

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Bradford University School of
Management

October 2026

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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 transform lives, organisations, and communities through inclusive education, impactful research, and meaningful engagement with business and society.

This mission reflects the School's identity as a globally engaged, civic business school, combining academic excellence with strong societal relevance. It shows the School's role across its core activities: teaching, research, and engagement—while emphasising its commitment to addressing real-world challenges, particularly those linked to digital transformation, sustainability, and inclusive growth.

The mission is operationalised through:

- Inclusive education, supporting widening participation and social mobility
- Impactful research, generating rigorous and applied knowledge
- Engagement with industry and communities, ensuring relevance and societal contribution

This aligns closely with the University's mission to inspire people through inclusive learning and transformative experiences, and with its four strategic priorities: students first, widening participation, research excellence, and institutional effectiveness. The School's mission therefore represents a clear translation of institutional priorities into a business school context, while preserving its distinctive focus on management education and societal impact. The mission is formally articulated within the School's Strategy (2026–2031), which is published and used as the central reference point for strategic planning and performance monitoring. It is reviewed periodically as part of the School's strategic cycle and accreditation processes, ensuring continued relevance to a rapidly evolving higher education and business environment. The mission is widely communicated across the School and embedded in strategic planning, programme design, and stakeholder engagement.

Vision

The School of Management's vision is:

To be a globally recognised business school shaping the future of management through innovation, responsibility, and sustainable transformation.

This vision provides a clear and forward-looking statement of ambition, positioning the School as an institution that seeks to influence both the practice and study of management at a global level. The vision is both challenging and realistic, reflecting the School's established Triple Crown accreditation and global reputation and its growing strength in AI, digital transformation, and sustainability. Moreover, it showcases the expanding international partnerships and transnational provision (e.g., Dubai MBA/DBA). Progress towards this vision is evidenced through:

- Strengthening internationalisation (dual degrees, global partnerships, mobility)
- Expansion of digitally enabled and flexible programmes
- Growth in research aligned with global challenges
- Increasing global visibility through rankings and accreditation

The School is actively investing in the resources required to realise this vision, including:

- Leadership roles (e.g., Director of Digitalisation, Internationalisation)
- Development of interdisciplinary research capacity
- Expansion of transnational education and global partnerships
- Enhancement of digital infrastructure and pedagogical innovation

Strategy Alignment

Strategy alignment 2026

Strategy Alignment

Bradford School of Management's strategic priorities are explicitly aligned with advancing **sustainable development, the common good, and quality education** through an integrated approach to teaching, research, international engagement, and responsible leadership. The School's strategy is centred on delivering a distinctive model of business education that combines **AI-enabled, practice-based learning**, a strong civic mission, and global engagement, ensuring that students are equipped to address complex societal, environmental, and economic challenges. The commitment to embedding **ethics, responsibility, and sustainability** across curriculum, research, and operations ensures that graduates develop the knowledge, skills, and values required to contribute positively to organisations, communities, and society.

The priority of **Transformative Student Experience and Outcomes** advances quality education by delivering a **research-informed and digitally enriched curriculum**, embedding **AI, simulation, and sustainability** across programmes, and integrating enterprise and applied learning through **BREE**.

Students engage with live business challenges, consultancy projects, entrepreneurial activities, placements, and industry co-created curricula, ensuring that learning is relevant, inclusive, and aligned with labour market needs while fostering innovation and responsible leadership.

The priority of **Research Excellence with Societal Impact** supports sustainable development through interdisciplinary research focused on **AI and digital transformation, sustainable and circular economy, and health and systems modelling**. Research activities are designed to generate real-world impact through policy-relevant research, knowledge exchange, externally funded projects, and collaborations that address pressing societal challenges, including digital inclusion, sustainability transitions, and organisational transformation. This commitment ensures that research contributes directly to advancing sustainable development and improving societal outcomes.

Through **Global Engagement and Internationalisation**, the School promotes global citizenship, cross-cultural learning, and international collaboration. Strategic partnerships, transnational education initiatives, student mobility opportunities, COIL projects, and international experiential learning enable students and staff to engage with diverse perspectives and global challenges. The School's approach to internationalisation strengthens knowledge exchange and supports the development of globally aware graduates capable of contributing to sustainable and inclusive development across different contexts.

The priority of **Responsible Leadership, Governance and Sustainability** sits at the heart of the School's contribution to the common good. The strategy commits to embedding **ethics, responsibility, and sustainability** throughout all activities, ensuring that students engage with issues such as **ESG, circular economy, and the UN Sustainable Development Goals**. The School also promotes an inclusive and resilient organisational culture, supports staff wellbeing and leadership development, and strengthens financial and institutional sustainability through diversified income streams and responsible resource allocation. These commitments reinforce the School's mission to **transform lives, organisations, and communities through inclusive education, impactful research, and meaningful engagement**.

