

DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of Business and Entrepreneurship

SOCIAL IMPACT POLICY

For Academic Programs, Events, and Engagement

Policy Information:

Item	Details
Policy Code	FBE-SI-004
Policy Owner	Dean, Faculty of Business and Entrepreneurship
Responsible Office	FBE Dean's Office / Quality Assurance Office (QAO)
Approved By	Academic Council, DIU
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Review Cycle	Every 3 Years
Next Review	February 2029

Version History:

Version	Date	Author	Changes
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1. LIST OF ABBREVIATIONS

Abbreviation	Full Form
AACSB	Association to Advance Collegiate Schools of Business
DIU	Daffodil International University
FBE	Faculty of Business and Entrepreneurship
KPI	Key Performance Indicator
MoU	Memorandum of Understanding
QAO	Quality Assurance Office
SDGs	Sustainable Development Goals
UG	Undergraduate
PG	Postgraduate

2. POLICY STATEMENT

The Faculty of Business and Entrepreneurship (FBE) at Daffodil International University (DIU) is committed to generating meaningful, measurable, and mission-driven social impact through its academic programs, co-curricular initiatives, research engagement, and external collaborations.

In alignment with any accreditation standards on impact, innovation, and engagement, FBE ensures that its activities contribute positively to students, industry, community, and the broader national and global ecosystem.

This policy establishes a structured framework to design, implement, assess, document, and continuously enhance the social impact of FBE initiatives.

3. BACKGROUND AND JUSTIFICATION

3.1 Strategic Context

FBE's Strategic Plan 2025–2030 identifies social impact as a core pillar of institutional excellence. Modern business education must demonstrate measurable contributions beyond classroom teaching.

For assurance of quality, accredited institutions are required to demonstrate:

- Clear articulation of expected impact
- Evidence-based measurement of outcomes
- Continuous improvement through impact assessment

3.2 Rationale for the Policy

This policy has been developed to:

- Strengthen employability and workforce readiness
- Promote entrepreneurship and job creation
- Enhance industry-academia collaboration
- Contribute to sustainable economic development
- Align institutional activities with SDGs
- Ensure accountability and transparency

4. DEFINITIONS

Term	Definition
Social Impact	Demonstrable positive influence of FBE activities on educational, economic, societal, cultural, or environmental outcomes beyond internal academic metrics.
Experiential Learning	Learning through practical exposure such as internships, projects, simulations, and industry engagement.
Impact Evidence	Quantitative and qualitative documentation demonstrating measurable outcomes.
Stakeholder	Students, alumni, employers, industry partners, community organizations, policymakers, and international collaborators.

5. SCOPE AND PURPOSE

5.1 Scope

This policy applies to:

- Undergraduate programs (BBA, BTHM, BRE, Bachelor of Entrepreneurship.)
- Postgraduate programs (MBA Program)
- Faculty-level and departmental events
- Entrepreneurship and innovation initiatives
- Career development programs
- Industry visits and corporate collaborations
- Research-informed outreach activities
- International partnerships and exposure programs

5.2 Purpose

The purpose of this policy is to:

- Establish a unified framework for social impact integration
- Ensure alignment with institutional mission and accreditation expectations
- Define responsibilities for impact measurement
- Provide documentation guidelines for accreditation evidence

