dimensions, the higher degree of accessibility will be experienced by the patient.

## **Digital Transformation Challenges for Government Sector**

Authors: **Elsafy, A., and Yehia, A.**

Journal: **Business and Management Studies, Vol. 9, No. 1; June 2023**

### Abstract:

Digital transformation in Egypt became government trend supporting by political leader starting in services places like civil registry, real estate center, traffic department and many ministries do their best to apply digital transformation. In the public sector, digital transformation refers to the digitization of government activities, such as delivering a better and easier customer experience, enacting regulations that allow for a distributed workforce, and upgrading and optimizing processes to save money and resources. Employee behavior is a basic element that can affect positively or negatively, positive effect will lead to fasting transformation and increasing services so the upper management can achieve their plans. At the opposite direction if negative impact where employee become obstacle and problem for this transformation the plans will take more time, and this will harm all the systems and prevent integrity between them. Some factors will affect employee behavior education, skills, work culture, leadership, job responsibility and effective communication. Also, we cannot ignore training, and finance. No one denies the impact of digital transformation on the economy of countries, and that is why the obstacles that face digital transformation need to more explored and manipulated in different techniques according to the material and moral needs to achieve complete digital transformation. The study utilized a quantitative approach by administering a self-administered questionnaire to government officials in the public sector of Egypt. The collected data was analyzed using SPSS. The results of the analysis confirmed the relationship between various factors and the implementation of digital transformation in the Egyptian public sector. These factors include financial capabilities, availability of infrastructure and communication systems, organizational culture, cooperation between government, business, higher education, and civil society, employee experience and skillset, selection of senior leaders, employee-centered organization, and diversity management.

### **The Effect of Charity Brand Experience on Donors' Behavioral Intentions: The Mediating Role of Charity Brand Personality and Donors' Satisfaction**

Authors: Ali, B., Elaref, N., and Yacout, O.

Journal: **International Review on Public and Nonprofit Marketing, Volume 20, pages 875-903, 2023**

#### Abstract:

Charity organizations represent an avenue for donors to express themselves by fulfilling their self-esteem and self-actualization needs. Thus, investigating the brand personality of charity organizations and its effect on donors' responses is a worthwhile investigation that has received scant attention from marketing scholars. This research examines the effect of charity brand experience on charity brand personality, donor satisfaction, and donors' behavioral intentions. A survey was distributed to a sample of donors of five charity organizations in Alexandria, Egypt. The hypothesized relationships were examined using structural equation

modeling. Findings generally supported the hypothesized relationships except for the direct effect of brand personality on intentions to re-donate. Academic and practical implications were also presented.

## **The Migration's Impact on the Empowerment of Women Left Behind: Evidence from Egypt**

Authors: **Abdelfattah, Y., Zwick, H., and Rostom, N.**

Journal: **Economic Research Forum (ERF) 29th Annual Conference, 2023**

### Abstract:

This study examines the impact of male international migration on the labor market outcomes and empowerment of women left behind in Egypt (WLB). Data is obtained from 2006, 2012, and 2018 Egyptian Labor Market Panel Survey (ELMPS). Two batteries of outcomes variables are modeled including the labor supply of WLB and three pillars of women empowerment. The findings show that the migration of a male member in the household is associated with a lower level of labor market participation for women. However, these effects are not driven by lower empowerment, but mostly because WLB replaces the role played by the male migrant in subsistence and non-paid family work, particularly in rural areas. Both WLB living in rural and urban areas are less likely to ask for permission their husband or another family members when going out and are more likely to have personal savings than women living in a non-migrant household. Our results show that socio-economic changes happening in the destination countries may have contributed to the progress we observe in terms of WLB empowerment.