Overall, the School's strategic positioning as a **globally engaged civic business school specialising in AI-enabled, responsible, and sustainable management for inclusive economic and societal transformation** ensures that sustainable development, the common good, and quality education are not treated as separate objectives but are embedded across all strategic priorities, guiding decision-making, resource allocation, and continuous improvement.

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

2025 Statistics	Number
Graduates	601
Student Enrollment at the University	9,718



Purpose

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



Letter of Commitment

Letter of Commitment

29/09/2026

To our stakeholders,

On behalf of Bradford School of Management, University of Bradford, I am pleased to reaffirm our continued commitment to the United Nations Principles for Responsible Management Education (PRME) and to submit our 2026 Sharing Information on Progress (SIP) report.

Since becoming a PRME signatory in 2010, Bradford School of Management has embedded responsible management, sustainability, equality, diversity, inclusion, and social impact within its teaching, research, partnerships, and community engagement activities. These principles continue to shape our strategic direction and underpin our contribution to local, national, and international communities.

Our mission remains:

"To transform lives, organisations, and communities through inclusive education, impactful research, and meaningful engagement with business and society."

As a Triple Crown accredited business school, we occupy a distinctive position as a globally engaged civic business school specialising in AI-enabled, responsible, and sustainable management for inclusive economic and societal transformation. Our approach combines academic excellence, business engagement, and societal responsibility to prepare graduates capable of addressing complex environmental, social, technological, and economic challenges.

The School's new Strategic Priorities (2026-2031) provide the framework through which responsible management principles are advanced across all areas of activity. The strategy focuses on four interconnected priorities: Transformative Student Experience and Outcomes; Research Excellence with Societal Impact; Global Engagement and Internationalisation; and Responsible Leadership, Governance and Sustainability. These priorities reinforce our commitment to advancing sustainable development, the common good, and quality education whilst ensuring that responsibility, sustainability, and inclusion remain embedded within decision-making, resource allocation, and operational practice.

As part of our commitment to quality education and responsible leadership, we continue to deliver a research-informed and digitally enriched curriculum that integrates AI, simulation, sustainability, enterprise, and applied learning. Through initiatives such as the Bradford-Renduchintala Entrepreneurial Ecosystem (BREE), industry partnerships, advisory boards, placements, and international collaborations, we provide students with opportunities to engage with real-world challenges and contribute positively to society.

The School strives for excellence in all areas of PRME and aims to lead by example, acting as a beacon of good practice across the University and beyond. Consequently, the School seeks to influence the University's agenda in this area. For example, in May 2026 the School held its first on-line Sustainability conference with over 50 delegates and more than ten key note speakers from across the globe who are expert practitioners and academics in this subject area.

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Since the last reporting period, the School has continued to create an inclusive learning environment that engages students, businesses, and communities. The AI Forum and International Summer School have provided opportunities for students to engage directly with issues relating to sustainability, digital transformation, entrepreneurship, ethics, and responsible leadership. High profile speakers from our International Advisory Board and the MBA Industry advisory board delivered sessions during this week.

Partnerships remain central to our mission. We continue to strengthen collaboration with local businesses, SMEs, public sector organisations, and third-sector partners. Through programmes such as Bradford Skills Week, Help-to-Grow, Knowledge Transfer Network activities, and entrepreneurship initiatives, we support leadership development, sustainability planning, innovation, and regional economic growth. Our successful renewal of the Small Business Charter further demonstrates the strength of these relationships and our commitment to civic engagement and responsible management.

Several strategic developments have strengthened our capacity to advance the PRME agenda. A new School Strategy was developed through extensive stakeholder consultation and was subsequently shared with advisory boards, senior University leadership, and accreditation bodies. as well as with the VC and the senior Faculty management team who also fed-back. Further this strategy was presented to EQUIS in June 2026 and to AMBA in September 2026.

The School continues to create opportunities for dialogue and knowledge exchange through initiatives such as Bradford Business Together, the Responsible Management Podcast, and BREE. These initiatives extend the reach of responsible management education and create pathways through which knowledge can influence business practice, public policy, and community development. For example, the Director interviewed Ishfaq Farooq an alumni of the School and award winning business leader, about sustainability in his organisation and the community in July 2026.

Our commitment to social impact extends beyond traditional business education. The School participates on Project Re-make by enhancing business skills, entrepreneurship, and employability for those prisoners who are due to have an early release. This scheme supports the community for a variety of reasons.

