PRME
an initiative of the
United Nations Global Compact

Sharing Information on Progress 2026

Phoenicia University

October 2026

Table of Contents

1. About PRME 3

2. About SDGs 5

3. Getting Started 6

4. Values 15

5. Teach 17

6. Research 22

7. Partner 24

8. Practice 26

9. Share 28

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 Phoenicia University, including key details and basic institutional data.

Mission

The University is committed to preparing PU students to become job-ready graduates and professionals, capable of competing at national, regional, and international levels.

Vision

Phoenicia University aims to be recognized as one of the student-centered higher education institutions in Lebanon and the region, highly regarded for its commitment to excellence in learning and teaching.

Strategy

Strategy

Goal 1: Strengthening A Holistic Perspective: Academic, Liberal Education

To align with PU's commitment to "A Holistic Perspective" in education, the emphasis is placed on enhancing academic, liberal education.

A holistic perspective in academic, liberal education encourages students to explore diverse fields of knowledge, make connections between different subjects, and appreciate the broader implications of their learning. It often involves exposure to a variety of disciplines, including the sciences, humanities, social sciences, and the arts, aiming to provide students with a broad intellectual foundation.

This approach aims to give students a well-rounded education that goes beyond just specific knowledge. It combines academic and liberal education to develop various skills like critical thinking and communication. It focuses on good teaching, a supportive learning environment, and modern teaching methods to prepare students for a changing world. The main goal is to produce graduates who can think critically, solve problems creatively, and contribute positively to society.

To achieve this goal, we will employ the following strategies:

Strategies

- **Highlighting the excellence of staff and faculty members,** the proficiency, dedication, and expertise of both academic and staff members directly impact the overall effectiveness of an educational system. By allocating resources to actively recruit and retain the most qualified faculty and staff, institutions can attract high-caliber candidates through competitive salaries and benefits. Additionally, fostering a positive work environment, providing continuous training, and recognizing outstanding performance contribute to retaining a skilled and dedicated workforce. Prioritizing recruitment and retention efforts enhances an institution's prosperity and efficacy, cultivating a capable and committed team.

- **Expanding and diversifying the curriculum** constitutes a strategic endeavor encompassing the expansion of available courses and educational opportunities within an institution. This approach seeks to elevate the overall standard of education by affording students a more extensive and diverse learning experience. This initiative supports the holistic perspective by encouraging interdisciplinary thinking, cultivating critical skills, and fostering a deeper understanding of the world. In doing so, it contributes to the overarching aim of preparing graduates who are adaptable, critical thinkers, capable of making meaningful contributions to society in a complex and interconnected world.
- **Enhancing student centered services and support units** is crucial for enhancing the overall educational journey and fostering holistic student growth. Each support unit has a unique function, providing resources, assistance, and opportunities for students to excel academically and personally. This pivotal endeavor aims to enhance the overall support and experience for students throughout their academic pursuits. The outlined student-centered services in the table below play essential roles in ensuring students receive the necessary resources and guidance for academic success, personal growth, and career readiness.
- **Securing and improving the learning and living spaces on campus** involves a comprehensive approach to ensure the safety, comfort, and well-being of students, faculty, and staff. This initiative encompasses various aspects, such as upgrading residential halls, creating modern common areas, and integrating innovative technologies for academic purposes. The goal is to foster academic growth and overall well-being, including the development of recreational spaces, sustainable features, and improved amenities for a positive community atmosphere. Ultimately, the aim at PU is to provide students with an optimal and enriching environment that supports both academic and personal needs within the campus setting.

Goal 2: Innovation and Research

In the context of PU, fostering an innovative research culture is integral to the University's commitment to academic excellence and societal impact. PU recognizes the close intertwining of innovation—creating and applying novel ideas—with research, serving as the foundation for generating new knowledge across diverse disciplines.

The synergy between innovation and research forms a dynamic cycle of continuous improvement at PU. Emphasizing rigorous research as a catalyst for innovative ideas, the University propels advancements in academic domains and broader areas like science, technology, social sciences, and humanities. To nurture this relationship, PU prioritizes creating an environment supporting curiosity-driven exploration, providing resources for researchers, and encouraging interdisciplinary collaboration.