## **Measurement of Egyptian Parents' Perception of the Improvements in the Quality of the Governmental Elementary & Pre-Elementary Educational System**

Authors: **Sukkar, A., Osama, A., Yousif, R., and El Sheikh, S.**

Journal: **MSA-Management Sciences Journal, Volume 2, Issue 1 - Serial Number 1, January 2023, Pages 46-92.**

### Abstract:

The aim of this research is to investigate parents' perception of the improvements in the governmental education system on the elementary and pre-elementary levels in public Egyptian schools as part of implementing the Egyptian vision 2030. The study adopts a quantitative approach and data from a sample of 240 parents was collected using a self-administrated questionnaire. Data was analyzed using descriptive and inferential statistics. The research results indicated that there is a positive relationship between education quality and parents'

perception of the improvements in the educational system. Moreover, the results indicated that the main factor affecting parents' perception is the qualifications of teachers. The research findings provide managerial implications for policy makers on how to improve the governmental education system in Egypt.

## Research Awards Program

### ERCE Research Awards

ESLSCA University is actively fostering a research culture that aligns with its commitment to Responsible Management Education. The initiative to offer publication awards is a commendable step towards encouraging both faculty and students to contribute to the body of knowledge in their respective fields. This not only enhances the academic environment but also promotes a spirit of inquiry and excellence within the university community. The purpose of these awards is clearly articulated: to motivate faculty and students to publish their research in respected journals, thereby improving the overall research culture at ESLSCA University.

#### Awards Categories

The categorization of awards based on journal rankings (Q1, Q2, Q3, Q4) is a well-structured approach. This system not only incentivizes high-quality research but also aligns with academic standards, as journals in the Q1 category represent the top 25% in their field. This clarity helps faculty and students understand the benchmarks for their research publications.

#### Responsibility-related Research Award Recipients

Recognizing Dr. Doaa Salman and Dr. Mona Moussa for their case study titled "*A case study of economic development through sanitation interventions in African countries*" is a significant highlight. This acknowledgment not only celebrates their individual achievements but also serves as an inspiration for other faculty and students to pursue impactful research.

#### Impact of the Research

The findings of the case study emphasize the economic benefits of investing in sanitary infrastructure, which is crucial for sustainable development. This aspect of the research underscores the relevance of the work to both the ESLSCA community and broader societal issues. Highlighting the potential for water and sanitation to drive sustainable development effectively communicates the importance of the research and its implications for policy and practice.

- One-on-one research consultations
- Research assistance to build questionnaires or conduct interviews.
- Research assistance to conduct statistical analysis using various statistical packages -SPSS and STATA-.

### **Other types of research support for faculty or PhD students**

ESLSCA Research Center of Excellence (ERCE) provides several research services to support faculty and DBA students during their research journey. This includes one-to-one consultations, support with posting surveys on online platforms, and data collection and analysis support. Further support is provided related to the appropriate methodology, data collection or sampling strategy.

The one-to-one consultation is the flagship of the ERCE. It was officially launched in September 2021. The objective is to provide technical advice and support to post-graduate students during their research journey. The consultations can take place online using Zoom or in-person, in Pyramids Heights campus. A consultation lasts for 30-45 minutes. The booking system is done using [research@eslsca.edu.eg](mailto:research@eslsca.edu.eg).

DBA students can also contact the ERCE to obtain support in the data collection and data analysis phases of their dissertation. Different packages are offered (questionnaire design, questionnaire administration, data analysis). The service was launched in September 2021.

A new service was launched the ERCE in May 2024, that includes facilitating the posting of questionnaires on the online platform SurveyMonkey for researchers, and following up with them on response rate, until the target response numbers are reached, and the survey is closed.



# Partner

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

## Partnership Approaches for RME

ESLSCA University partners with external stakeholders to advance responsible management education through 5 different approaches:

Collaborative Problem Solving

### **Post Graduate Diploma for Low Vision and Blindness Specialist**

ESLSCA University is committed to applying best practices, responsibly using human and economic resources to support the advancement of individuals with disabilities in society, and to making a meaningful impact on a global scale. In the year 2022, as one of its university social responsibility (USR) initiatives, ESLSCA University partnered with Baseera Foundation (*Egyptian non-profit organization, founded in 2004 to empower and enable visually impaired people to realize their potentials and become independent, proactive, and productive individuals in an accepting society*) to offer the first post-graduate program in Egypt with international standards, graduating professional specialists qualified to deal with visually impaired people on the educational and social levels and help them integrate in society. The program combined ESLSCA University's expertise in successful continuing education models, Baseera Foundation's experience in the rehabilitation of visually impaired people through its center of excellence (the first of its kind in Egypt), and Western Michigan University's proficiency in Blindness & Low vision studies. The diploma offered 2 main specializations: Low Vision (LV) and Orientation and Mobility (O&M).



