

PRME Principles for Responsible Management Education

an initiative by the  United Nations
Global Compact

Progress Report 2017-2019

PRME Faculty of Business Administration Sharing Information on
Progress (SIP) Report on the implementation of PRME
March 2020



সাদার্ন ইউনিভার্সিটি
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Letter of Commitment

It is a privilege to confirm our continued commitment to Principles for Responsible Management Education (PRME). On behalf of Southern University Bangladesh, I am happy to present the PRME Report from the Faculty of Business Administration, the largest in terms both of student numbers on undergraduate and postgraduate courses and the range of different study options on offer. The Faculty of Business Administration has a history of striving after excellence in teaching, learning and research, which enhances the professional and personal development of graduates, so helping to ensure interesting and remunerative employment for its students, to facilitate promotion at work and to ease the transition from one area of expertise to another.

Southern University Bangladesh is committed to the implementation of the United Nations guidelines on sustainable development as part and parcel of the way it operates day to day. As a signatory to these principles, we consider ethics, social responsibility and sustainability are primary considerations in all areas of University life, whether these are study, pastoral care or recreation. This commitment translates into all the areas recognized in the principles: the University curriculum and individual Departmental syllabuses, program design, courses and learning, and research as well as decision-making partnerships with all our stakeholders: faculty, administrative staff, ancillary staff, students, their parents, leaders of industry, professional bodies and members of the communities in which we are based. We also understand that our own organizational practice should serve as an example of the values and attitudes that we seek to convey to our students. We encourage other academic institutions and associations to adopt and support these principles, when the opportunity arises.

Against this background, we wish in this report to show what we have achieved between the submission of our last report in 2016 and the present and to identify future directions in which we need to be travelling, especially as the COVID 19 pandemic is likely to bring about a very different operating environment, even after the last new case has been discharged from hospital. Needless to add, management education will be at the forefront of the University's response.

As a supporter of and signatory to Principles for Responsible Management Education, we hereby renew our commitment to PRME. We look forward to vigorous engagement in supporting and increasing our students' potential and capabilities as future leaders within a sustainable global economy and to embed the values of social responsibility within all our academic activities and curricula. We will keep on encouraging other institutions to take on and support PRME principles so that we can build a common agenda, reinforced by shared principles and goals, by working together. The activities described in this report are reviewed in relation to the six PRME principles. Finally, the goals of the Faculty of Business Administration for 2020 to improve implementation of these six PRME principles are outlined with specific reference to activities already carried out and in preparation.



Professor Ishrat Jahan Ph.D.

Head, Faculty of Business Administration

Southern University Bangladesh





The Background of Southern University Bangladesh

In the year 1998, the University opened its doors as an Institute, an affiliated campus in the southern Bangladesh city of Chattogram of US & UK universities, in response to market demand for foreign standards of tertiary education and globally recognized qualifications. Professors Sarwar Jahan and Dr. Ishrat Jahan initiated and established Southern University Bangladesh. On November 26, 2002, the Ministry of Education approved the institution, under the Private Universities Acts of 1992 & 1998, allowing Southern formally to begin its academic programs on January 14, 2003.

Southern University offers higher educational programs in Business, Hotel & Tourism Management, English, Law, Computer Science, Pharmacy, Communication Engineering, Electrical Engineering, Civil Engineering & Islamic Studies and Religion under three separate faculties, namely: (i) the Faculty of Arts, Social Science & Law, (ii) the Faculty of Business Administration, and (iii) the Faculty of Science & Engineering. All these academic disciplines have been selected with a view to catering to the needs of the job market at home and abroad. It is clear, then, that from the very outset, Southern University Bangladesh has focused on vocational courses that would appeal to young people aiming at interesting and remunerative employment.

