

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

School of Business, JAMK

September 2026

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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

2025 Statistics	Number
Graduates	556
Faculty & Staff at the University	900
Faculty & Staff at the Institution	125
Student Enrollment at the University	10000

Degrees Offered

Bachelor Programs

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

Masters Programs

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



Purpose

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

Letter of Commitment



1 (1)

17.9.2026

Adoption of the Principles for Responsible Management Education

To our stakeholders,

I am pleased to confirm that Jamk University of Applied Sciences reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share. In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations goals, particularly in the Sustainable Development Goals.

Sincerely yours,

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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

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



Teach

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



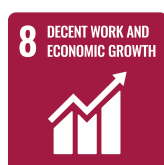
Courses that support RME

School of Business, JAMK reports 8 courses in 2025 that support responsible management education and sustainable development goals.

Ethical Leadership | YH00CL62

This course examines ethical leadership as a form of organisational guidance grounded in values, moral judgement, and ethical principles. It deepens understanding of how ethical leadership strengthens trust, fairness, and equity while supporting responsible and sustainable decision-making. The course is aligned with the Principles for Responsible Management Education (PRME) and contributes to the advancement of several United Nations Sustainable Development Goals.

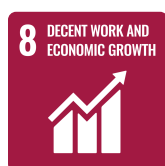
In the course, you will learn about the concepts and theoretical foundations of ethical leadership, ethical decision-making, the common ethical principles of the organization, employee understanding, business ethics and morality, as well as ethical issues challenging diverse working life. You will utilize the content you have learned in developing ethical leadership.



Special Issues in Responsible Management | YH00CL67

Organisations that operate responsibly play a vital role in advancing the goals of sustainable development. This course examines how leaders can strengthen responsible and ethical leadership by addressing sustainability challenges, diversity, equity, inclusion, environmental responsibility, and the role of stakeholders. The aim is to develop competencies that enable leaders to contribute positively to the sustainable future of organisations, working life, and society. The course is aligned with the PRME principles and broadly supports the United Nations Sustainable Development Goals.

In this course, you will learn to identify and apply theories and principles of sustainable development, understand the foundations of systems thinking, and evaluate the significance of sociocultural responsibility. You will develop the ability to analyse the impacts of climate change, the circular economy, and biodiversity on society and business. In addition, you will learn to examine workplace diversity and global wicked challenges with a critical and solution-oriented perspective.



Human Resource Management | YZ00CL59

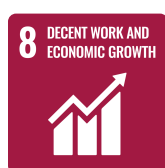
People are the most important asset and the most critical success factor in terms of the organization's success. Human resource management requires versatile and up-to-date skills, especially in an ever-changing working life, where e.g. the diversity of employees, multi-location work and well-being at work have become very important issues. HRM is an integral part of the organization's strategic management and the building of the organizational culture. When implemented correctly, HRM creates significant value for the organization and its employees.



Development as a Leader | YZ00CL56

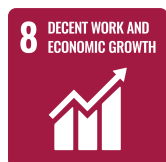
Leadership is a key competence in contemporary working life. In this course, you will deepen your understanding of your own leadership, strengthen your self-awareness, and identify your strengths and areas for development. You will learn to analyse and evaluate your leadership from the perspectives of self-leadership, people leadership and task leadership, and to develop your leadership approach systematically. You will also expand your knowledge of ethical and responsible leadership and learn to promote these principles within your organisation through reflective practice and role-modelling. Through reflection, you will gain insight into your leadership career opportunities and be able to plan your professional development purposefully.

Developing as a leader is a process that requires time and self- and peer reflection to grow. Considering this development, the course lasts for a semester/year.



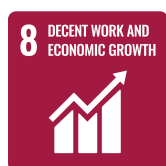
Strategic Management | YZ00CL57

When you complete this course, you will understand strategic thinking and you are able to familiarize yourself with strategic management and strategy implementation, taking sustainable development into account. Strategy is a process in which the analysis of the operating environment plays a key role. Within the framework of the strategy, the organization's management sets goals and determines measures through which the organization strives to achieve long-term success and competitive advantage from a sustainable development perspective.



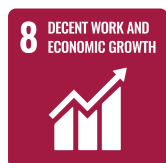
Financial Management | Y00CL58

In the management of any organization, you must deal with financial matters. Financial management involves the interaction and cooperation of internal and external organizational stakeholders to achieve the organization's (financial) goals. In this course, you become acquainted with the methods, principles, and practices of financial management from the perspective of general management of an organization.



