

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

Mediterranean School of  
Business

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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 Mediterranean School of Business, including key details and basic institutional data.

## Graduates & Enrollment


2024 Statistics	Number
Graduates	316
Faculty & Staff at the Institution	185
Undergraduate Attendance	814

## Degrees Offered

### Bachelor Programs

 Bachelor of Business Administration (B.B.A.)

### Masters Programs

 Master of Business Administration (M.B.A.)



# Purpose

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



## Definition of Purpose

MSB's purpose is to prepare global-minded leaders through lifelong learning, focusing on competencies such as critical thinking, ethical responsibility, and sustainable practices, so they can drive innovation and contribute to a more inclusive and sustainable world.

## Institutional Engagement

**76% - 100%**

of faculty at Mediterranean School of Business 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

MSB embraces diversity and inclusion by fostering global citizenship and treating its community with fairness and respect. The institution is committed to integrity by acting with honesty, transparency, and trust to meet the highest standards of ethics in all its practices. It pursues excellence through quality education, diverse thinking, and sustainable improvement, striving for high performance among faculty, staff, and students. A strong sense of care is demonstrated by nurturing belonging and serving the community with compassion, empathy, and genuine engagement to assure an inspiring learning journey. Creativity is cultivated through an innovative mindset, an entrepreneurial spirit, and the advancement of teaching, research, and learning to drive continuous progress.

## Who Champions Responsible Management Education at Our Institution

- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Interdisciplinary efforts across business school
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Student contributor

## Student Awareness

**76% - 100%** of students at Mediterranean School of Business are aware that we are a PRME Signatory Member.

## Student Engagement

**76% - 100%** of students at Mediterranean School of Business actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



# Teach

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



## How We Define Teach

MSB's programs embed ethics, sustainability, and social responsibility throughout the curriculum. The SDGs are integrated across courses and reinforced through themes of sustainability and ethics, in addition to dedicated classes such as Ethics and CSR Challenge and Sustainability Research Challenge. This approach ensures that students not only understand responsible management concepts but also apply them in practice to address real-world challenges.

## Educator Recognition

At Mediterranean School of Business, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Publication or research support

## Fostering Innovation



### To a great extent

Teaching and learning at our institution strongly foster innovation.

## Experiential Learning



### To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

## Learning Mindset



### To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

## Method of Teaching and Learning



### **Hybrid**

Combination of in-person and virtual learning methods.



# Research

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

## How We Define Research

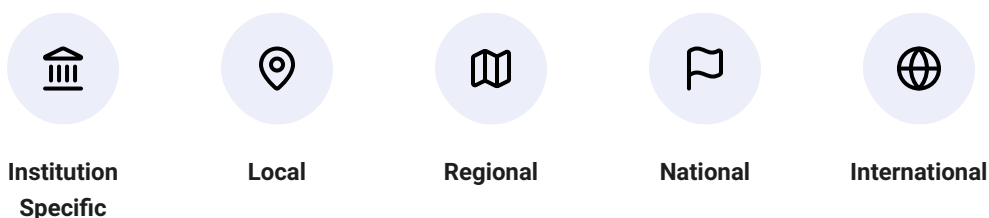
MSB's faculty research contributes across AACSB categories. It advances basic discovery by generating new knowledge about management and societal dynamics; informs teaching and learning by shaping curriculum and pedagogy; fosters integration by embedding insights across courses; and supports application by enabling students to apply knowledge through projects, case studies, and experiential learning activities. Faculty are also encouraged to research sustainability, ensuring that responsible and sustainable practices are central to both scholarship and education.

## Research vs Research for RME/Sustainable Development



## Research Funding

In 2024, Mediterranean School of Business was awarded funding for research that is:



## Socializing Research

In 2024, Mediterranean School of Business contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures



- ❖ Research collaborations
- ❖ 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.

## How We Define Partner

MSB engages people from business, government, civil society, and academia to advance responsible and accountable management education and practice. This commitment is reflected in our partnerships with the Inner Development Goals (IDG) initiative, leading universities such as HEC and EADA, and corporate partners including BIAT, Bank ABC, and EY. Through these collaborations, MSB bridges theory and practice, enriches the student learning experience, and amplifies its positive impact on society.

## Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Ministries of Education, Higher Education, or similar national bodies

## Student Organization Partnerships

- ❖ Enactus



# Practice

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

## How We Define Practice

MSB adopts responsible and accountable management principles in its governance and operations. Initiatives include the use of organic plastic and paper, installation of water bins, e-recycling through electronic device collection, and the reduction of the smoking area from 400m<sup>2</sup> to zero. MSB also provides both face-to-face and online mental health sessions with the SMU psychologist, promotes eco-construction standards in sustainable buildings, and supports greening the campus through a shared vegetable garden.

## Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water
- ❖ Environmental stewardship policies



# 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

At MSB, successes and failures are shared to foster collective learning and uphold common values and purpose. This spirit is reflected in activities such as student clubs organizing blood donation campaigns, initiatives to provide school supplies for less fortunate children, and decorating the university hall with SDG flags, as well as in celebrating student achievements in national and international competitions, highlighting professors' efforts to strengthen students' critical thinking, sharing the milestone of obtaining a third international accreditation, and providing students with opportunities to share their own experiences and growth journeys.

## Engagement Opportunities

Mediterranean School of Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Public events and panel discussions
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Partnerships with local organizations

## Communication Audiences

Mediterranean School of Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Faculty and staff
- ❖ Prospective and current students
- ❖ Research and academic networks
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Media and public relations channels

SIGNATORY

# Mediterranean School of Business

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Tunisia



## Website

<https://www.smu.tn/msb>