Internationally, we have strengthened our global engagement through new partnerships and collaborative initiatives. The School launched its first dual award programme with NEOMA Business School, delivered its first COIL project with Abu Dhabi University, and became the first UK university to join CLADEA. These developments align closely with our ambition to expand international collaboration and responsible leadership on a global scale

The School has further strengthened its commitment to responsibility, sustainability, and inclusion through the appointment of an Academic Lead for Equality, Diversity, Inclusion, and Sustainability, working alongside the School's PRME Lead and wider University leadership. These developments reinforce our determination to embed sustainability, equality, diversity, and inclusion across all activities. The University's continuing recognition for social mobility reflects this commitment and demonstrates our impact beyond the classroom.

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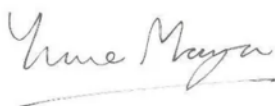
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Looking ahead, the School remains committed to embedding ERS principles and our cultural values of equality and sustainability throughout the Strategic Plan 2026-31. We have identified five key focus areas for our EDIS action plan for the next 24 months 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 priorities, we will continue to contribute to sustainable development, responsible leadership, inclusive growth, and positive societal transformation.

We reaffirm our ongoing commitment to the Principles for Responsible Management Education and look forward to continuing our engagement with the global PRME community.

Yours sincerely,



Professor Yvonne J Moogan

Director of School of Management, University of Bradford.

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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
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Celebrating Values

Celebrating Values

Bradford School of Management celebrates its commitment to Responsible Management Education through a wide range of teaching, research, knowledge exchange, international engagement, and community partnership activities. Our values of **Trust and Integrity, Inclusion and Social Mobility, Innovation and Agility, Excellence and Impact, and Responsibility and Sustainability** are embedded across the student experience and shape how we engage with business, government, communities, and society. Through these activities we actively contribute to the Principles for Responsible Management Education (PRME) and the United Nations Sustainable Development Goals (SDGs).

Trust and Integrity

The School promotes ethical leadership, reflective practice, transparency, and responsible decision-making throughout the student journey. Leadership development is embedded through initiatives such as the Reflective Leadership Workshops delivered by Yvonne Moogan for MBA students in both Bradford and Dubai, helping participants develop self-awareness, reflective practice, and responsible leadership capabilities. These activities encourage students to become socially conscious, globally responsible leaders capable of addressing complex organisational challenges.

Trust and integrity are further reinforced through the MBA Mentoring Programme, which connects students with experienced leaders from the International Advisory Board and MBA Industry Advisory Board. By exposing participants to contemporary leadership challenges, ethical dilemmas, and strategic decision-making, the programme strengthens professional judgement, critical reflection, and responsible leadership practice.

The School's Responsible Management Podcast also serves as a platform for exploring ethics, responsibility, sustainability, leadership, inclusion, and innovation. Through discussions involving academics, industry leaders, entrepreneurs, and policymakers, the podcast facilitates the translation of research into practice and promotes informed debate on contemporary management challenges.

Inclusion and Social Mobility

Inclusion and Social Mobility are central to the School's mission and civic identity. The School actively promotes equitable access to education, leadership development, and career opportunities for students and communities from diverse backgrounds. This commitment is reflected through initiatives that support widening participation, female leadership development, decolonisation, intercultural understanding, and social justice.

The Women in Leadership initiative brought together MBA students and alumni from the UK and Dubai to explore leadership, confidence, visibility, and career development in a supportive and inclusive environment. Through open dialogue and mentoring, the programme strengthens female leadership representation and empowers women to navigate professional challenges successfully.

The School also promotes inclusive education through the Decolonising Teaching, Learning and Assessment Conference, which encouraged staff to integrate diverse global perspectives and lived experiences into curriculum design and assessment practice. This initiative strengthened inclusive pedagogy and reinforced the School's commitment to socially responsible education.

Further evidence of the School's commitment to social impact can be seen through Project Re-Make, which supports formerly incarcerated individuals through entrepreneurship, employability, mentoring, and business development activities. The programme provides participants with practical skills, business mentors, and opportunities to improve their future prospects through enterprise and self-employment.

Research and public engagement activities also promote inclusion. For example, research by Nirma Jayawardena highlighted the barriers facing women entrepreneurs in South Asian economies and advocated greater financial inclusion, educational opportunity, and policy intervention to improve economic participation and gender equality.

Responsibility and Sustainability

Responsibility and Sustainability are embedded across the School's curriculum, partnerships, research activities, and student engagement initiatives. Students are encouraged to engage critically with environmental, social, and governance challenges while developing solutions that support sustainable organisational and societal outcomes.

The International Masters Summer School (IMSS) brought together more than 200 students and international partners around the theme *Global Shifts: Climate Action, Advocacy and Justice in a VUCA World*. Participants explored sustainability, climate action, circular economy, and social justice through workshops, international collaborations, and applied learning activities, strengthening global awareness and sustainability competencies.

The Collaborative Online International Learning (COIL) initiative with Abu Dhabi University enabled students from different countries to work together on sustainability-focused simulations and SDG-related projects. Students balanced environmental, social, and governance considerations while developing practical solutions to contemporary global challenges.