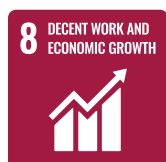
Ethics of Financial Management | YH00CM21

Ethical questions relate, for example, to the correctness of individual and community actions, truthfulness, benefits, responsibilities, justice, and virtue. In the course you will delve into the ethical issues of organizational operations and financial management and their significance.



Basics of Sustainable Development | ZZ00CD13

With the Basics of Sustainable Development course, you will get to know the key concepts and goals of sustainable development. You recognize the meaning and sub-areas of sustainable development in your chosen destination, for example in your own field of study. Later, you can apply these skills both in your studies and in your working life.





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

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

vs

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

Research Funding

In 2025, School of Business, JAMK was awarded funding for research that is:



National



Local



Regional

Socializing Research

In 2025, School of Business, JAMK contributed research findings to:

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

Research Projects

In 2025, School of Business, JAMK reported 4 research projects that implemented responsible or sustainable activities.

ARVOA - Kiertotalouden seuraava luku

Period Covering: April, 2024 - May, 2027

Department: Business Administration

ARVOA – The Next Chapter of the Circular Economy project develops and pilots innovative circular economy solutions that promote sustainable consumption and new business opportunities. The project brings together companies, public sector organizations, libraries, and associations to co-create and test services such as renting, lending, repair, reuse, and resale, with the aim of generating economic, social, and environmental value while accelerating the transition towards a circular economy.



Diversity as a strength in the workplace (VALTTI)

Period Covering: August, 2026 - May, 2029

Department: Business Administration

Diversity as a strength in the workplace (VALTTI) project helps Finnish workplaces turn diversity from a challenge into a resource. We are developing the Diversity as a Strength model, which provides a clear development path and practical tools for everyday leadership.

At the heart of the model are AI-based simulations where supervisors and employees can safely practice diverse situations and receive feedback on their actions. The result is workplaces where well-being, innovation, and engagement are strengthened – diversity becomes an asset.

Diversity in Finnish workplaces is constantly increasing, but the structures and skills to recognize and utilize it are lacking. This leads to wasted potential, conflicts, and reduced well-being and productivity.

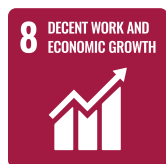
The main goal of the project is to develop companies' everyday leadership and operations so that the workplace (management, work community, individuals) can better consider employees' diverse needs and leverage different strengths. The project's company processes involve the entire staff at various stages.

The VALTTI project is divided into four phases, where new practices are trained in a practical and concrete way. The approach is strongly based on research and hands-on experience.

The phases are:

1. Embed – Active co-development and communication coordination with stakeholders from the start.
2. Identify – Diversity audit, making diversity visible, and mapping strengths.

3. Acknowledge – Recognizing the value of diversity and deepening workplace competence through dialogue.
4. Adapt – Adjusting everyday practices to support diversity.



Coaching Network: Employment in Esports

Period Covering: July, 2025 - January, 2027

Department: Business Administration

Challenges in esports coaching in Finland hinder the development of both coaches and organizations. Information and resources related to the field are fragmented, which hampers the formation of common practices and the unification of the industry. Aspiring esports coaches also lack a clear career and educational path.

The goal of the coaching network is to enhance the employment readiness of aspiring professionals by providing a platform that offers both mentorship and networking support on the path toward professional esports coaching.

The project's primary target group consists of individuals interested in pursuing esports coaching as a professional career. These individuals may include, for example, unemployed job seekers, students, self-employed people, people with partial work ability, or career changers.

The project is coordinated by the School of Business at Jyväskylä University of Applied Sciences as a single-implementer project.

The objectives of the project are to:

1. Promote the professionalization of esports coaching and create a platform for esports coaches that supports the development of their skills and employment opportunities.
2. Connect esports coaches and coaching organizations and provide coaches with more career opportunities.
3. Support the professional growth and career development of esports coaches and increase the visibility of esports coaching.
4. Activate esports coaches to engage in peer mentoring and knowledge sharing.

The project goals are implemented through three work packages:

WP1: Networking and Learning Platform for Esports Coaches

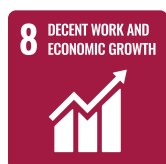
The networking platform for esports coaches serves as a hub for knowledge exchange, enabling coaches to both connect with peers and enhance their professional skills.