To attain this objective, we will implement the following methods:

Strategies

- **Encouraging a Creative Culture:** Fostering an environment that values and encourages creativity. This includes promoting open communication, idea-sharing, and a willingness to explore new and unconventional approaches.
- **Establishing and Enhancing the Center for Research and Advancement:** In addition to the initial establishment, the ongoing enhancement of the Center for Research and Advancement encompasses continuous improvement and development. This involves refining operational processes, expanding research capabilities, staying abreast of advancements in the field, and optimizing the overall efficiency and effectiveness of the center.
- **Launching New Graduate Program(s)** that align with the specific needs and relevance of the region involves a strategic and responsive approach to higher education. This initiative goes beyond the conventional creation of academic offerings, aiming to address the unique challenges, demands, and opportunities prevalent in the local or regional environment.
- **Advancing with Technology:** By continually enhancing technological capabilities and implementing a suitable structure, PU aims to provide stakeholders with modern tools essential for education, research, and service. In line with the evolving landscape of information and communications technology, universities, including PU, must adapt to enhance administrative efficiency, manage finances, process admissions, and operate various units. Universities also have unique needs like specialized laboratories and advanced learning systems to support research and educational goals.

Goal 3: Community and Global Engagement

Commitment to Community and Global Engagement reflects a dedication to actively participate, contribute, and connect with local communities and the broader global landscape. This principle involves diverse interactions that extend beyond institutional or organizational boundaries, emphasizing a collective sense of responsibility and collaboration.

At the community level, engagement encompasses initiatives focused on understanding, supporting, and positively impacting the local environment. Such involvement may entail community service, partnerships with local organizations, and projects addressing specific community needs. The goal is to cultivate meaningful relationships, foster mutual understanding, and create tangible positive changes in the lives of those in the immediate vicinity.

On a global scale, engagement broadens involvement to the international arena. It entails establishing connections, collaborations, and partnerships with entities worldwide. This global perspective underscores interconnectedness and shared responsibility for addressing challenges like climate change, poverty, and healthcare disparities. Global engagement often involves international research collaborations, educational exchange programs, and initiatives contributing to the global community.

In academic institutions and organizations, community and global engagement form integral components of a comprehensive approach to social responsibility. This approach transcends conventional boundaries, encouraging a mindset that considers the impact and interconnected nature

of actions both locally and globally. Through active engagement with communities and the world, institutions aim to instill social consciousness, cultural awareness, and a commitment to making positive contributions to society on a broader scale.

The following strategies will be employed to accomplish this goal.

Strategies

- **Global Engagement:** For PU, Global Engagement signifies active involvement, collaboration, and interaction on a global scale, emphasizing connections, partnerships, and a shared commitment to addressing challenges and opportunities that transcend geographical and cultural limits, reflecting the University's commitment to a comprehensive, interconnected approach to addressing global issues.
- **Community Engagement** is a comprehensive and dynamic approach that fosters a sense of collective responsibility, social unity, and sincere dedication to the overall welfare and success of the community. It recognizes the community as an integral collaborator in decision-making and initiative execution, reflecting the University's commitment to shaping resilient and flourishing local environments through collaborative efforts.
- **Internationalization:** Essentially, for PU, internationalization signifies a dedication to equipping individuals and the institution itself to excel in a globally connected environment. This commitment involves embracing diversity, promoting collaboration on a global scale, and tackling worldwide challenges through the exchange of knowledge and mutual understanding. It entails an ongoing journey of adaptation, learning, and active involvement with the intricacies of an ever-evolving global landscape.
- **Health Engagement and Environmental Connectivity:** The idea behind "Health Engagement and Environmental Connectivity" revolves around visualizing a mutually beneficial connection among individual and community health and the environment. This concept emphasizes the significance of proactive participation, heightened awareness, and cooperative endeavors to establish a harmonious equilibrium that promotes well-being for both individuals and the planet.

Goal 4: Diversity, Equity and Inclusion

PU is dedicated to the concept of inclusive excellence, recognizing that intentional engagement with a variety of people, perspectives, and knowledge is vital for realizing our vision of excellence and a transformative impact. This commitment aligns with our mission, reflects core values, and fulfills overarching goals. We understand that the diversity contributed by our community, including faculty, staff, students, and alumni, enhances our teaching, strengthens research and practice, and serves both local and global communities. As part of this commitment, the University will endeavor to honor the diverse identities, backgrounds, and perspectives of its community members, fostering an educational and working environment that is not only equitable and inclusive but also welcoming to all.