This philosophy has also informed all Southern's academic programs, so that students can develop an up-to-date knowledge base, technical skills and proficiency in analytical decision making skills. These programs, of course, do not focus so exclusively on practice that they neglect theory. Rather they seek to apply theory to practical situations so that students realize the value of book learning and the thinkers of old in improving the ways they work today. An illustration might be the grounding that students get in Moral Philosophy which informs their understanding of professional responsibility. Interactive teaching methods, case studies, internships and research projects are used to involve students in their own education and get them to take responsibility for it. The University also prides itself on emphasizing the value of continuous co-curricular activities to develop other potential of students not covered in academic syllabuses but essential to their enjoyment of a wide range of leisure activities in their lives outside work. These include, among many other areas, sport, art appreciation, the staging of plays, ecological clubs and ventures and community engagement.





Executive Summary

Southern University Bangladesh became a signatory to PRME in the year 2015. This report reflects on our achievements over the period 2017-2019 in relation to the implementation of the PRME principles. Throughout the period 2017-2019, Southern University Bangladesh organized a total of 49 seminar sessions. Each session included discussion of the 6 Principles of the United Nations responsible for management education (PRME). Southern University Bangladesh has also included UN principles and Sustainable Development Goals (SDG) as integral elements of its curriculum, underpinning all our objectives.

Objective of the Report

To inform PRME of the activities of Southern University Bangladesh as they relate to the Principles of the United Nations responsible for management education (PRME).

Statements of the report

The Curriculum, the process of Program Design and Courses and our attention to Learning as well as the achievements of the Faculty of Business Administration of Southern University Bangladesh are all highlighted. We regularly report on progress to all our stakeholders and encourage them to participate in the ongoing debate about useful practices which will enhance the value of the student experience with us.

Period Covered: 2017 to 2019

Southern University Bangladesh courses are designed to create, nurture and institutionalize sensitivity among all our stakeholders about ethical practices, sustainability and responsible citizenship and, so, help all of us in understanding the challenges of the business world as well as socio-economic concerns. As we look forward, there will be new concerns and thinking about these issues in light of the changes resulting from increased hardship for our neediest people and communities after the pandemic has done its worst.

Vision of BBA Program

The vision of the BBA Program is to create knowledgeable, technically sound, creative and analytically proficient graduates possessing excellent communication skills, who are nationally and internationally competitive in shaping and discharging managerial responsibilities, always bearing in mind the social duties that their posts entail.

Mission of BBA Program

The mission of the BBA program is to create professional graduates capable of providing prudent managerial leadership ethically in the business field through acquiring knowledge and developing their own ideas, so that they can innovate, analyze and fine tune their problem solving skills and qualities of head and heart.

Vision of MBA Program

The vision of the MBA program is to develop forward-thinking and charismatic management leaders, who can shoulder managerial responsibilities at home and abroad by dint of their all round competencies, including respect for colleagues and other stakeholders and compassion for those unable to help themselves.

Mission of MBA Program

The mission of the MBA program is to create a learning and research environment in which students will get the opportunity to become conversant with current developments in various fields of Business Administration, and foster decision making, problem solving and communication skills to enable their organizations to attain financial success and excellent public reputations for efficiency, quality and social responsibility.

Curriculum Integration in the Field of Corporate Responsibility and Sustainability

In relation to PRME's first 3 principles that relate to 'developing the capabilities of students'; incorporating global social responsibility values into Southern University Bangladesh curricula; and creating educational frameworks, materials, processes and environments; the following achievements are reported.

In 2017-2019, a review of the Faculty of Business Administration curriculum was undertaken in order to provide base line information to enable progress to be made towards all Business graduates becoming 'literate in social responsibility and sustainability'. This review aimed to determine the content and means of delivery in these areas. To this end, module outlines for the Graduate and undergraduate programs were scrutinized for explicit reference to the target areas, and curriculum maps were developed. Student opinion and that of local industry leaders was solicited and focus group discussions arranged and reported to facilitate the gathering of a wider range of opinion, calling on broader experience and different priorities than just those of academic faculty.