#### **Why this Diploma?**

- To be able to contribute to the society by filling a gap where there is a scarcity of visual impairment specialists, although there are currently more than 6 million visually impaired individuals in Egypt, of which only 20% are totally blind and 80% have residual vision.
- This initiative is a testament to ESLSCA University's dedication to social responsibility and inclusive education.



- Egyptian government's direction towards the inclusion of disabled people (including visually impaired) in society. Visual impairment intersects with 30% of all kinds of disabilities.
- Lack of professionals understanding the nature and potential of visually impaired people and serving them. Unlike most developed countries, there is no updated formal education or training to build the capacities and knowledge of specialized professionals in this field.
- The program graduates are eligible to apply for the US international accreditation test of the Academy for Certification of Vision Rehabilitation & Education Professionals (ACVREP), to be internationally certified as low vision or orientation and mobility specialists.

In October 2024, ESLSCA University and Baseera Foundation proudly celebrated the graduation of the first two cohorts of the Postgraduate Diploma for Low Vision and Blindness Specialists. The graduation ceremony was attended by Prof. Dr. Nadia Elaref, President of ESLSCA University, Egypt, Professor Dr. Adel Zayed, Vice President for Academic Affairs, Doaa Mabrouk, CEO of Baseera Foundation, Dr. Robert Emerson, Professor at Western Michigan University, and Kathleen Zeider, President and CEO of ACVREP.



#### **AMBA & BGA Excellence Awards:**

In the year 2023, ESLSCA University Postgraduate Diploma for Low Vision and Blindness Specialist was shortlisted as a finalist for the Best CSR & Sustainability Initiative at the AMBA & BGA Excellence Awards.

## Corporate Partnerships

Corporate alliances primarily address the specific needs of industry partners while also contributing to the University's mission. These partnerships:

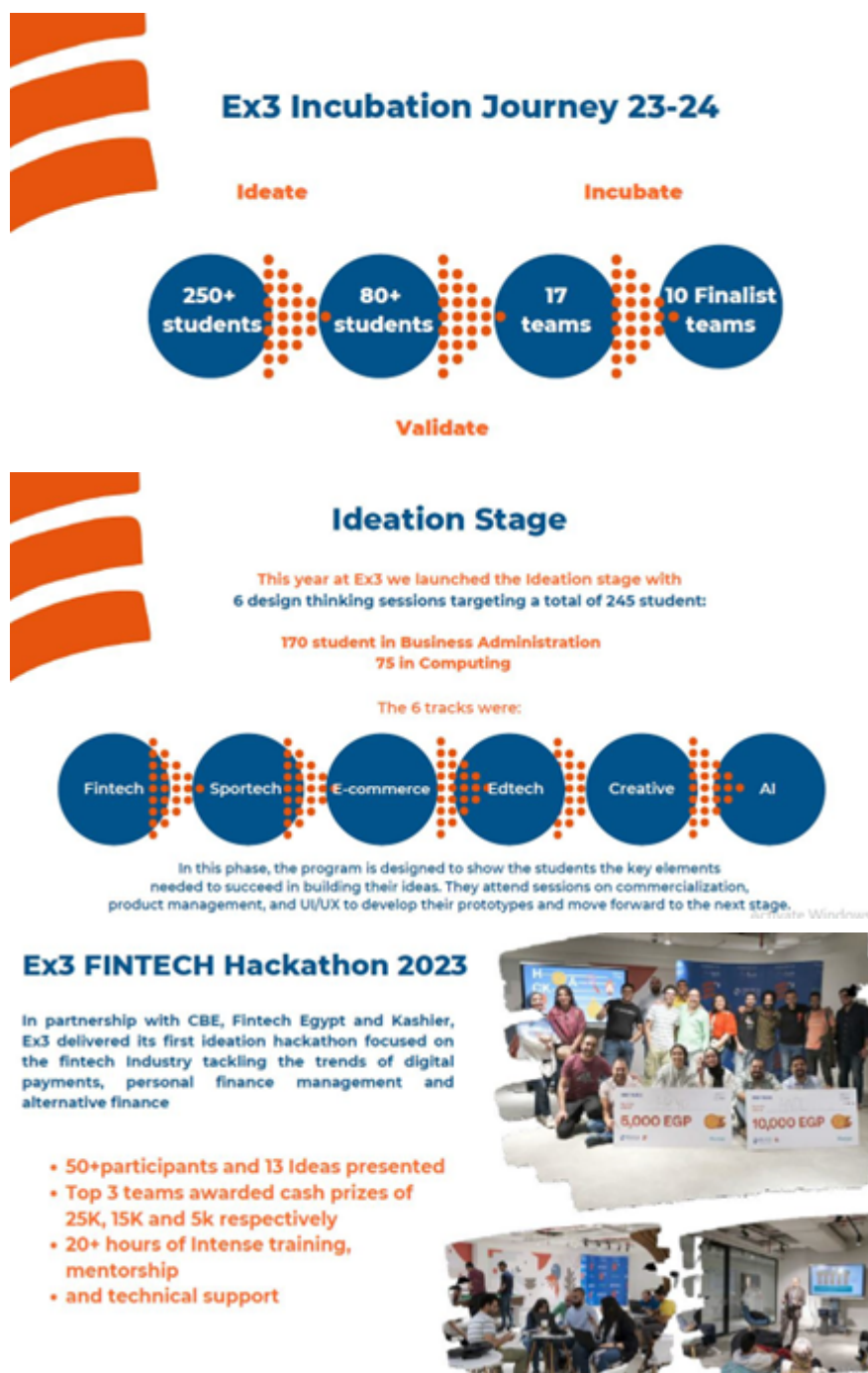
- Offer students practical exposure to real-world challenges through internships, case studies, and guest lectures.
- Provide financial support for new educational programs, enhancing the University's resource pool and offerings.

