

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

School of Business, JAMK

September 2025

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

Graduates & Enrollment

2024 Statistics	Number
Graduates	511
Faculty & Staff at the University	900
Faculty & Staff at the Institution	125
Doctoral Student Attendance	0

Degrees Offered

Bachelor Programs

- Bachelor of Hospitality Management
- ▣ Bachelor of Business Administration (B.B.A.)

Masters Programs

- Master of Hospitality Management
- ▣ Master of Business Administration (M.B.A.)



Purpose

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

Institutional Engagement

26% - 50%

of faculty at School of Business, JAMK 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.



Who Champions Responsible Management Education at Our Institution

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

Student Awareness

26% - 50% of students at School of Business, JAMK are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at School of Business, JAMK 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.

Educator Recognition

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

- ❖ Course evaluation scores
- ❖ Financial incentives
- ❖ Professional development opportunities
- ❖ Student-nominated teaching awards

💡 Fostering Innovation



Somewhat

Teaching and learning at our institution moderately support innovation.

💡 Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.

💡 Learning Mindset



A lot

Our institution supports a lifelong learning mindset significantly through teaching and learning.

💡 Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

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

- ❖ Time constraints

- ❖ Limited interdisciplinary collaboration

Barriers to Innovative Pedagogy

In 2024, School of Business, JAMK identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Time constraints



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

38 Peer-reviewed articles were published by School of Business, JAMK from this past calendar year.

vs

4 Peer-reviewed articles were published by School of Business, JAMK from this past calendar year in support of RME.

Research Funding

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



Local



Regional



National



International

Socializing Research

In 2024, School of Business, JAMK 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, School of Business, JAMK identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges



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)
- ❖ EFMD (European Foundation for Management Development)

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

Sustainable, responsible and carbon-neutral
universities of applied sciences

View document  Download document 



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

School of Business, JAMK 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
- ❖ Partnerships with local organizations
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

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

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Research and academic networks
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities

SIGNATORY

School of Business, JAMK



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