Following the review, recommendations were made for changes, such as the inclusion of new modules incorporating these issues in the placement year report. These recommendations have all now been implemented and include:

- The Mission of Southern University highlights the importance of creating managers who are socially responsible. Curriculum design and implementation has been carried out, keeping this priority in mind.
- It is now mandatory for all students to participate in a socially relevant project and submit their findings for final evaluation and grading.
- The Faculty of Business Administration now interacts with NGOs and Not for Profit organizations to offer a platform to faculty and students to undertake joint research studies, which can enhance the classroom teaching experience. This has been supplemented by a tailor-made training course on improving interactivity in the classroom, including the development of action research projects led by faculty and, sometimes, by students.
- Students are encouraged to attend and actively participate in value-added workshops related to CSR, Business Ethics and Private Public Partnerships, which help them to integrate ideas about ethics and social responsibility in their regular activities. A current example, moving into the years 2020 and 2021, is the inclusion of students in a large-scale research project on the intern experience in the banking sector in Chittagong, funded by a Fulbright scholarship, devised and to be executed by the public University of Chittagong and Southern University Bangladesh from the private sector, where student involvement in design, research methodology and implementation are crucial to its success.
- As part of our Community Development Program, Business Administration faculty has initiated courses focusing on creating awareness about the importance of social responsibility. These include: Leadership and Followership; Ethical Human Resource Development and Evaluation; and Educational Leadership, in collaboration with the Department of English Language and Literature.



- The requirement for all students undertaking an industrial placement to write a report on the social responsibility and sustainability policies and practices of a placement company (to connect theory to practice).
- All postgraduate courses are to review core content to identify where issues of social responsibility and sustainability are addressed in a project named 'Ethics, Responsibility and Sustainability', where module leaders identify where these issues are related to the content of their modules. This also now applies to undergraduate programs.

The Principles of Responsible Management Education

Southern University Bangladesh takes great pride in upholding its social responsibilities towards its students, internal and external stakeholders and the community at large. It is a fast-growing and well-established educational institution in Chittagong that contributes to sustainable welfare in the field of business and in society as a whole in various ways. However, this SIP report pertains mainly to responsible management education.

Principle 1 & 2: Purpose and Values

The University has committed itself to nurturing more socially responsible leaders. To realize this ambitious goal, students need to imagine and then build visions of a better future and develop a concern for the welfare of society (especially, in this country, for the poor and for marginalized groups in society, such as women, the physically and mentally challenged and even some indigenous ethnic groups) as well as business. The challenge here is to promote a better society at the same time as creating opportunities for greater profit. To achieve this, as far as curriculum is concerned, we have introduced the following initiatives during the last two years:

First, the credit allocation for the compulsory course on 'Business Ethics' has been increased. The course strongly communicates the need for business to be ethical while simultaneously keeping the bottom line firmly in focus.

Second, a compulsory course on 'Social Responsibility' has now been introduced for all students of Business programs. The topics covered are aimed at guiding students to becoming more socially aware and responsible citizens, while keeping business incentives at the forefront of their thinking. In 2017-19, some changes were made in the design and contents of the curriculum to improve their effectiveness. These are being regularly reviewed.

Third, elective courses on 'Entrepreneurship' have continued to be offered to students. This course explores the concept of ethical & responsible business and the role of entrepreneurs in creating a better, more equitable society. Various models of corporate governance have been discussed and applied.

On the administrative front, there was progress on enhancing our vigilance about the ethical conduct of students, especially with regard to sexual harassment.



Principle 3: Instructional Methods, Environments & Processes

The curricula and materials taught to the students of the Faculty of Business Administration cover various topics including social responsibility, green management, ethics, and leadership.