### Key Corporate Partners:

- Nestlé
- PepsiCo
- Petrojet
- Juhayna
- Etisalat
- Atos
- FRONERI
- ElSewedy Electric
- Vodafone
- Ebank
- Bank Misr
- LaFarge
- ElAhly Sabbour
- Lantern
- Start-up Kitchen
- WFP
- Travco
- Savola
- Buange De Caire
- Dorra
- Atlas Copco
- GAFI
- Tanmeyah
- Fairmont Nile City

## ESLSCA's Entrepreneurial Enterprise

ESLSCA University has launched an innovation and entrepreneurship program that supports students to build viable and sustainable businesses through an incubation program and supports startups that work in the Green and Sustainable industries.



## Knowledge Translation and Dissemination

### Academic Partners

Establishing partnerships with international academic institutions promotes diversity and cross-cultural exchange programs by creating multicultural environments that enhance educational opportunities and foster global citizenship. These collaborations provide cultural exposure, networking opportunities, and skill development, making students more competitive in the job market. Additionally, they facilitate research collaboration and allow institutions to

share best practices, ultimately leading to increased innovation and improved teaching methodologies. Overall, such partnerships enrich the educational experience and prepare students to thrive in a globalized world.

Academic partnerships enhance the University's faculty and students exchange program, joint research capacity, and global reach to promote cultural and intellectual diversity. These collaborations are with the following academic institutions:

- EAE Business School
- EU Business School
- Geneva Business School
- EDC Paris Business School
- SMS Sports Management School
- Woxen University
- HEM Business School

## Strategic Partnerships

ESLSCA University's strategic partnerships align with its long-term goals, focusing on initiatives that foster sustainable development, responsible leadership, and innovation in education.

These collaborations extend beyond sponsorships to include:

- Long-term joint initiatives in curriculum development and student engagement.
- Co-branded projects and research that elevate our institutional visibility.

Nestlé and PepsiCo have recently joined forces with us to co-develop programs that address skill gaps in the fast-moving consumer goods (FMCG) sector, promoting sustainability and innovation in business practices.





