

PRiME

an initiative of the
United Nations Global Compact



Sharing Information on Progress 2026

Modern College of Business and
Science

October 2026

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About Modern College of Business and Science

Modern College of Business and Science (MCBS), established in 1996 in Muscat, Oman, is a premier private higher education institution dedicated to advancing responsible management education. Guided by Oman Vision 2040 and the UN Sustainable Development Goals (SDGs), MCBS embeds sustainability, ethics, and innovation across its teaching, research, and community engagement. The College offers a comprehensive pathway from Foundation to Postgraduate studies, with pioneering programs in Game Development and Animation, Aviation Management, Artificial Intelligence, and Islamic Finance. These programs are designed to equip graduates with the skills and mindset to excel in a dynamic knowledge-based economy. Internationally recognized, MCBS achieved a QS Five-Star rating in 2024 and is ranked among the Top 3 institutions in Oman in the Times Higher Education Impact Rankings. At the heart of its innovation ecosystem is the Innovation X Center, which drives applied research, entrepreneurship, and multi-stakeholder partnerships to tackle sustainability challenges locally and globally.



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 Modern College of Business and Science, including key details and basic institutional data.

Mission

To be a prominent institution of higher education in the region.

Vision

To deliver transformative and industry-connected education, advance applied research and innovation, and develop future-ready graduates who contribute to sustainable economic, social, and technological progress in Oman and beyond.

Strategy Alignment

Strategy alignment

From the MCBS strategic planning perspective, sustainable development, the common good, and quality education are embedded in the institution's strategic direction rather than treated as separate initiatives. MCBS aligns its strategic priorities with Oman Vision 2040, the UN Sustainable Development Goals (SDGs), and the principles of responsible management education (PRME), with a particular emphasis on producing graduates who can contribute responsibly to Oman's economic, social, and environmental development.

Institutional History

MCBS History

Since its founding in 1996, the Modern College of Business and Science (MCBS) has evolved from a small institution that used to offer only associate degrees into a leading higher education provider in Oman with a growing global outlook. Most important milestones in the college's journey include the 1996 signing of a Memorandum of Understanding with the University of Missouri–St. Louis (UMSL), followed by the graduation of its first cohort of 10 students in 1998. In 2002, MCBS launched its first bachelor's degree programs in partnership with UMSL. The college kept growing which led to a major infrastructure upgrade with the relocation to a new, purpose-built campus in Bawshar in 2007.

Expanding its academic offerings to more than 30 programs, MCBS also introduced an MBA program in 2012 in collaboration with Franklin University. In 2021, the establishment of The Academy – Center for Professional Studies marked a new phase of professional and executive education. Most recently, in 2024, MCBS launched Estidama – MCBS Center for Sustainability, reinforcing its commitment to responsible management education, sustainable development, and alignment with Oman Vision 2040 and the UN Sustainable Development Goals (SDGs). Each of these milestones reflects the institution's dedication to academic excellence, international collaboration, and inclusive, future-focused education

– values that strongly align with PRME and its vision to embed sustainability, ethics, and purpose in business education. Today, the college covers the whole continuum of education from KG to PhD to ensure smooth transition across education stage with the same philosophy and pedagogical principles. More importantly, moving beyond teaching as its primary focus, MCBS is now an HEI that also prioritizes research, innovation and sustainability. In doing so, the college aims to be a part of the solution to the global climate crisis challenge by preparing the graduates to become responsible, ethical leaders, and critical thinkers who would contribute to people and planet beyond just a bottom line.

Graduates & Enrollment

2025 Statistics	Number
Graduates	311
Faculty & Staff at the University	203
Faculty & Staff at the Institution	203
Student Enrollment at the University	5024
Student Enrollment at the Institution	5024
Undergraduate Attendance	3769
Masters-Level Postgraduate Attendance	383
Doctoral Student Attendance	123
Certificate, Professional Development, or Continuing Education Attendance	530

Degrees Offered

Associate Programs

-  Associate of Arts (A.A.)
-  Associate of Science (A.S.)

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Arts (M.A.)
-  Master of Business Administration (M.B.A.)
-  Master of Science (M.Sc. or M.S.)

Doctoral Programs

-  Doctor of Philosophy (Ph.D.)

Additional

-  MA in Commercial Law
-  BSc in Economics
-  BSc in Commercial Law
-  BSc in Aviation Management
-  BSc in Computer Science - Internet of Things



Purpose

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

Definition of Purpose

For MCBS, Purpose is our commitment to educating responsible leaders who balance profit with people and planet. Through teaching, research and partnerships, we advance responsible management education that supports inclusive prosperity, thriving ecosystems and Oman Vision 2040's goals for a sustainable, diversified economy.

Institutional Engagement

51% - 75% of faculty at Modern College of Business and Science actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

MCBS defines Values as the shared ethical principles and commitments that guide responsible decision-making, education, research, and engagement, fostering integrity, inclusiveness, sustainability, accountability, innovation, and social responsibility in support of the SDGs and Oman Vision 2040.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Individual leader
- ❖ Disciplinary efforts within business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Senior leadership office
- ❖ Student contributor

Student Voices

The following narrative demonstrates how Modern College of Business and Science has influenced students' academic journey and personal growth.

