

# 2025 Sharing Information on Progress **(SIP) Report**

Bradford University School of  
Management

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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.





# Getting Started

This section provides foundational information about Bradford University School of Management, including key details and basic institutional data.

## Mission

Our purpose, intentions and goals:

The School of Management has outlined an ambitious Mission and Vision Statement. This sets out our aspiration to use our responsible management education, research and partnerships to empower inclusive and socially engaged communities locally, nationally and globally.

Our Mission

To develop a thriving, inclusive and socially-engaged community through responsible management education and research.

## Vision

Our Vision

To empower and provide inclusive opportunities which enable people to make a difference to community.

## Strategy Alignment

### Strategy alignment with global goals

In line with our University and School's principles, our purpose is to deliver value-added inclusive management education for our students who are predominantly from socio-economically disadvantaged backgrounds. We provide our students with relevant skills and graduate attributes needed to improve their life chances and empower them to make a positive difference in society. Our School is distinctive in being an example of a leading business school providing management education and development opportunities for its local communities, non-traditional students and small regional enterprises. Almost 85% of our students come from disadvantaged communities and our priority is to provide equality of opportunities to all. Equality, diversity and inclusion are at the heart of the School's ethos reflecting the heritage of the University and its location in a post-industrial city in the UK. As a result, our School creates a virtuous circle of local engagement, opening up the value of management education for more people; providing more diverse, work-ready talent for local employers and stemming the flow of talent out of the region to bigger cities nationally and globally.

Our School's 2020-25 strategy remains aligned with our ambitious and forwardlooking plan for Sustainable Growth, Performance Excellence and Continuous Innovation building on from our successful past developments and achievements. Our priority is to sustainably grow, perform and

innovate through nurturing a portfolio of responsible management education programmes, pursuing meaningful applied research, and seeking local and global partnerships to improve our student's life chances and make a real difference to society. We are committed to delivering social and economic value, that addresses the actual needs and real-life challenges of local communities: improving student employability, helping our nontraditional students better navigate the recruitment processes of large employers, and actively engaging with employers, both large and small. This strategy is underpinned by our University's four values of Excellence, Inclusion, Innovation and Trust; as well as our strategic pillars focusing on People, Place and Performance. The School's direction of travel captures the collective ambition of our leadership team and reflects the dedication and commitment of our faculty, staff, advisory boards, students, and our community of Bradford stakeholders.

## Institutional History

### History

Founded more than 50 years ago in the city of Bradford, West Yorkshire, England, the University of Bradford and its School of Management both have a long history of acting as civic institutions. Our School was one of the first purpose-designed business schools in the UK and one of the oldest university-based management education providers in the country. Our School plays a valuable and respected role in the lives of citizens and businesses in the city and surrounding the Yorkshire region. We have, from the outset, always been known for a progressive approach to business education.

### Graduates & Enrollment

2024 Statistics	Number
Graduates	1,378
Faculty & Staff at the University	1,564
Faculty & Staff at the Institution	72
Student Enrollment at the University	10,314
Student Enrollment at the Institution	2,175
Undergraduate Attendance	939



2024 Statistics	Number
Masters-Level Postgraduate Attendance	1,152
Doctoral Student Attendance	84

## Degrees Offered

### Additional

- Accounting and Finance BSc (Hons); Animation BA (Hons)



# Purpose

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

## Letter of Commitment

PRME 2025 – Sharing Information on Progress in 2024.

Bradford School of Management is delighted to have been a UN PRME signatory since 2010 since its priority is focused on sustainability, diversity, inclusivity and equality throughout all its operations, its programmes, staff and students. The University of Bradford has been voted first in the UK for the fourth consecutive year for social mobility and this highlights our commitment to this important area. Hence, we are pleased to take this opportunity to demonstrate our continued support to the UN PRME principles and provide an update on some of our activities related to these principles for the period of January 2024 to December 2024. The mission of our Management School is to; -


“Develop a thriving, inclusive, and socially engaged community through responsible management education and research.”

The School of Management strives for excellence in all areas of PRME and aims to lead by example, acting as a beacon of good practice for the rest of the University. Consequently, the School seeks to influence the University's agenda in this area.

Since the last reporting period, there have been initiatives to create an inclusive learning environment that engages students, local communities, and business organizations. For example, the AI Forum held during the 2024/2025 academic year, whereby sustainability and digital were built as a foundation for our conference incorporated students' poster presentations which embedded PRME directly within their assessments. Speakers from industry delivered in the areas of sustainability and environmentalism within their sector whilst staff and students engaged in the discussion. For example, the international summer school for UK and visiting non-UK students embedded ethics and sustainability within its week-long programme using high profile entrepreneurs.

In addition, the School is committed to developing strong working partnerships with institutions and businesses, particularly third sector organisations by engaging in dialogue with stakeholders on ERS. Our recent renewal of Small Business Charter shows our strength in working with local businesses and SMEs in the region. We are dedicated to being a leading institution and making a difference in the local community by actively providing various engagement programs with different stakeholders, student-led initiatives, and our Knowledge Transfer Network (KTN). For example, Bradford Skills week is open to all businesses free of charge to support them in reference to leadership, strategy, sustainability planning and reflective practice. The following notable key strategic developments took place; -

- a) Faculty growth: The School has grown to 72.2 FTE by July 2024, up from 63.5 FTE in 2022, boosting its capacity to deliver programs and activities. The School has been involved in the Transformational Change programme and will sit in a new Faculty from August 2025. This restructuring will integrate other disciplines in the Faculty such as Engineering and life sciences providing an opportunity to cross fertilize and collaborate.


