



International Labour Organization



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FEDERATION OF EGYPTIAN INDUSTRIES

FEI /ILO/GUC Roundtable on:
Toward Socially-Responsible and Sustainable Management Education & Practice
May 6-7, 2015 – Conrad Hotel
Draft Agenda

May 05, 2015

Pre-Workshop Seminar –at the German University in Cairo (GUC) – location H19

12:00 – 15:30 “Reflections on the Giving Voice to Values initiative and the scholarship of Mary Gentile”

Prof. Dr. Mary Gentile, Creator/Director of Giving Voice to Values (GVV) program and Senior Research Scholar, Babson College, US

Dr. Gentile will introduce the “Giving Voice to Values” pedagogy/curriculum which has been piloted in hundreds of business schools and businesses globally. She will describe the primary barriers that educators experience when it comes to business ethics education across the curriculum and explain how GVV overcomes these barriers.

16: 00 – 17:30 Individual Meetings with companies & universities representatives [closed session - by invitation]

May 6, 2015

Day I

09:00 – 09:30 Registration

09:30 – 10:00 **Opening Session**

- Prof. Dr. Ralf Klischewski, Dean of the Faculty of Management Technology, GUC
- Dr. Noha El-Bassiouny, Associate Professor of Marketing and coordinator of the Business and Society Research Cluster, GUC
- Dr. El Sayed Torky, National Coordinator – Conducive environment Project/ International Labour Organization (ILO) – Cairo Office
- Dr. Eng. Ahmed Fekry Abd EL Wahab – Chairman of FAW Industrial Group & CEO of the Egyptian German Automotive Co. – FEI Board member - Federation of Egyptian Industries



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10:00 – 11:30

First Session:

Importance of the Case Study Method in Management Education

Dr. Ahmed El-Ragal, Professor of Information Systems, GUC, Head of the Business Informatics and Operations Management Department

This session highlights that business schools strive to establish a learning environment where students are able to learn not only from their professors, but also from the industry, which they will join upon successfully completing their degrees. This is normally achieved by inviting industry speakers to the university, as well as via case studies. Therefore, the adoption of case studies in management education is a necessity for any modern business school.

Giving Voice to Values: Program and Methodology

Prof. Dr. Mary Gentile, Creator/Director of Giving Voice to Values (GVV) program and Senior Research Scholar, Babson College, US

Dr. Gentile will share a ground-breaking new approach to preparing business managers and leaders for values-driven decision making. Drawing on both the actual experience of business practitioners as well as cutting edge research, GIVING VOICE TO VALUES (GVV) fills a long-standing and critical gap in our understanding of how to enable ethical practice. Rather than a focus on ethical analysis, GVV focuses on

ethical implementation and asks the question: “What if I were going to act on my values? What would I say and do? How could I be most effective?”

Open discussion

11:30 – 12:00

Coffee break

12:00 – 01:30

Session Two: Giving Voice to Values impact on the corporate performance

- Prof. Dr. Mary Gentile, Creator/Director of Giving Voice to Values (GVV) program and Senior Research Scholar, Babson College, US

Dr. Gentile will introduce an innovative approach to values-driven leadership development; explain why it is more effective than traditional approaches; and provide examples of companies that have adapted this approach for their internal training initiatives. She will identify the key challenges for corporate development around ethics and values and demonstrate how the “Giving Voice To Values” approach overcomes them.



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The session will share best practice approaches that can serve as a benchmark for Egyptian companies in their efforts to create social dialogue with their organization members.

- Egyptian companies
- Open discussion

01:30 - 03:00

Session Three: The role of universities in supporting businesses in improving CSR performance

This session will explore the expectations of the companies towards the role of universities in ameliorating corporate CSR performance, how can research centres serve the companies to better develop and apply CSR principles and practices? How can universities & research centres create educational & theoretical frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership?

- Number of Egyptian companies
- Egyptian Centre for Economic Studies (ECES)
- Open discussion

03:00 – 03:15

Announcement of TOT Workshop

Dr. Noha El-Bassiouny, Associate Professor of Marketing and coordinator of the Business and Society Research Cluster, GUC

03:15 – 04:15

Lunch

May 7: Training of Trainers Workgroups on GVV Cases

09:30 – 10:30

Building your case study

Dr. Gentile will explain how Giving Voice To Values cases differ from traditional case studies and describe the process for developing them. She will explain some of the typical challenges and address them. She will then introduce a road map for the development of GVV style cases, with the relevant questions that must be answered to proceed.