Participating in PRME Middle East Competition

"Participating in the Unilever Sustainable Living Plan Challenge was a valuable experience that connected what I learn in the classroom with a real-world sustainability challenge. Working with my team to identify gaps in Unilever's sustainability targets and develop practical, evidence-based solutions strengthened my research, analytical, and critical-thinking skills. Most importantly, the experience taught me to look beyond conventional solutions and consider how product design can influence consumer behaviour and environmental impact. This experience increased my confidence in applying academic knowledge to complex business challenges and has positively influenced my academic journey by motivating me to explore sustainability, innovation, and responsible business practices more deeply".

Student Awareness

76% - 100% of students at Modern College of Business and Science are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Modern College of Business and Science actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Environment Society of Oman

"Modern College of Business and Science has demonstrated a strong and consistent commitment to advancing sustainability and environmental awareness among its students and the wider community. Through its openness to collaboration, active student engagement, and support for initiatives addressing climate change and sustainable development, MCBS provides an important platform for translating environmental awareness into meaningful action. We value our partnership with MCBS and its contribution to building a generation of young people who understand that sustainability is not only an environmental responsibility, but also a shared responsibility for Oman's future."

Environment Society of Oman (ESO)

Celebrating Values

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

Kahatein & Charitable Work

"Under the Patronage of HH. Sayyed Fahar Bin Fatek Al-Said, the closing ceremony of Dar Al Attah competition "BIG GIVE" took place in "Al Bustan" on the 28th of October 2025. This event is yearly organized to target the best creative charitable ideas of students all over colleges in Oman. It also introduces the best practices of charitable work conducted by Dar Al Attah over the years.

MCBS team, Kahatain, got the Exceptional Prize of this competition. The team consists of Jawaher Al Shihhi, Wisal Al Riyami and Abdulrahman Al Mufarji. The Kahatain charity team, from Modern College of Business and Science, was supervised by Miss. Hazar Ayadi, lecturer in the General Education Department in MCBS. Their hard work and dedication made the honoring ceremony bloom with pride and glory!...

The teamwork persisted and worked hard for a whole academic year, and it paid off by winning the best of the prizes and being honored in front of many colleges and universities, from around the Sultanate of Oman. The team's creative idea was stunning and motivational to everyone who visited their modal in most of the malls of Muscat. All the visitors used to stop, ask, inquire, and finally donate for a special noble cause, which is majorly relieving orphans' financial burdens related to

educational fees, housing and food. The Kahatain team worked on a plethora of sensitive cases of orphans and prisoners' children by covering all their debts and finally succeeded in stopping their panic, anxiety, and fears.

Thanks to Modern college of Business and Science's Senior Management, Dar Al Attah representatives, MCBS Community Engagement, MCBS Marketing team. They all with hands joined, made a dream become a reality! Cheers to Kahatain team and Congratulations to Modern College of Business and Science for this unique achievement".

Continue telling your story

Participation in Oman Climate Week 2025

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Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

MCBS defines Teach as the integration of ethics, responsible management, sustainability, and social responsibility into teaching and learning, equipping students with the knowledge, skills, and values to make responsible decisions and contribute to sustainable development.

Teaching Awards

In 2025, 1 award was given to faculty and educators at Modern College of Business and Science.

QS 5-Stars in Teaching

Granter: QS

Grantee: MCBS

Award Description:

MCBS's achievement of a QS 5-Star rating for Teaching Excellence reflects its strong commitment to delivering high-quality, student-centered education. The recognition highlights the College's effective teaching and learning practices, qualified faculty, supportive learning environment, and continuous efforts to enhance student outcomes. It provides external validation of MCBS's commitment to academic quality, innovation in teaching, and preparing graduates with the knowledge, skills, and capabilities required for a rapidly changing world.

Educator Recognition

At Modern College of Business and Science, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Institutional recognition events

Barriers to Innovative Curriculum

In 2025, Modern College of Business and Science identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints

Barriers to Innovative Pedagogy

In 2025, Modern College of Business and Science identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Administrative hurdles



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

Research at MCBS is the systematic, rigorous, and ethical generation and application of knowledge that advances scholarship, supports innovation, addresses societal and economic challenges, and contributes to sustainable development locally, nationally, and globally.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Modern College of Business and Science was awarded funding for research that is:



Local



National

Socializing Research

In 2025, Modern College of Business and Science contributed research findings to:

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

Research Awards

In 2025, Modern College of Business and Science was awarded 1 research award for responsibility- and/or sustainability-related research.

Gold Award Oman Sustainability Week

Granter: Oman Sustainability Week 2025

Grantee: MCBS

Award Description:

MCBS was the HEI across the country to receive GOLD award in ESG during the sustainability week in Oman. The given award was based on the achievements of the college in the field of sustainability through its Center for Sustainability (Estidma).