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- b) Governance: The new Director of the Management School attends Senate, so ensuring the School of Management has direct representation in the University's key academic decision-making body, chaired by the Vice-Chancellor. The Director also meets with the Chair of Academic Council regularly.
- c) Review of Strategic Plan 2020-25: The Strategic Plan 2020-25 was reviewed and revised, ensuring alignment with the School's mission and securing ongoing investment in key strategic areas. However, a new strategy will be constructed and agreed on the School's away day in September 2025 and shared at the next meetings with the International Advisory Board in November 2025 and the MBA Advisory Board in September 2025.
- d) Business Engagement and Entrepreneurship: In line with the School's strategic objective to enhance business community engagement and grow its entrepreneurial offer, the School has launched and implemented the following new initiatives.
- MSc Entrepreneurship in Practice: Approved in June 2024, this program launches in September 2026, integrating theory with practice and direct entrepreneurial input to foster hands-on learning.
  - Bradford Business Together: Launched in November 2023, this forum continues to connect local businesses, supported by NatWest and government bodies, to stimulate regional economic growth through networking and resource sharing.
  - Responsible Management Podcast: Launched to replace waning webinars, this podcast reached over 1,000 listens by the end of 2024, extending the School's impact globally alongside periodic KTN events. Monthly podcasts take place incorporating the foundations of PRME where topics are debated in an interactive and interesting manner with dynamic leaders and entrepreneurs.
  - Bradford-Renduchintala Entrepreneurial Ecosystem (BREE): With £3.3m in external funding, BREE launched in 2024 to scale entrepreneurship at Bradford, supporting startups, social enterprises, and tech spinouts. It has just completed its first year and since its launch it has supported hundreds of students at UG and PG in the University. Embedding BREE projects at all levels in the School as well as across the University is the strategic goal of the University.
  - Entrepreneurship Lounge: Launched in October 2023, this flagship facility fosters networking among students, startups, entrepreneurs, and investors in a comfortable, business-focused environment where everyone (staff and students) can drop in without an appointment for advice.

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- e) **Scholarship:** The School secured £400,000 in scholarship funding from the UK Office for Students to support underrepresented UK students pursuing the MSc in Applied Artificial Intelligence in 2024/25. The feedback showing the impact is extensive with high MEQ scores and positive recommendations from students to undertake studies in the School. This has all been utilized but the School plans to submit further bids to secure funding for similar projects.
- f) **Strengthening the School's brand on the University's 60<sup>th</sup> Anniversary:** After celebrating its 60th anniversary, the School continues to unite key stakeholders through events like the Annual Lecture, MBA Summit and AI Forum, reinforcing its legacy and commitment to future business leaders. The School also plans to show case the third sector projects and up-skilling work that is going on across the three subject groups such as the Morrisons leadership school of which we are actively involved with.
- g) **Enhancing Skills Digitally:** The School introduced SimVenture, a virtual placement simulation for second-year UG students, enhancing business skills, entrepreneurship, and employability, alongside existing technology-enhanced learning tools.
- h) **Internationalisation:** The School launched our first dual award with NEOMA Business School, delivering our first COIL project with Abu Dhabi University, and becoming the first UK university to join CLADEA. Hence great strides in securing strategic international partnerships, developing executive education opportunities with sustainability at the heart of what we do plus, growing our international networks, has been the priority.

The School appointed in 2024/25 academic year an Academic Lead for Equality, Diversity, Inclusion, and Sustainability to drive the School's strategy, in addition to the existing role of UN PRME Lead. At the University level, the PVC for Equality, Diversity, and Inclusion guides each Faculty ensuring that the EDI agenda is strategically driven and implemented at all levels.

The University has been ranked first for **impact on social mobility** for four consecutive years— 2021, 2022, 2023 and 2024 (Higher Education Policy Institute's English Social Mobility Index). According to the latest Times/Sunday Times University Rankings 2024, the University is ranked 8th in the UK for social inclusion. Furthermore, the University has recently undertaken renewable energy sources to replace the old boilers with heat source systems throughout the campus.

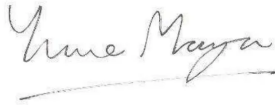
Looking to the future, the School is committed to embedding ERS principles and our cultural values of equality and sustainability into the School's Strategic Plan 2025-30. We have identified five key focus areas for our EDIS action plan for the next 24 months based on the School's strategy: Learning and Teaching & Student Experience, Knowledge Exchange partnerships, Research and Innovation, Internationalisation, and Business and Community Engagement. Through these areas, we are determined to contribute to our local, national, and

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international communities and continue building on the achievements during this capital year of culture.



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# 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

- ❖ Senior leadership office
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization





# 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



## Research Funding

In 2024, Bradford University School of Management was awarded funding for research that is:



International



National



Local



Regional

## Socializing Research

In 2024, Bradford University School of Management contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Public events and lectures
- ❖ Research collaborations



# Partner

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

## Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Financial Times
- ❖ Local institutions and associations
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- ❖ IAU (International Association of Universities)

## Student Organization Partnerships

- ❖ Muslim Student Association
- ❖ Sikh Students Association



# Practice

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

## Institutional Policies and Practices

- ❖ Carbon reduction or offset commitments
- ❖ Accreditation body recommendation documents
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Campus operations guides
- ❖ Employee equity, diversity, inclusion
- ❖ Ethical leadership or good governance policies
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel 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

Bradford University School of Management 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
- ❖ 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
- ❖ Sustainability-focused research and collaboration Opportunities

## Communication Audiences

Bradford University School of Management 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
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Research and academic networks
- ❖ Prospective and current students



SIGNATORY

# Bradford University School of Management

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## Website

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