In addition, the Faculty organized nine entrepreneurship fairs and business plan competitions during the years 2017, 2018 and 2019 as essential elements of its courses. It also engaged with local business leaders who shared their experiences with prospective young entrepreneurs of the University. Students came up with creative business models and displays for the public. The competition is held by the University to encourage greater awareness of ethical and environmental issues. Students learn by doing, meet community leaders, thereby engaging with the community and learning to manage and make a contribution to local society. The competition comprises seminars and workshops, in addition to applied research exhibits and graduate employment programs.



Principle 4: Research

RESEARCH PUBLICATIONS FROM 2017 TO 2019

During the years 2017-2019, faculty members of Business Administration participated various conferences and conducted research as a powerful tool to explore the impacts and dynamics of social responsibility and sustainable development. This contributes to the sharing of information and findings necessary to support businesses with a conscience. The following research articles cover a variety of topics related to management, social responsibility and sustainable development in Bangladesh.

Conference Papers & Presentation

Kabir, A.; Karim, R.; Hossain, M. (2018, January 25). *Reshaping Bangladeshi Healthcare System Using Big Data: Prospects and Challenges*. In 13th International Knowledge

Globalization Conference 2018. Retrieved February 5, 2018,

1. Professor Dr. Ishrat Jahan's Publications:

Prof. Sarwar_Jahan & Dr. Ishrat Jahan: "Role of Internships in Preparing Students to become Entrepreneurs Through Entrepreneurship Training", 18th Asian University Presidents' Forum (AUPF) 2019; November 22, 2019

"Factors Influencing the Productivity and Profitability of Some Commercial Banks - An Explorative Study", Journal Of Business And Society (JBS), Volume 9, December 2018

Dr. Ishrat Jahan, & Hossain, S.: "Assessment Practices and Learning Implications in Business Education Following Bloom's Revised Taxonomy", Journal of Business and Society (JBS), ISSN 1815-3291, Volume 9, December 2018

"Factors Influencing the Profitability of Some Commercial Banks -An Explorative Study", 2nd Biennial Conference of the Bangladesh Academy of Business Administration, January 5-7, 2017. Organized by Bangladesh Academy of Business Administration; Center for Advanced Studies in Management;

2. Kazi Nazmul Huda, Associate Professor, Publications:

Achieving Sustainable Growth through Employee Branding Initiatives: A Conceptual Framework for the Life Insurance Business of Bangladesh, 'Insurance Journal', a Journal of Bangladesh Insurance Academy, 64, December 2019,

Measuring the Effectiveness of Employee Assistance Programs in the RMGs of Bangladesh: An Evaluative Study, International Journal of Business and Technopreneurship, Universiti Malaysia Perlis, Malaysia 8(1), 2018.

Perceptions of Workers on the Effectiveness of Health & Safety Training in the RMGs of Bangladesh: An Evaluation Subsequent to Rana Plaza Tragedy, North South Business Review, Journal of North South University, 9(1) December 2018. ABDC C Ranked ..

Job Stress among the Newspaper Reporters in Bangladesh, NIMC Journal, National Institute of Mass Communication, 2, July 2018 .

Sustainable Life Insurance Business through Innovation and Creativity, 'Insurance Journal', a Journal of Bangladesh Insurance Academy, 63, July 2017, ISSN 1648-0437 .

Necessity of Voluntary Training for National Human Resource Development: A Case Study of Social Change, Young Power in Social Action (YPSA), 7(1) 2017.

Measuring the Impacts of Quality of Work Life Indicators on the Marketing Representatives of Pharmaceutical Companies, Bangladesh Pharmaceutical Journal 20(1): 46-53, 2017

3. Md. Hasan, faculty member, Publication

Ecological Marketing Practices for Non Renewable Natural Resources: A Case Study, Journal of Business and Society, Southern University Bangladesh, Volume: 9; 2019

Students' Perception on Book Reading Competition of British Council, IATEFL Conference in 2017 Glasgow, 2017