The following approaches will be utilized to achieve this objective:

Strategies

- **Affordability:** At PU, our dedication to affordability in education underscores a deliberate endeavor to render tuition costs and related expenses reasonable and within reach for a diverse array of students. This commitment is founded on the principle that financial limitations should not impede access to a high-quality education. The pursuit of affordable tuition at PU involves deploying a range of strategies to alleviate the financial strain on students and their families, ensuring that educational opportunities are accessible to individuals from various backgrounds.
- **Embracing Diversity and Acknowledging Differences:**PU promotes diversity by fostering an inclusive environment that values individuals' diverse backgrounds and perspectives. PU acknowledges and appreciates differences, aiming to create a welcoming atmosphere where every member feels respected and valued. This commitment to diversity enhances innovation, creativity, and understanding within the University community. Additionally, PU ensures inclusivity by addressing systemic barriers and providing fair opportunities for all individuals to thrive and contribute to the University's collective richness.
- **Respect and Freedom of Thoughts and Expression**: At PU, the essence of "Respect and Freedom of Thoughts and Expression" lies in upholding foundational principles that acknowledge and value the diverse viewpoints, opinions, and expressions of individuals within our academic community. This commitment is firmly rooted in the belief that every member of the PU community is entitled to freely articulate their thoughts, ideas, and beliefs without the concern of censorship or any form of reprisal. Within the PU community, we promote open dialogue, constructive debate, and critical thinking, considering them crucial components of a vibrant intellectual environment. We celebrate the cultural and intellectual pluralism that characterizes our University, acknowledging that diverse perspectives contribute to the dynamism of our academic pursuits. PU is committed to creating a safe and inclusive space where individuals feel empowered to express themselves without fear of discrimination or harassment.

Strategy Alignment

Strategy Alignment

1. Advancing Sustainable Development

PU recognizes that sustainability is integral to the future of education, research, and community well-being. Our strategies actively support sustainable development by:

- **Integrating environmental consciousness** through initiatives such as *Health Engagement and Environmental Connectivity*, which promotes the interdependence of environmental well-being and human health.
- **Creating sustainable learning and living environments**, including the modernization of campus infrastructure, energy-efficient buildings, and the incorporation of sustainable technologies to reduce the University's ecological footprint.
- **Launching regionally relevant graduate programs** that address local and global sustainability challenges, contributing to the creation of solutions that are socially, economically, and environmentally sustainable.

2. Serving the Common Good

PU is committed to fostering a sense of shared responsibility through:

- **Community Engagement Initiatives** that build strong, collaborative relationships with local organizations and civic entities to address pressing social issues.
- **Global Engagement and Internationalization**, which promote cross-cultural dialogue, shared knowledge, and cooperative efforts to address global challenges such as poverty, healthcare inequity, and climate change.
- **Inclusive education policies** that support equitable access and affordability, ensuring that students from all backgrounds have the opportunity to thrive and contribute meaningfully to society.

3. Ensuring Quality Education

PU's strategic goal of *Strengthening a Holistic Perspective* ensures that quality education remains a cornerstone of institutional development. This is achieved through:

- **Curriculum expansion and interdisciplinary learning**, empowering students to think critically, solve complex problems, and engage thoughtfully across disciplines.
- **Faculty excellence and professional development**, ensuring that instruction is innovative, research-driven, and reflective of global academic standards.
- **Student-centered services and learning environments** that nurture academic, personal, and professional growth, and are inclusive, safe, and supportive of diverse learning needs.

Institutional History

Institutional History

Institutional History

Phoenicia University is a non-profit, private, and nonsectarian officially licensed institution of higher education, established in 2012 by the Lebanese Welfare Association for Handicapped (LWAH). PU is committed to providing academic excellence to a diverse student body and is currently deemed as one of the fastest growing higher education institutions in Lebanon. The University's campus, sprawling over 110,000 square meters, is located in the District of Zahrani, in the Southern Governorate of Lebanon, only a 40-minute drive from Beirut International Airport.

The University comprises six colleges: Architecture and Design, Arts and Sciences, Business, Engineering, Law and Political Science, and Public Health, offering a total of 13 programs. PU's dedication towards educational equality and equity is underpinned by its moral obligation to make quality education accessible to all. PU provides an outstanding level of education that values innovation in learning and teaching, preparing new generations of students to become job-ready graduates and leaders in their chosen fields.