WP2: Workshops at Industry Events

The professional competence of esports coaches and organizations is supported through workshops held alongside major esports events. These sessions cover coaching fundamentals, career paths, and current professional topics.

WP3: Central Finland Esports Coaching Days

Held in Jyväskylä, the Esports Coaching Days offer coaches hands-on learning experiences and opportunities for professional development. This intensive learning experience also provides valuable networking opportunities.



TEAMIT+Teampreneur multicultural impact innovation cooperatives

Period Covering: September, 2023 - August, 2026

Department: Business Analytics | Entrepreneurship

What?

Our goal was to develop a training programme based on an innovative team entrepreneurship pedagogy and a learning-by-doing approach. The programme provided students in vocational and higher education, young migrants, refugees and unemployed young people with opportunities to develop into future teampreneurs equipped with green, digital and resilience skills. The new ideas created by the teampreneurs contributed to shaping society towards a greener economy.

How?

Innovative Training

We brought together young people from different cultural and social backgrounds from Spain, France, Finland and Greece and provided training in the areas of climate change mitigation, impactful innovation and team entrepreneurship

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Impactful Team Enterprises

Our goal was to promote the creation of impactful and innovative team enterprises based on a shared set of values, contributing to addressing climate change and other identified societal challenges

Replicability of the TEAMIT+ Training Programme

The innovative training programme was disseminated to other educational institutions in the project countries through a TEAMIT+ White Book, produced at the end of the project. The White Book provides guidance and resources to support the adoption and replication of the TEAMIT+ approach in other educational contexts.

Partners

Nine partners from four European countries, representing higher education institutions, labour market actors and civil society organisations.

Higher Education: UPNA – Universidad Pública de Navarra (Spain)

MUE – MU Enpresagintza S. Coop. (Spain)

ESTIA – École Supérieure des Technologies Industrielles Avancées (France)

Jamk – Jyväskylä University of Applied Sciences, Tiimiakatemia (Finland)

Labour Market ActorsCluBE – Cluster Viooikonomias Kai Perivallontos Dytikis Makedonias (Greece)

D4E – Diversity 4 Equality S. Coop. Pequena de Iniciativa Social (Spain)

KAYA – Kaya Impacto SAPI de CV (Spain)

KKOOP – Konfekoop Confederación de Cooperativas de Euskadi (Spain)

Civil Society OrganisationID: – Initiative Développement (France)

Results

1 new impactful team entrepreneurship training programme – TEAMIT+

1,248 young people trained through the TEAMIT+ programme

20 coaches trained to deliver the TEAMIT+ programme

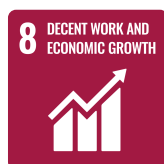
8 guides related to the implementation of TEAMIT+

8 local initiatives addressing environmental, climate and social issues

20 agreements to replicate the training programme in other educational institutions
1 implementation guide for the TEAMIT+ training programme

1 project final report

20 teams and unique business ideas





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

Partnerships

The following provides more details on 1 key partnership at School of Business, JAMK.

PRME - Working Group on Anti-Fraud in Management Education

Dr Shabnamjit Hundal, Jamk University of Applied Sciences, Finland is a member of the steering committee of the PRME Working Group on Anti-Fraud in Management Education.

The group's purpose is to strengthen how fraud is understood, taught, and discussed within management education globally. Fraud remains a pervasive yet often fragmented topic in business and professional education, frequently treated as a technical or compliance issue rather than a core leadership and governance challenge. The Working Group aims to address this gap by supporting educators in embedding anti-fraud perspectives across curricula, including accounting, auditing, governance, management, ethics, and leadership programmes.

Key challenges include limited integration of fraud education beyond specialist courses, insufficient attention to organisational culture and incentives, and a lack of shared educational frameworks that reflect diverse regional and institutional contexts. By fostering dialogue, sharing research-informed educational resources, and connecting insights from practice with teaching and learning, the Working Group seeks to contribute to the development of responsible leaders capable of recognising, preventing, and responding ethically to fraud risks in organisations and society.



Practice

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

Institutional Policies and Practices

- ❖ Curriculum guidelines
- ❖ 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

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Jamkin saavutettavuussuunnitelma 2025-2028

View document  Download document 

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
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Research and academic networks

SIGNATORY

School of Business, JAMK



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