4. Tasnim Islam, faculty member, Publication

Proliferation of Islamic Monotheism through Religious Tourism: An Overview on Tabligh Jamat in Bangladesh; American Journal of Tourism Management; p-ISSN: 2326-0637 e-ISSN: 2326-0645;2017; 6(1): 10-14; doi:10.5923/j.tourism.20170601.03; Publication Date: June 1, 2017

5. Shakina Sultana Pomi, faculty member, Publication

Impact of Microcredit on Rural Poverty Alleviation in the Context of Bangladesh, International Journal of Economics and Finance, Vol. 11, No. 6 (2019), DOI:[10.5539/ijef.v11n6p70](https://doi.org/10.5539/ijef.v11n6p70); 2019

6. Rehnuma Sultana Khan, Assistant Professor, Publication

Factors determining Tourism: A Framework to Promote Tea Tourism Destinations in Chittagong. Global Journal of Management and Business Research; 2018

Breaking the Gender Barrier: Success Stories of Active Participation of Women in Hospitality Industry in Bangladesh; European Journal of Social Sciences; 2017

Potentialities of Tea Tourism Destination: A Study on Tea States in Chittagong, in "1st International Conference on Business and Management (ICBM 2017) Dhaka, Bangladesh; September 21-22, 2017. Organized by BRAC University; 2017



Rehnuma Sultana Khan, Assistant Professor, & Sharmin Sultana, faculty member, Publication
Breaking the Gender Barrier (Published Online Book);_LAMBERT Academic Publishing; 2017

7. Md. Shajjad Hossain, Faculty Member Publication

Impact of Perceived Service Quality Dimensions on Customer Satisfaction in Hospitality Industry, Global Review of Research in Tourism, Hospitality and Leisure Management, 2019, Volume No. 05, Issue 01, 683-699. https://www.globalbizresearch.org/files/4039_grrthlm_shajjad-hossain-528983.pdf; (2019)

Professed Factors Influencing Environmentally Sustainable Household Consumer Behavior: a Bangladesh Perspective. International Journal of Business Society, 2018, Volume No. 02, Issue 08, 54-64. <https://www.ijobs.com/uploads/1/1/6/4/116416337/10.30566.ijobs-2018.286.pdf>; (2018)

Service Quality Assessment in Hospitality Industry: A Focus on Restaurant Services, in: Chittagong International Academic Research Journal of Business and Management, June 2018, Volume No. 07, Issue No 02, Page No. 25-35. <http://acrpub.com/article/publishedarticles/24102018IARJBM439.pdf>; (2018).

Assessment Practices and Learning Implications in Business Education Following Bloom's Revised Taxonomy. Journal of Business and Society (JBS), Southern University Bangladesh, December 2018, Volume No. 09, Page No. 84-101. (2018).

Learning Assessment in Tertiary Business Education with Revised Taxonomy. Journal of Education and Practice, 2017, Volume No. 08, Issue 07, Page No. 41-59. <https://www.iiste.org/Journals/index.php/JEP/article/view/36008/37001>; (2017).

8. M. Istiaque Hossain Faculty Member, Publications in Academic Journals:

Hossain, M. I. & Kabir, A. I. (2018): *Performance Evaluation Of The Stock Market Of Bangladesh-A New Rising Capital Market Of South Asia*. Journal of Asian and African Social Science and Humanities (ISSN 2413-2748), 4(3), 12-21. <https://www.aarcentre.com/index.php/aarcentre/article/view/149/372>

Kabir, Ahmed Imran; Karim, Ridoan; Newaz, Shah and Hossain, Muhammad Istiaque: (2018): *The Power of Social Media Analytics: Text Analytics Based on Sentiment Analysis and Word Clouds on R, Informatica Economica*, 22, issue 1, p. 25-38, <https://econpapers.repec.org/RePEc:aes:infoec:v:22:y:2018:i:1:p:25-38>.