## Donations Club and Leprosy Colony Annual Visit

This club has been serving the purpose of giving back to the community and supporting those in need. Over the past years, the students have participated in the process of packing Ramadan cartons to be distributed amongst those in need, particularly those affected by Leprosy. Students, together with some of the university staff members, undertook the responsibility of packing and delivering various goods to the Leprosy colony. During this period, students contribute a variety of items to help reach more people and strengthen their sense of responsibility towards the community around them.



For the past 8 years, as part of an annual tradition, ESLSCA University students visit the Leprosy community during the holy month of Ramadan. ESLSCA University community is committed to advocating for and supporting those affected by Leprosy, also known as Hansen's Disease.

Through the annual visits to the Leprosy colony, the University strives to raise awareness and improve their living conditions, fostering greater acceptance and compassion within its community.



## Green Christmas

Even when it comes to the holiday season, ESLSCA University demonstrates its commitment to eco-conscious and environmentally friendly practices. The University recently adopted a 'Green Christmas' theme, where all the Christmas and New Year's decorations installed on campus was made of recycled materials. Furthermore, the New Year's giveaways were crafted of upcycled materials highlighting the University's dedication to sustainability.





## Rotaract and ENACTUS Clubs

ESLSCA University collaborates with non-profit organizations, such as Rotaract Clubs and ENACTUS club, to raise awareness regarding sustainability practices. These partnerships provide valuable insights on current environmental issues, showcase eco-friendly practices, and demonstrate how students can make small changes in their daily lives to positively contribute to the environment. Through these partnerships, students learn about waste reduction, renewable energy, sustainable fashion, and more.

Through these collaborations, students have engaged in campus clean-up initiatives and donated sustainable products and food to underprivileged areas.

Moreover, ESLSCA Rotaract Club (Cairo Rally) organized a fundraising campaign to support Baheya Breast Cancer Treatment Center, to support the treatment and care of breast cancer patients, while also contributing to spreading awareness about early detection and prevention. By working alongside Baheya, ESLSCA Rotaract Club helps improve access to care and support for women battling breast cancer. Their involvement aligns with the university's philanthropic culture and strengthens the community's efforts in fighting this disease.

Another significant initiative by the ESLSCA Rotaract Club, in collaboration with the esteemed Rotary Organization, was the Nile Clean-up campaign. This initiative focused on educating students about sustainable practices while protecting the beauty of the River Nile and promoting environmental stewardship.

Furthermore, the University collaborated with 'VeryNile' (a non-profit organization dedicated to cleaning up the River Nile while providing locals with jobs) to raise the students' awareness about the Nile's plight, its impact on the Mediterranean Sea and oceans, inspiring actions towards a cleaner future.

## Dawarha

ESLSCA University established a partnership with 'Dawarha', a local start-up that uses Artificial Intelligence (AI) to reward students for depositing empty single-use plastic bottles or cans with the aim of minimizing the University's environmental footprint.



## Corporate Giveaways

ESLSCA University collaborated with Up-fuse, a fully-fledged Cairo-based brand, committed to sustainability, craftsmanship, and social responsibility. Up-fuse is dedicated to creating up-cycled products that are environmentally friendly, functional, and long-lasting. Sharing ESLSCA



University's ethos and values, Up-Fuse was the perfect match to create eco-friendly gifts with an environmental and a social edge. Sending our corporate partners eco-friendly gifts enhances the university's social image and helps in the quest of spreading eco-conscious lifestyles. The idea goes beyond promoting sustainability and making a positive environmental impact, it also focuses on the well-being of the communities Up-fuse works with. All products are handmade by talented but under privileged women and families, who are awarded with a sustainable skill as well as fair wages while promoting inclusivity and equality.

ESLSCA and Up-Fuse's corporate gifts production upcycled over 500 plastic bags and successfully secured job opportunities for three hardworking women, showcasing a commitment to social responsibility and sustainable practices.



#### Collaborative Change Action

### Governmental MBA Program

The University chose to contribute to the UN SDGs with a specially designed MBA program dedicated to government officials with a full scholarship as a contribution to the welfare of community service. The University signed a Memorandum of Understanding with the Egyptian Ministry of Planning and Economic Development to offer a customized MBA program to 300 government officials as a pilot phase.