Research Presentations Related to RME and/or Sustainability

In 2025, Modern College of Business and Science gave 1 research presentation related to RME and/or sustainability.

Consumers' Adoption of Circular Economy Principles Using the Theory of Planned Behavior

| [DOI](#)

Authors: Paquibut R.Y. | Al-Jahwari N.

Date of publication: July, 2025

Presented at: National or international discipline-specific conference

Department: Business Administration | Economics | International Business

Using the Theory of Planned Behavior (TPB) as its framework, this study explores consumers' adoption of circular economy (CE) principles. The impact of attitudes, subjective norms, and perceived behavioral control on consumers' intentions to engage in CE practices was examined in this research. A mixed-method approach was used where data were collected from 100 respondents from different demographic groups. Quantitative analysis of data revealed a strong correlation between positive attitudes towards CE and behavioral intentions, while familiarity with CE concepts emerged as a critical factor influencing both attitudes and intentions. Qualitative findings highlighted economic and accessibility barriers that hinder the translation of intentions into actions. Demographic factors such as education and income showed minimal influence, underscoring the importance of awareness and access. The study concludes that fostering familiarity with CE principles through education and reducing economic barriers are essential for driving broader CE adoption. Recommendations include educational campaigns, financial incentives, and improving infrastructure to support circular consumption practices.



Research Barriers

In 2025, Modern College of Business and Science identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Methodological limitations



Partner

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

How We Define Partner

At MCBS, Partner means building purposeful collaborations with business, government, civil society and academia to co-create responsible management knowledge and practice. Through industry advisory boards, internships, joint research and community projects, we connect students and faculty with real challenges, advancing Oman Vision 2040 and accountable leadership.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)

Student Organization Partnerships

- ❖ SAP University Alliances

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at Modern College of Business and Science support sustainability and responsible management education.

MCBS Boeing collaboration

Kuljit Ghata-Aura, President of Boeing Middle East, Türkiye, Africa, and Central Asia, stated: “Boeing has a longstanding commitment to Oman, and we are eager to support the evolution of advanced air mobility in the country. By leveraging our global expertise, we aim to foster innovation and empower the next generation of Omani talent. We look forward to supporting the students at MCBS as they explore the opportunities within this burgeoning sector.”



Practice

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

How We Define Practice

At MCBS, Practice means leading by example: applying the responsible management principles we teach to our own governance and operations. We pursue ethical, transparent decision-making, fair and inclusive employment, responsible resource use and campus sustainability, holding ourselves accountable through clear policies, measurable targets and regular reporting.

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ Carbon reduction or offset commitments
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Ministry of education recommendation documents

Practice Awards

In 2025, Modern College of Business and Science received 1 award for responsible and/or sustainable practices.

AASHE Stars GOLD

Granter: Association for the Advancement of Sustainability in Higher Education

Grantee: MCBS

Award Description:

Recognition of MCBS by the Association for the Advancement of Sustainability in Higher Education as a STARS Gold Institution based on its reported accomplishments in campus sustainability.

Practice Voices

The following statement from stakeholders at Modern College of Business and Science demonstrates our commitment to sustainable and responsible practices.

Renewable & Sustainable Workshop Series

“Participating in MCBS’s Renewable and Sustainable Workshop series has broadened my understanding of renewable energy and the role that sustainability plays in shaping our future. The practical sessions helped me connect what I learn in the classroom with real-world environmental and

market challenges. Most importantly, the program has increased my confidence to contribute to climate action and has given me valuable knowledge and skills that I can apply in a future career in the green economy.”



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

MCBS is committed to openly sharing its achievements, experiences, challenges, lessons learned, innovations, and evidence of impact in responsible management education and sustainable development with its students, faculty, staff, partners, community, and the wider PRME community. Through transparent communication, stakeholder engagement, knowledge exchange, and dissemination of good practices, MCBS seeks to promote collective learning, accountability, continuous improvement, and collaborative action in support of its institutional mission, the Sustainable Development Goals (SDGs), and Oman Vision 2040.

Engagement Opportunities

Modern College of Business and Science 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
- ❖ Annual reports
- ❖ Partnerships with local organizations
- ❖ Community events and consultation forums

Communication Audiences

Modern College of Business and Science communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Accreditation bodies
- ❖ Business and industry partners

Sharing Voices

The following statement from stakeholders at Modern College of Business and Science demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Sustainable Development Club President

“What I value most about MCBS is the transparency and openness with which students are engaged in sustainability matters. As President of the Sustainable Development Club, I feel that our ideas and perspectives are genuinely welcomed and considered when decisions related to sustainability are

being discussed. This involvement gives students a meaningful voice, strengthens our sense of ownership, and motivates us to take greater responsibility for advancing sustainability across the MCBS community.”

Sustainable Development Club President

Communication Barriers

Modern College of Business and Science faces the following barriers in transparent communications:



**Accessibility
issues**



**Data privacy
regulations**



**Donor
sensitivities**

Continue telling your story

Transparency at MCBS

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SIGNATORY

Modern College of Business and Science



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