Kabir, Ahmed Imran; Karim, Ridoan; Md. Istiaque Hossain, Newaz, Shah: (2018). *Prospects and Challenges of Using Big Data in Healthcare Sector of Bangladesh: Focus on the reformation of the healthcare system*. Journal of Asian and African Social Science and Humanities (ISSN 2413-2748). 4. https://www.researchgate.net/publication/324719555_Prospects_and_Challenges_of_Using_Big_Data_in_Healthcare_Sector_of_Bangladesh_Focus_on_the_reformation_of_the_healthcare_system

9. Maquesurat Ferdous; Faculty Member, Publications in Academic Journals:

Financial and Operational Performance: Evidence from Chittagong Port Authority in Bangladesh European Journal of Business and Management Vol 10, No 2 (2018)pp (1-13)

10. Dr. Mohammad Sirajul Islam, Assistant Professor, Publication

"Value –Addition and Technological Adaptation to Reduce the Price Spread in Developing Countries: Focus on the Dairy Industry of Bangladesh"; Journal of Business and Society (JBS), Volume 9, December, pp; 69, 2018, Bangladesh.

Dr. Mohammad Sirajul Islam, Kazi Nazmul Huda, Rashed Mahmud Shakil, *"Perceptions of Workers on The Effectiveness of Health & Safety Training in The RMGs of Bangladesh: An Evaluation Subsequent to Rana Plaza Tragedy"*, North South Business Review, Volume 9, Number 1, December, pp: 69-91, ISSN 1991-4938 (ABDC Rank C Journal). 2018, Bangladesh.

"Alleviation of Poverty through Value Chain Sustainability: A Study on Dairy industry of Bangladesh"; Journal of Academic Research publications, Vol. 7, Issue No 2, pp 01-16; 2018;India
<http://www.conference.kglobal.org/index.php/kglobal2018/IUBATkglobal2018/paper/view/1280>



Last Day at Southern



Faculty Members of Business Administration

SHARING INFORMATION ON PROGRESS



Principles 5: Partnerships

Southern University and its Faculty of Business have several valuable partners who contributed through joint research and social responsibility projects to broadening students' horizons and opportunities in technology transfer during the years 2017 to 2019. Founder Professor Sarwar Jahan signed MoUs during these years with:

1. Assam Down Town University, India
2. Chaoshan College, Guangdong, China
3. City University Of Passy, Philippines
4. Eastern Samar State University, Philippines
5. Ferdowsi University Of Mashhad, Iran
6. Gorontalo State University, Indonesia
7. Kalinga Institute Of Industrial Technology, India
8. Krida Wacana Christian University (Ukrida), Indonesia
9. Mykolas Romeris University, Lithuania
10. Nanchang University, China
11. Petra Christian University, Surabaya , Indonesia
12. Philippine Normal University, Philippines
13. President Ramon Magsaysay State University, Philippines
14. Stie Perbanas Surabaya, Indonesia
15. Soegijapranata Catholic University, Indonesia
16. Sultan Agung Islamic University, Indonesia
17. The University Of Mindanao, Philippines
18. Telkom University, Indonesia
19. Universitas Atma Jaya Yogyakarta, Indonesia
20. Universitas Ciputra, Indonesia
21. Universitas Hang Tuah, Indonesia
22. Universitas Sumatera Utara, Indonesia
23. University Of Santo Tomas, Philippines
24. Universitas Dhyana Pura (Bali-Indonesia)
25. Vellore Institute Of Technology University, India

Principles 6: Dialogue

During the years 2017 – 2019, Southern University arranged to open channels of communication that allow interested parties and stakeholders to have productive discussions resulting in ideas and outcomes promoting sustainability and social responsibility.



6-8 Nov
Petra Christian University



Workshops Organized:

Sustainability and responsibility in business are embedded in our Vision and Mission. Our courses aim to create sensitivity among all stakeholders about ethical practices, sustainability and responsible behavior. Best Practices, like the Campus to Community Project, help in understanding the challenges of the business world as well as socio-economic concerns in relation to developing the least privileged sectors of our society.

