

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

Norwich Business School

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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 Norwich Business School, including key details and basic institutional data.

## Graduates & Enrollment


2024 Statistics	Number
Graduates	1323
Faculty & Staff at the University	4438
Faculty & Staff at the Institution	119
Student Enrollment at the University	18,146
Student Enrollment at the Institution	1792
Undergraduate Attendance	1293
Masters-Level Postgraduate Attendance	431
Doctoral Student Attendance	68
Certificate, Professional Development, or Continuing Education Attendance	0

## Degrees Offered

### Bachelor Programs

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












### Masters Programs

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

### Doctoral Programs

-  Doctor of Philosophy (Ph.D.)


## Undergraduate Degree Programmes

-  Business and Human Resource Management
-  Business Management
-  Digital Marketing and Strategy
-  International Business Management
-  Marketing and Management
-  Accounting and Finance
-  Accounting and Management
-  Business Analytics and Management
-  Digital Business and Information Systems
-  Finance and Management
-  Marketing and Data Analytics

## Masters Degree Programmes

-  Accounting and Finance
-  Banking and Finance
-  Brand Leadership
-  Business Analytics and Management
-  Business Management
-  Digital Business and Management
-  Finance and Management
-  Global Business Management
-  Human Resource Management
-  International Accounting and Financial Management
-  Investment and Financial Management
-  Management
-  Marketing
-  Marketing and Management
-  Supply Chain Operations and Logistics Management
-  Organisational Psychology

## Postgraduate Degree Programmes

-  PhD Postgraduate Research in Business and Management





# Purpose

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

## Definition of Purpose

Norwich Business School offers well-established and highly regarded courses at undergraduate, postgraduate and MBA level. Our academic thinking is interdisciplinary - we innovate courses, modules and teaching to accompany changes in the world and develop leaders ready to take on the challenges of the future. We take a long-term approach to business practices that make a positive contribution to the triple bottom line and the three pillars of sustainability: economic, social and environmental. We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

## Institutional Engagement

**26% - 50%**

of faculty at Norwich Business School 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

Ambition, Collaboration, Empowerment, and Respect (ACER) Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community. From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

## Who Champions Responsible Management Education at Our Institution

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

## Student Awareness

**0% - 25%** of students at Norwich Business School are aware that we are a PRME Signatory Member.

## Student Engagement

**51% - 75%** of students at Norwich Business School 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

At NBS, students are central to our mission. Our growth across UG, PG, and MBA programmes reflects our commitment to world-class, responsible business education. We take pride in our student satisfaction and in fostering an outstanding, values-driven learning environment through collaboration, innovation, and a strong ethos of responsible leadership.

## Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Pedagogical innovation grants
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

## 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



### **In person**

Traditional classroom-based learning with face-to-face instruction.

## **Barriers to Innovative Curriculum**

In 2024, Norwich Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Assessment challenges
- ❖ Change fatigue
- ❖ Curriculum inertia
- ❖ Faculty expertise gaps
- ❖ Overloaded faculty
- ❖ Resource allocation challenges
- ❖ Time constraints

## **Barriers to Innovative Pedagogy**

In 2024, Norwich Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Administrative hurdles
- ❖ Assessment rigor concerns
- ❖ Classroom infrastructure limitations
- ❖ Digital divide
- ❖ Learning curve for faculty
- ❖ Risk aversion
- ❖ Student engagement concerns
- ❖ Technology gaps



# Research

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



## How We Define Research

At NBS, research drives purposeful, responsible business. With 93% rated world-leading or internationally excellent (REF 2021), we rank among the UK's top 15 business schools. Focused on four research themes - sustainability, inequality, wellbeing, and digital transformation - our work shapes policy, practice, and inclusive futures: doing different, doing better for impact.

## Research vs Research for RME/Sustainable Development



## Research Funding

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



**Institution  
Specific**



**Local**



**Regional**



**National**



**International**

## Socializing Research

In 2024, Norwich Business School 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

## Research Barriers

In 2024, Norwich Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Collaboration challenges
- ❖ Data access and management
- ❖ Funding challenges
- ❖ Methodological limitations
- ❖ Participant recruitment
- ❖ Publishing barriers
- ❖ Research impact and application
- ❖ Skills and expertise gaps
- ❖ Technology and resource access
- ❖ Time constraints
- ❖ Data Issues



# Partner

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

## **How We Define Partner**

NBS builds mutually beneficial partnerships across education and business sectors. These collaborations support student exchanges, internships, placements, and sponsored research. Our partners actively contribute to academic and research programmes, enhancing knowledge transfer and real-world impact. Our aim is to build partnerships that can impact all stakeholders in a meaningful way.

## **Institutional Partnerships**

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ Local institutions and associations

## **Student Organization Partnerships**

- ❖ Enactus



# Practice

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

## How We Define Practice

Practice for NBS is about how the school integrates responsible management into action, in everything we do in learning, research, and collaboration with partners. We are ambitious for our staff and students with everything we teach, and in our research success and our collaborative initiatives. We are forward-thinking and make space for innovation and creativity, seizing opportunities that are responsible and sustainable to transform education for the better.

## Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Environmental stewardship policies
- ❖ Ethical data sourcing guides
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Zero-waste guides



# 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 NBS, we foster a culture of dialogue and transparency, engaging and organising public events and various media contributions. This strengthens our learning, aligns us with our shared values, and deepens our strong civic duty. Through collaboration and mutual support, we continuously evolve to better serve students, partners, and community.

## Engagement Opportunities

Norwich Business School 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
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ We are currently working to offer engagement opportunities

## Communication Audiences

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

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks



## Communication Barriers

Norwich Business School faces the following barriers in transparent communications:



**Accessibility  
issues**



**Audience  
reach**



**Data privacy  
regulations**



**Engagement  
gaps**



**Feedback  
loops**



**Ownership  
issues**

SIGNATORY

# Norwich Business School

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## Website

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