This transformational program is tailored to shift civil servants from traditional public administration to business administration and intrapreneurship mindsets, aligning with the UN SDGs and the University's commitment to societal welfare. By investing in the education and training of government officials, the University aims to promote effective governance and encourage others to participate in similar initiatives to equip the public sector with the latest global business trends. This program highlights the value of supporting decision-makers and their impact on society's progress and well-being.

After the success of the pilot phase, the program is offered to an additional 1500 government officials with full and half-funded scholarships worth around 4M Euros. To date, the program was conducted for 1703 government officials of which 560 graduated.

This program won the BGA Business School Impact Excellence Award 2024:

## **ESLSCA takes home two awards at the AMBA & BGA Excellence Awards 2024**

ESLSCA University (Egypt) made an impressive mark at the 2024 AMBA & BGA Excellence Awards and Gala Dinner by securing not one, but two awards! Let's extend Let's extend hearty congratulations to our BGA Egyptian business school. They clinched the top spot for the BGA Business School Impact Award 2024 for the school's MBA governmental programme, specifically for transforming government public officials into change catalysts. Additionally, congratulations to May Al-Amir for receiving the BGA Student of the Year Award. Well done!



## **Egyptian Autistic Society**

ESLSCA University partnered with the Egyptian Autistic Society to create more opportunities for students with autism.

In collaboration with the Egyptian Autistic Society, led by Dr. Dahlia Soliman, ESLSCA University currently offers students with autism the chance to enroll in Bachelor's, Master's, and auditing programs. This partnership aims to provide improved educational opportunities and raise awareness within the community. As part of our inclusion initiative, ESLSCA University supports autistic students by creating and fostering an inclusive and accessible environment tailored to their unique needs. This includes providing specialized academic resources such as quiet study

spaces, flexible exam conditions, and assistive technologies. Additionally, offering dedicated support services like counseling, academic advising, and mentorship programs to help autistic students navigate university life, helping the students to thrive academically and socially.



## Empowering Dreams with the Sawiris Foundation

ESLSCA University has entered a partnership with the Sawiris Foundation for Social Development (SFSD) to support students with disabilities.

SFSD is one of the first donor foundations in Egypt. It was established by the Sawiris family in 2001 to philanthropically support innovative solutions that target comprehensive and sustainable development in Egypt. Sawiris Distinction Scholarships are offered to Egyptian high school students with disabilities to obtain their undergraduate degree from one of the prominent universities in Egypt, ESLSCA University being one of them. The scholarship aims to provide excellent educational opportunities to students with disabilities that would enhance their job market skills. This collaboration underscores the university's dedication to social

responsibility, equality and inclusion, providing every student with the chance to succeed. Scholarship benefits include tuition fees, study materials, accommodation, living allowance, and accessible equipment.



## Women Empowerment: She Leads, We Support!

ESLSCA University participated in *Shaghalni & Momken* Employment Fair, dedicated to empowering women to thrive in their careers and/ or upgrade their education. In addition to participating, ESLSCA University was a main sponsor in this event.

ESLSCA University's culture advocates granting women equal access to opportunities, rights, and resources. It encourages women to take control of their lives and make decisions for themselves, thus enabling them to influence change in their communities and society. Women empowerment leads to stronger, more inclusive societies, benefiting all individuals regardless of gender. In addition to exciting job opportunities, ESLSCA University offered exclusive scholarships for Postgraduate diplomas and MBA.



## External Community Dialogue

### The Executive Education Summit

The Executive Education Summit, hosted by ESLSCA University, is the premier hub for professional learning in Egypt. This event aims to bring distinguished executives together to foster meaningful connections and collective awareness. The summit facilitates access to cutting-edge global professional education through networking engagements, presentations, workshops, and more.

The event focused on three main pillars:

1. **Building Business Acumen:** Emphasizing the necessity of strong business acumen in today's competitive environment.
2. **Sustainable Business Practices:** Exploring strategies for navigating a resilient future through sustainable practices.
3. **Beyond Digital Transformation:** Addressing the challenges and opportunities of thriving in a digitalized world.

