

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Tippie College of Business

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	8
5. Values	10
6. Teach	12
7. Research	14
8. Partner	17
9. Practice	19
10. Share	21

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

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

Graduates & Enrollment

2025 Statistics	Number
Graduates	1706
Faculty & Staff at the University	21023
Faculty & Staff at the Institution	310
Student Enrollment at the University	31563
Student Enrollment at the Institution	6193
Undergraduate Attendance	4454
Masters-Level Postgraduate Attendance	1672
Doctoral Student Attendance	67
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.)
-  Bachelor of Business Administration (B.B.A.)

Masters Programs

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

Doctoral Programs

-  Doctor of Philosophy (Ph.D.)



Purpose

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

Definition of Purpose

Purpose centers around facilitating and supporting interdisciplinary research, education, and community engagement that helps organizations and individuals contribute to building a more sustainable and resilient society.



Values

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



How We Define Values

As a state institution, accountability to society is a value central to our mission. We work to make our local and global community a better place through education, research, and outreach. Impact is a key facet of our strategic plan. We strive to advance knowledge, establish meaningful careers, and promote sustainable organizations.

Who Champions Responsible Management Education at Our Institution

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



Teach

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



How We Define Teach

Our teaching prepares the next generation of leaders who are equipped to satisfy the needs of multiple stakeholders. By integrating sustainability practices and principles into all courses, certificates, experiential learning, and co-curricular opportunities, Tippie gives students the opportunity to dig deeper into responsible management.

Educator Recognition

At Tippie College 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
- ❖ Institutional recognition events
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards
- ❖ Financial incentives
- ❖ Pedagogical innovation grants

Barriers to Innovative Curriculum

In 2025, Tippie College of Business identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Change fatigue
- ❖ Curriculum inertia
- ❖ Overloaded faculty

Barriers to Innovative Pedagogy

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

- ❖ Change resistance
- ❖ Overloaded faculty



Research

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

How We Define Research

The foundation for our research is our award-winning faculty in all six departments who study responsible management to promote sustainability in society. Tippie supports, connects, and celebrates impactful research through grants, engagement events, and publicity.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Tippie College of Business was awarded funding for research that is:



**Institution
Specific**



National



Local



Regional



International

Socializing Research

In 2025, Tippie College 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

Research Barriers

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

- ❖ Institutional policies and bureaucracy
- ❖ Publishing barriers
- ❖ Time constraints



Partner

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

How We Define Partner

Partnership involves engaging with businesses, governmental bodies, and non-profits through our research roundtable events. To connect students with partners, we help student organizations engage with external speakers and representatives. We conduct research with community partners to make a real-world impact.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)
- ❖ Network for Business Sustainability (NBS)
- ❖ Responsible Research in Business & Management (RRBM)

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

Practice is embodied by our commitment to sustainable operations, our collaboration with outside campus and community organizations, and through our advisory boards that ensure we are accountable to stakeholders, such as the organizations who hire our students.

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ Carbon reduction or offset commitments
- ❖ Greenhouse gas emissions
- ❖ Open-access 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

Tippie leans on professional networks including the Academy of Management and the Network for Business Sustainability to ask and answer questions regarding responsible management. We share successes and challenges with our campus partners to learn and grow from one another. We use PRME SIP reporting to share our progress.

Engagement Opportunities

Tippie College 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:

- ❖ 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
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Tippie College of Business 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

Tippie College of Business faces the following barriers in transparent communications:



**Audience
reach**



Media visibility

SIGNATORY

Tippie College of Business



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