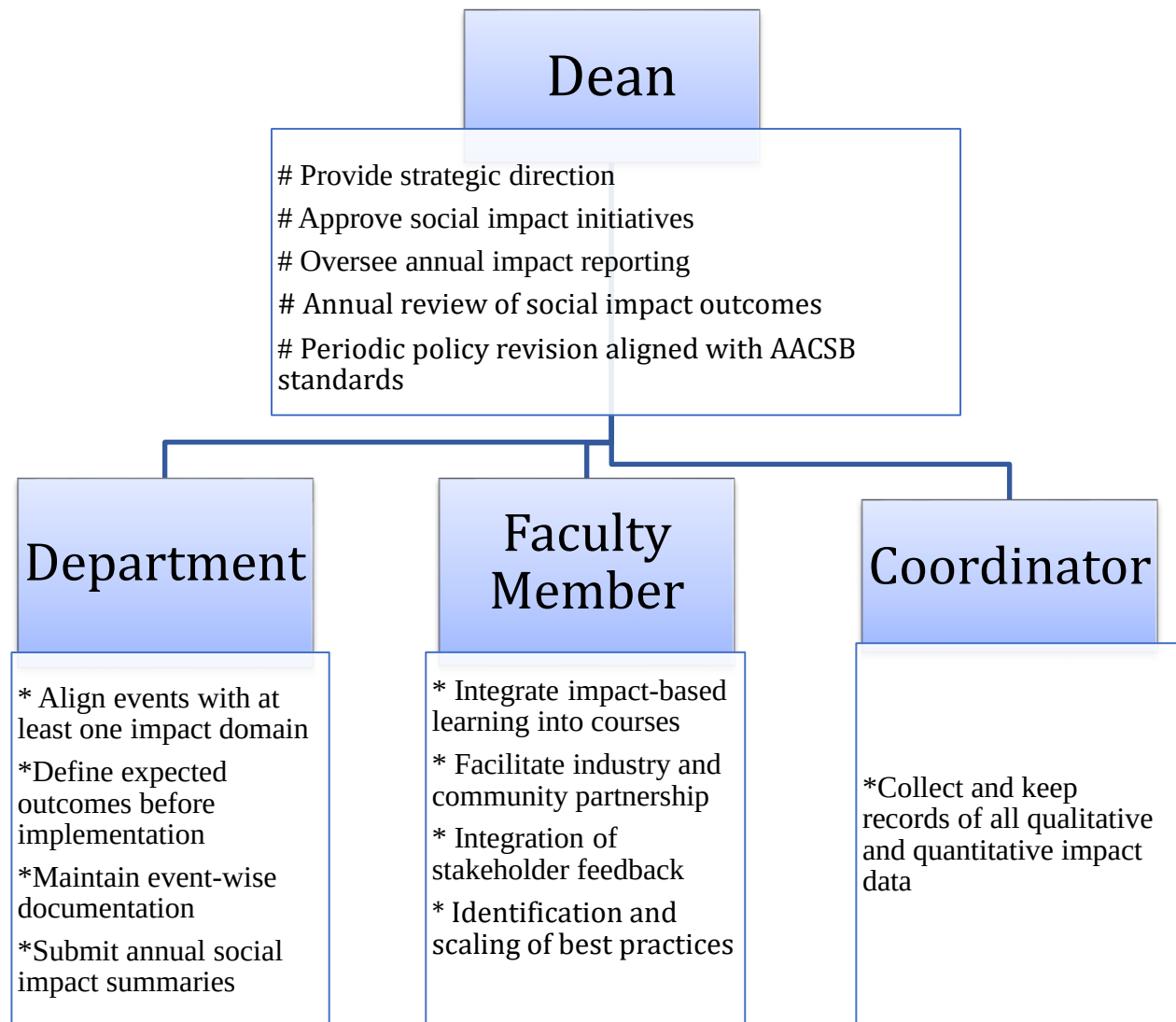
6. PRINCIPLES OF THE POLICY:

No.	Principle	Description
1	Strategic Alignment	Activities must align with the FBE mission and DIU strategic goals.
2	Measurability	Impact must be evidence-based and documented.
3	Stakeholder Orientation	Initiatives must address real stakeholder needs.
4	Sustainability	Impact must contribute to long-term value creation
5	Continuous Improvement	Assessment findings must inform future planning
6	Inclusivity	Activities must promote ethical awareness and social responsibility.

7. KEY SOCIAL IMPACT DOMAINS

Impact	Expected Outcome	Measurement Technique
Educational Impact	Experiential and project-based learning, Skill development aligned with industry needs, Integration of emerging technologies such as AI.	Survey • Student feedback and learning reflections • Employer and alumni feedback
Economic and Employability Impact	Internship and placement facilitation, Career readiness programs, Startup incubation and venture mentoring	Survey • Student feedback and learning reflections • Employer and alumni feedback
Industry and Professional Impact	Industry visits and corporate exposure, Guest lectures and masterclasses, Curriculum review through industry feedback.	Evidence from Statistical Data • Industry partners engagement • Internship and job placements • Startups incubated
Societal and Community Impact	Cultural entrepreneurship initiatives, Inclusion and gender empowerment programs, Community-focused innovation projects.	• SDG alignment evidence • Entrepreneur Feedback • Case documentation of high-impact initiatives
Global and International Impact	International academic and research collaborations, Global competitions and conferences, Cross-cultural learning initiatives	• International collaborations • Case documentation of high-impact initiatives

8. IMPLEMENTATION FLOWCHART



9. KEY PERFORMANCE INDICATORS (KPIs)

KPI	Baseline	2028 Target	2030 Target	Frequency
Events with Documented Impact (%)	60%	70%	90%	Annual
Industry-Engaged Programs (%)	40%	60%	80%	Annual
Internship Placement Rate	70%	75%	85%	Annual
Student Participation in Experiential Learning	50%	70%	90%	Annual
International Exposure Activities	10%	15%	25%	Annual
Documented High-Impact Case Studies	2%	5%	10%	Annual

10. REFERENCES AND APPROVAL

14.1 References

- AACSB International. (2024). *AACSB Standards for Business Accreditation*
- FBE Strategic Plan 2025–2030, DIU
- DIU Academic Council Regulations
- UGC Guidelines
- United Nations Sustainable Development Goals

14.2 Approval:

Assigned Body	Responsible Criteria	Outcome
FBE Quality Assurance Committee	Prepare: ➤ Annual Social Impact Report ➤ Department-wise impact summaries ➤ Selected case studies for accreditation purposes	Associate with: ● AACSB peer review ● Strategic resource allocation ● Institutional transparency
Dean, Faculty of Business and Entrepreneurship	Review and Approve	Compliance with AACSB

APPENDIX A

EVENT SOCIAL IMPACT DOCUMENTATION FORM

(Form Reference: FBE-SI-004.1)

SL.	Event Title & Description	Organizer/ Date/Venue	Stakeholder	Impactful Outcome	Associate with SDG's