1. Organized nine (9) Entrepreneurship Development Fairs & Business Plan Competitions, as a part of Entrepreneurship Development Course, in the years 2017 and 2019. All included CSR elements.
2. Workshop on Ethics, Manner, Etiquette & Morality was held on 27 October 2019
3. An open discussion on Women of the World (WoW) was held throughout 2018-2019.
4. Workshop on Youth Leadership in Community Development & Social Work held on March 18, 2019
5. Workshop on Organizational Development Concepts & Practices was held on March 21, 2019
6. Workshop on Digital Marketing Tools & Techniques took place on April 7, 2019
7. Workshop on Strategic Compensation and Benefit Management was held on April 06, 2019
8. A day-long Workshop on Career Start-up: Unlock the Potential was organized on August 17, 2018
9. A day-long workshop on "Effective Teambuilding" was conducted on September 15, 2018
10. Workshop on Data Management, Self Assessment Report Writing and Improvement Plan took place on 22 March, 2017
11. Workshop on Self Assessment Process & Team Building was organized on 19 March, 2017
12. A day-long workshop on "Digital & Social Media Marketing" was conducted on 15th April 2017
13. A workshop on Teambuilding: Ways of Self-Assessment was held on 09 April, 2017
14. A daylong workshop on Career Planning & Development was conducted on 15th April 2017
15. A two-day long 19th Entrepreneurship Carnival & Business Planning Competition 2017 was held on 17-18 April, 2017
16. A day-long workshop on Effective Teambuilding was conducted on 22 April, 2017
17. A 2 day-long training session on Disaster Response and Fire Fighting was held on 05 and 06 September, 2017.
18. A day-long workshop on project Feasibility Studies was conducted on August 26, 2017



Future Directions:

- Increase dialogue with alumni to support institutional research and employment opportunities. This is an area of activity much neglected in Bangladesh as a whole and Southern University Bangladesh has been no exception. Contact with alumni all over the educational scene is limited to an annual picnic which few attend. It is our intention actively to seek the advice and support of our alumni – as one of our most loyal stakeholders – to promote, contribute to and participate in social responsibility projects in Chittagong as well as improving access to local companies as potential employers of our graduates and postgraduates.
- Enhance faculty partnerships with industry to enhance practical orientation. We aim to do this through involving industry leaders in our programs but also in our planning and syllabus meetings so that we are more in touch with the needs of industry, especially in the areas of research and recruitment. Specifically, we aim to improve the internship experience of our undergraduates – and have secured Fulbright funding to study best practice in the USA to do so – by applying useful (and adapted) models to the local environment. We are also introducing an emphasis on practical and employment skills to our General Education Department programs, with introductory courses in ICT, time management, employee responsibility, and team working and building.
- Increase student awareness of and participation in studying abroad programs for specialized education and for a wider cultural experience.
- Increase faculty development in the areas of progressive and critical pedagogy, especially with regard to interactivity between lecturers and students in the classroom.
- Increase research and publications related to PRME values, involving not just faculty but students as well at undergraduate and postgraduate levels.



PRME Support

The Faculty of Business Administration at Southern University Bangladesh would welcome workshops, seminars, symposia and / or conferences on the integration of PRME values with specific attention to Business courses in a Liberal Arts context.



Community Helpers: Faculty of Business Students Learning About Firefighters April 20, 2019



18th Entrepreneurship Fair Business Plan Competition

'Promoting National Heritage', a two-day long 18th Entrepreneurship Fair & Business Planning Competition 2017 was held on 20-21 April 2017.

Undergraduate Students of the Business Administration Department organized a Rally for the Community Engagement Program 2019 as course assignment work. Here are some photos from the inauguration.



SHARING INFORMATION ON PROGRESS



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SIP Report prepared by Southern University Bangladesh for the period 2017-19.

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education (PRME)**

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