10:30 – 12:15

Facilitation of 10 workgroup discussions between academics and corporations for local GVV-style case studies

Prof. Dr. Mary Gentile, Creator/Director of Giving Voice to Values (GVV) program and Senior Research Scholar, Babson College, US

Each group will begin to work through the roadmap questions presented earlier and prepare to share their responses and their case ideas during the next session.



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12:15 – 12:45	Coffee Break
12:45 – 02:45	Presentation of the case studies Each workgroup will present their case ideas in 10 minutes and receive comments from the other participants and Dr. Gentile.
02:45 – 03:15	Portrayal of Exemplary Case Studies Prof. Dr. Mary Gentile, Creator/Director of Giving Voice to Values (GVV) program and Senior Research Scholar, Babson College, US Dr. Gentile will share the Annotated Table of Contents of the current GVV Curriculum Collection, as well as several exemplars of GVV cases and teaching notes. Cases developed by workshop participants will be reviewed for potential inclusion, with full credit, in this global collection. Participants will thus have the opportunity to share outstanding Egyptian practices with a global business education audience. Interested participants will also be offered an opportunity to write cases for a potential case book on Egypt – sponsored by the ILO. In this last session, participants will also have the opportunity to raise any remaining questions about next steps and how to proceed to develop their GVV cases.
03:15 – 03:45	Moderated Q & A Session and Concluding Remarks Dr. Noha El-Bassiouny, Associate Professor of Marketing and coordinator of the Business and Society Research Cluster, GUC
03:45 – 04:45	<i>Lunch- Final Networking and Conclusion of Workshop</i>

Biography of Mary Gentile:

Mary C. Gentile, Ph.D., is Creator/Director of Giving Voice to Values (GVV), a business curriculum launched by Aspen Institute and Yale SOM, now based and funded at Babson College. GVV is a pioneering approach to values-driven leadership that has been featured in many key industry journals and magazines, and piloted in over 730 business schools and organizations globally, to date. Gentile holds a bachelor's degree from The College of William and Mary (Williamsburg, VA) and an M.A. and Ph.D. from the State University of New York at Buffalo. Gentile is Senior Research Scholar at Babson College; Senior Advisor, Aspen Institute Business & Society Program; and independent consultant. Previously, Gentile was a faculty member and manager of case research at Harvard Business School.



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The ILO-FEI CSR Unit:

The FEI is the official representative of the employers organizations in Egypt. It includes 18 chambers of industry with 60,000 member companies. The CSR Unit has been established within the framework of the bilateral cooperation between the Federation of Egyptian Industries (FEI) and the ILO to improve the CSR practises by Egyptian companies and to promote decent work principles in the industrial sector.

The main mandate of the Unit is to establish a multi-stakeholders platform, aiming:

- To raise awareness on CSR and decent work among both companies and government departments in Egypt
- To improve the awareness of companies about the ILO fundamental principles and rights at work and the need for social justice at the workplace.
- To increase the level of awareness of the labour standards in the industrial sectors, including its impact on the sustainability through opening export markets.
- To identify the needs and the roles of the CSR stakeholders and the obstacles of applying CSR principles.
- To provide specific analysis and understanding of CSR practices for Small and Medium Enterprises, taking into consideration their specific situation.
- To establish partnerships with international relevant organizations, education institutes and young entrepreneurs associations to foster a business and corporate culture which includes CSR concepts and practices.
- To promote the social compliance management system and its impact on developing an ethical supply chain and to develop capacities of the industrial sectors to promote an ethical approach in business.

The Business and Society Research Cluster (BSRC) at the Faculty of Management Technology (FMT) - GUC:

Out of a firm belief in the importance of social responsibility, ethics, and sustainability, the Faculty of Management Technology (FMT) at the German University in Cairo (GUC) has aimed consistently at concerted multidisciplinary efforts toward propagating justice, diversity, peace, and civility. Specifically, the FMT has lead pedagogical and research ventures in the field of social responsibility and sustainability through its Business and Society Research Cluster (BSRC). The BSRC has been formalized by the FMT in 2010 based on a longer tradition of academic research in a broad array of sustainability and CSR issues. The focus is mainly, but not exclusively, on the areas of sustainability, business ethics, marketing ethics, consumer education, Corporate Social Responsibility (CSR), Cause-Related Marketing, materialism in modern consumer society/consumerism, social entrepreneurship, critical management and organization studies as well as societal and environmental issues.



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Drawing on the expertise and engagement of multiple stakeholders, the mission of the cluster is to foster sustainable internal and external awareness of academics, students, and corporations locally and globally about business ethics, sustainability, and corporate social responsibility through world-class teaching, research support, and industry partnerships for adequate dissemination and application of research results.