- At PU, our mission is deeply rooted in our vision to be recognized as a premier institution of higher learning, renowned for academic excellence, innovation, and societal impact both locally and globally. We aim to provide a transformative educational experience that empowers students to achieve their full potential, become ethical leaders, and make meaningful contributions to society. This mission is guided by a set of core values that serve as the foundation of our institutional ethos:
- Justice, Equity, Diversity, and Inclusion (JEDI): Upholding principles of fairness, equality, and diversity in all facets of academic, research, and administrative endeavors;
- Transforming Students' Lives: Empowering students through transformative educational experiences that prepare them for success in a rapidly evolving global landscape;
- Promoting Service-Learning and Learning in the Workplace and Community (LiWC): Engaging students in meaningful service-learning opportunities that foster civic engagement and social responsibility;
- Promoting Women's Participation: Advocating for gender equality and actively promoting the inclusion and advancement of women in all areas of academic and professional life;
- Inspiring Youth Leadership: Nurturing the leadership potential of students and empowering them to become proactive agents of positive change;
- Developing Sustainable Partnerships: Cultivating strategic partnerships with industry stakeholders and NGOs to foster innovation and drive sustainable development; and
- Investing in Sustainable Practices: Integrating sustainable and environmentally responsible practices into all aspects of the University's activities, operations, and projects.

Graduates & Enrollment

2025 Statistics	Number
Graduates	200

Degrees Offered

Bachelor Programs

- Bachelor of Science (B.Sc. or B.S.)
- Bachelor of Arts (B.A.)
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Engineering (B.Eng.)

Masters Programs

- Master of Business Administration (M.B.A.)



Values

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

Who Champions Responsible Management Education at Our Institution

- Research or issue group, society, or club leading sustainability efforts
- Disciplinary efforts within business school

Teach

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

Courses that support RME

Phoenicia University reports 10 courses in 2025 that support responsible management education and sustainable development goals.

Principles of Management and Organizational Behavior | MNGT 201

This is an introductory course that covers the management process with particular emphasis on the skills and knowledge needed to successfully manage an organization in an effective and efficient way. This course introduces the basic functions of management, including the planning, organizing, leading and controlling functions. Topics covered include: history and schools of management thoughts, managerial functions and roles, ethics and corporate social responsibility, operational and strategic planning, organizational behavior, dealing with change, operations management, human resource management, motivation, leadership and managerial communication. Concurrent Prerequisite: ENGL 201.



Strategic Management | MNGT 401

This capstone course integrates various business functions and disciplines, offering students a platform to reflect on and synthesize their knowledge and experiences gained throughout the business program. Using a holistic perspective, students delve into strategy formulation, evaluation, and implementation within the dynamic business landscape. The course's project serves as a comprehensive application and evaluation of students' progress over their academic years. Topics covered include strategic planning and strategic thinking, phases and levels of strategic planning, environmental scanning, tools for strategy implementation and control, key success factors, key performance indicators, and strategies for gaining and sustaining competitive advantage. The case method of instruction is actively employed. Prerequisites: MKTG 301, FINA 301 and MNGT 301.



Human Resource Management | MNGT 402

This course covers the various aspects of human resource management and functions and roles of the human resource manager. Students are exposed to the evolution in human resources management as we know it today. Topics covered include: importance of HRM and its relation to corporate strategy, the basic HR tasks including recruiting, selecting, staffing and developing and

motivating employees. Additionally, the importance of developing and maintaining fair and equitable compensation and benefit programs are examined. Designing and implementing effective HRM policies and procedures and promoting a performance management and measurement culture are also discussed. Prerequisite: MNGT 201.



Principles of Marketing | MKTG 301

In this course, students are introduced to the basic concepts and tools of marketing. It provides an overview of the marketing functions and roles that are crucial to strategic planning. The course covers a wide range of marketing activities such as market segmentation, market positioning, market and marketing research, market analysis, consumer behavior and marketing mix design and development. In addition, current developments in marketing are discussed to acquaint students with the challenges of marketing activities. Concurrent Prerequisite: ENGL 201.



Financial Accounting I | ACCT 201

In this course, students are introduced to the basic concepts and tools underlying financial accounting systems. Topics covered include: revenue recognition, inventory, accounts receivables, accounts payables, long-term assets, present value of money and long-term liabilities. The course also covers the construction of the basic financial accounting statements—the income statement, balance sheet and cash-flow statement—as well as their analysis and interpretation.