During the Summit, various sessions, workshops, and networking engagements were conducted to promote responsible management education and sustainability. Key activities included:

- Presentations on the latest trends in business acumen and sustainability.
- Workshops on implementing sustainable business practices.



- Networking sessions to foster collaboration and knowledge sharing among executives.

The summit successfully brought together a diverse group of executives, fostering a collaborative environment for learning and growth. Participants reported increased awareness and understanding of sustainable business practices and digital transformation strategies. Follow-up initiatives include the formation of working groups to continue the dialogue and implementation of discussed strategies.



## ESLSCA University Career Fair

ESLSCA University holds an annual Career Fair event that serves as a vital bridge between youth (ESLSCAians and non-ESLSCAians) and corporations, facilitating direct interaction and networking opportunities. This event allows ESLSCA students as well as Egyptian youth to explore various career paths, understand industry expectations, and connect with potential employers.

Career fairs play a crucial role in bridging the gap between academic and industry expectations by providing a platform for dialogue and exchange of ideas between students and corporate representatives. This interaction helps students align their educational experiences with the realities of the workplace, fostering a better understanding of what is expected in a professional setting.

In May of each year, ESLSCA University holds its annual career fair for its students, graduates, and the Egyptian youth community. At the fair, corporations identify talents (for internships and recruitment) that align with their organizational needs, while students/graduates gain insights into the corporate world, enhancing their skills, values, and understanding of corporate social responsibility (CSR).





## Formalized Partnership Governance

### Roundtable with National Initiative for Smart Green Projects

ESLSCA University welcomed H.E. Ambassador Hisham Badr, Assistant Minister for Strategic Partnerships, Excellence, and Initiatives at the Ministry of Planning and Economic Development, and a distinguished delegation from the National Initiative for Smart Green Projects for a roundtable discussion focusing on potential areas of cooperation.

H.E. Ambassador Hisham Badr commended ESLSCA University's role in education and scientific research, highlighting its contributions, which align with the initiative's objectives such as innovation and sustainability, signifying a promising collaboration toward a brighter, sustainable future for Egypt.

The National Initiative for Smart Green Projects in Egypt's Governorates (NISGP) was launched by the Egyptian government as a pioneering initiative in the areas of achieving sustainable development goals, addressing the effects of climate change, accelerating digital transformation and encouraging innovative practical solutions in order to mitigate and adapt with climate change effects. The ongoing National Initiative for Smart Green Projects, now in its second phase, aims to present innovative solutions at the Climate Conference (COP 28) in the UAE.







# Practice

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

## RME Policy Implementation

ESLSCA University has implemented 3 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Employee equity, diversity, inclusion

Student equity, diversity, inclusion

### **Student Equity, Diversity, & Inclusion**

ESLSCA University promotes equality and inclusion by implementing policies and practices that ensure equal access to education and related opportunities for all students, regardless of their background, ethnicity, gender, race, or sex. ESLSCA University supports flexible ways of learning and working, ensuring excellence through inclusion. The University is open to adaptive learning techniques in support of students with disabilities. Instructors are encouraged to use a variety of methods for teaching content and offer alternative ways for participants to participate in class activities.

#### **Scope**

ESLSCA Students

#### **Enforcement Date**

November, 2023

#### **Number Of Pages**

1

#### **Publisher**

ESLSCA University

#### **Media**

Website

[Supporting Links](#)

## Institutional Aspiration Targets

ESLSCA University has set aspiration targets in 5 different areas:

- ❖ GHG Emission Targets
- ❖ Building and Real Estate Targets

- ❖ Water Conservation Targets
- ❖ Internal Transportation Targets
- ❖ Travel Reduction Targets



# Share

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

## Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, ESLSCA University operates with the following approach:

### Full Transparency Disclosure

#### Disclosure of performance

ESLSCA University's official media channels.

**Author**

ESLSCA University

**Published Date**

September, 2019

**Degree Of Recognition**

National, Regional, and International

**Media Name**

Website and Social Media Channels

**Media Type**

News, reports, pictures, videos, and podcast.

**Duration**

The duration, length, or size of social media depends on the features of each platform.

ESLSCA Media Channels

View document  Download document 

SIGNATORY

# ESLSCA University

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