The MBA module *Organisational Sustainability in Practice* was offered free to alumni, extending access to sustainability education beyond graduation and helping professionals integrate sustainability principles into organisational strategy and leadership practice.

Additionally, the MBA module *Circular Design for the Real World* was shortlisted for the AMBA/BGA Excellence Award in the CSR and Sustainability category. Students worked on real organisational challenges using circular economy and sustainable design principles, creating measurable sustainability improvements within their organisations.

Innovation and Agility

Innovation and Agility are demonstrated through the School's continued investment in emerging technologies, AI-enabled learning, digital capability development, and entrepreneurial education. The School actively promotes innovation while encouraging responsible and ethical application of new technologies.

The AI Forum has become a flagship event, positioning the School as a regional hub for AI and data analytics expertise. The Forum has brought together academic researchers, businesses, students, and technology experts, leading directly to AI-focused collaborations and projects with organisations including Bradford Bulls, Yorkshire Building Society, SAS, and the Bradford Chamber of Commerce.

The AI for All initiative has further strengthened public understanding of artificial intelligence by demonstrating its role in healthcare, sustainability, cybersecurity, education, and sports safety. These events encourage informed public dialogue about the ethical and societal implications of emerging technologies.

Students are also exposed to innovation through authentic learning experiences such as the FinTech module, Bloomberg Global Trading Challenge, Bradford Quantum Hackathon, and DataCamp professional development initiative. These activities promote digital literacy, analytical capability, problem-solving, and innovation while preparing students for rapidly evolving business environments.

Entrepreneurship is further supported through the Accelerated Student Entrepreneurship Programme (ASEP), which allows students to design, test, and pitch new venture ideas while working alongside academics, investors, and entrepreneurs within the Bradford-Renduchala Enterprise Ecosystem (BREE).

Excellence and Impact

The School strives for excellence by combining research-informed teaching, experiential learning, industry engagement, and impactful scholarship. Students are encouraged to engage with real-world challenges and to apply academic knowledge in ways that create positive change for organisations, communities, and society.

Live client projects with organisations including Bradford Literature Festival, Bradford Park Avenue AFC, Bradford City AFC, Darley Street Market, and Bradford Bulls provide students with authentic opportunities to solve real business challenges while developing employability skills, confidence, and professional expertise. These projects strengthen university-industry collaboration while fostering meaningful economic and community impact.

The Bradford Business Challenge and Bradford Business Challenge Poster Conference demonstrate how students can apply research and theory to support companies, charities, and external stakeholders. These initiatives have enhanced employability, strengthened business engagement, and positioned the School as a leader in industry-engaged and responsible business education.

Research excellence is also demonstrated through policy influence and societal impact. Examples include the presentation of childcare reform research to the No.10 Downing Street Policy Unit and international conferences focused on sustainable development, responsible leadership, and Africa's development challenges. These initiatives facilitate the translation of research into policy, practice, and meaningful societal outcomes.

Global Citizenship and International Collaboration

The School actively promotes global citizenship through international partnerships, mobility opportunities, collaborative learning initiatives, and cross-cultural engagement activities. Students and staff contribute to responsible management education through teaching, research, knowledge exchange, and professional collaboration across Europe, Asia, Africa, the Middle East, and beyond.

Examples include teaching and knowledge-sharing activities in Sri Lanka, Nepal, India, Australia, and France; participation in WTUN initiatives; international guest speaker programmes; research exchanges; and collaborative projects with institutions including Abu Dhabi University, Montpellier Business School, and Woxsen University. These activities encourage intercultural dialogue, global awareness, and the development of internationally responsible leaders.

The School's international conferences, alumni engagement initiatives, and global networking activities further strengthen international collaboration while creating opportunities for students, academics, business leaders, and policymakers to collectively address complex global challenges.

Conclusion

Bradford School of Management celebrates its values through tangible actions that create impact locally, nationally, and globally. Whether through responsible leadership development, sustainability education, social mobility initiatives, AI-enabled innovation, international collaboration, or community engagement, the School demonstrates that its values are not simply aspirational statements but principles that actively shape teaching, research, partnerships, and practice. Through these activities, the School continues to advance Responsible Management Education, contribute to the Sustainable Development Goals, and prepare graduates capable of delivering positive societal change.



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

141

Peer-reviewed articles were published by Bradford University School of Management from this past calendar year.

vs

55

Peer-reviewed articles were published by Bradford University School of Management from this past calendar year in support of RME.

Research Funding

In 2025, Bradford University School of Management was awarded funding for research that is:



National



Regional



Local



International

Socializing Research

In 2025, Bradford University School of Management contributed research findings to:

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



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

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

- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ 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
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Bradford University School of Management



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