Economics | ECON 201

This course covers the basic theory and concepts of business and managerial economics. In this course, students learn how managers can make economic decisions under certainty, uncertainty and risk. Topics covered include: introduction to micro and macro-economics, marginal analysis, demand and supply concepts, forecasting techniques, time series analysis, cost and estimation, production and estimation, pricing and output determination and game theory.

All SDGs included

Corporate Finance | FINA 301

This course provides an introduction to the basic concepts and tools of corporate finance. Topics covered include: capital structure, cost of capital, time value of money, capital budgeting under uncertainty and risk, credit and risk analysis, cash flow models, security market efficiency, optimal capital structure and dividend policy decisions. Prerequisite: ACCT 201.

All SDGs included

Management Information Systems | INFO 401

This course introduces students to the basic concepts and developments in information systems with an emphasis on information technology. Topics covered include: foundation of information systems, computer technology, functional information systems, e-commerce, business intelligence and business database systems. Prerequisite: CMPS 202 or equivalent.

All SDGs included

Artificial Intelligence: Innovation and Applications | DSAI 401

This course provides a practical and multidisciplinary exploration of Artificial Intelligence (AI) and its transformative applications across sectors, including marketing, operations, finance, human resources, customer service, public health and social media. Throughout the course, students will learn fundamental AI concepts such as machine learning, deep learning, and natural language processing, while understanding the distinction between narrow and general AI.
The course integrates real-world use cases that demonstrate AI's impact across sectors, such as research, content generation and personalization, decision-making, process automation, customer engagement, financial forecasting, predictive health analytics, disease surveillance, sentiment analysis, social media analytics, and audience targeting. Students will learn how to employ user-friendly, non-coding platforms to explore AI-driven tools and solutions relevant to their respective disciplines. The course also delves into the ethical considerations, governance frameworks, emerging

trends and the societal implications of AI.
The course concludes with a capstone project where students collaborate to design AI-driven solutions to field-specific challenges, demonstrating the practical application of AI concepts and tools.



Introduction to Data Science | INFO 404

Introduction to Data Science integrates computing, statistics and visualization and communication into the one course. The course is particularly helpful in building hands-on experience with data manipulation and analysis to finally presenting impressive results. Such results are core to enhance decision-making activities, transforming the workplace into a data driven mini-society. Students from Marketing and Entrepreneurship concentration area can take this course as well. Prerequisites: CMPS 202 or equivalent and STAT 201.





Research

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

Research vs Research for RME/Sustainable Development

14 Peer-reviewed articles were published by Phoenicia University from this past calendar year.

vs

10 Peer-reviewed articles were published by Phoenicia University from this past calendar year in support of RME.

Research Funding

In 2025, Phoenicia University was awarded funding for research that is:



Local



International

Socializing Research

In 2025, Phoenicia University contributed research findings to:

- Research collaborations



Partner

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

Institutional Partnerships

- United Nations Global Compact non-business signatory
- Ministries of Education, Higher Education, or similar national bodies
- Times Higher Education (THE)
- IAU (International Association of Universities)

Student Organization Partnerships

- UNESCO Student Initiatives
- PRME Students



Practice

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

Institutional Policies and Practices

- Accreditation body recommendation documents
- Campus operations guides
- Carbon reduction or offset commitments
- Climate action plan
- Curriculum guidelines
- Environmental stewardship policies
- Ethical data sourcing guides
- Ethical leadership or good governance policies
- Faculty hiring, tenure, and promotion guidelines
- Local staff/student/faculty transportation
- Ministry of education recommendation documents
- Professional training opportunities
- Responsible procurement policies
- Student equity, diversity, inclusion
- Sustainability strategy or strategic plan (school or university level)
- Water
- Zero-waste guides



Share

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

Engagement Opportunities

Phoenicia University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- Boards and advisory committees
- Annual reports
- Community events and consultation forums
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Open faculty and student meetings and town halls
- Partnerships with local organizations
- Public events and panel discussions
- Publicly accessible sustainability data and dashboards
- Student and staff volunteer programs
- Sustainability-focused research and collaboration Opportunities

Communication Audiences

Phoenicia University communicates its policies and progress on sustainable development and responsibility with:

- Accreditation bodies
- Alumni and donors
- Boards and advisory committees
- Business and industry partners
- Faculty and staff
- Media and public relations channels
- Prospective and current students
- Research and academic networks

SIGNATORY

Phoenicia University

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