

**PRiME**

*an initiative of the  
United Nations Global Compact*

**EAE** Business  
School

# 2025 Sharing Information on Progress (SIP) Report

EAE Business School

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

## Mission

EAE Business School's mission is to provide accessible, high-quality management education that prepares responsible leaders capable of driving sustainable and inclusive growth in business and society.

## Vision

Our vision is to be recognized globally as a transformative business school committed to innovation, sustainability, and impact, fostering a learning community that integrates academic excellence with societal relevance.

## Strategy

### Strategy

EAE's strategy is anchored in three pillars: Positive Relations, Community Impact, and People Impulse, aligned with four SDGs (4, 8, 9, 11). In 2025, following the EFMD BSIS certificate the School has focused on embedding impact measurement across the institution and building a coherent narrative of positive impact.

## Strategy Alignment

### Strategy Alignment

EAE Business School's strategic priorities are explicitly designed to foster sustainable development, contribute to the common good, and advance quality education. Our Sustainability Plan (2023–2026) is structured around three strategic pillars, Positive Relations, Community Impact, and People Impulse, which guide the School's activities in teaching, research, partnerships, and operations.

These priorities are directly aligned with the United Nations Sustainable Development Goals, with particular emphasis on SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), and SDG 11 (Sustainable Cities and Communities).

- **Advancing Sustainable Development:** Through initiatives such as curricular integration of sustainability (present in over 30% of master's programs and 100% of final projects), applied research on societal challenges, and environmentally responsible campus practices (ISO certifications, carbon reduction, digitalization of processes, local procurement), the School embeds sustainability in its core operations.

- **Contributing to the Common Good:** EAE fosters inclusive prosperity by engaging students, faculty, staff, alumni, and corporate partners in initiatives that generate social and economic value. This includes partnerships with NGOs, solidarity campaigns, alumni impact measurement, and student employability programs designed to respond to societal needs.
- **Ensuring Quality Education:** Our pedagogical model emphasizes experiential learning, global exposure, and alignment with future skills, while maintaining academic rigor and accreditation standards. Innovation in programs, the adoption of digital and sustainable methodologies, and the continuous development of faculty reinforce our commitment to quality and relevance.

By integrating sustainability and responsibility into strategy, governance, and daily practice, EAE ensures that its institutional priorities not only serve students and stakeholders, but also contribute meaningfully to global sustainable development.

## Institutional History

### EAE's History

EAE Business School was founded in Barcelona in 1958 as Escuela de Administración de Empresas, with the purpose of providing high-quality, practice-oriented management education. From its inception, the School was conceived as an accessible and international institution, aiming to prepare professionals and executives able to respond to the challenges of a constantly changing business environment.

Over the decades, EAE has combined academic rigor with close ties to the corporate world and an international outlook. These elements have guided the School's expansion and its path towards the adoption of Responsible Management Education (RME).

#### Key milestones in EAE's journey include:

- 1973 – Founding member of the European Foundation for Management Development (EFMD).
- 1990s–2000s – Expansion of campuses in Barcelona and Madrid; affiliation with Spanish universities (Universitat Politècnica de Catalunya and Universidad Rey Juan Carlos) to deliver official programs aligned with the European Higher Education Area (EHEA).
- 2006 – First business school in Spain to deliver official university Master's programs accredited by ANECA/AQU and aligned with the Bologna Process.
- 2008 – Creation of OBS Business School, the first fully online business school in Spanish, in collaboration with Universidad de Barcelona.
- 2009 – Adherence to the UN Global Compact, reinforcing EAE's commitment to social responsibility.
- 2009–2010s – Development of Alumni EAE, the Educational Innovation Group (GID-EAE) and EAE Lab incubator, integrating research, innovation and entrepreneurship into the School's DNA.



- 2010s – Recognition in international rankings (QS, Bloomberg, América Economía, Eduniversal), alongside the growth of partnerships with over 80 universities in 25+ countries.
- 2017 – Formal adhesion to PRME (Principles for Responsible Management Education), embedding sustainability and ethics into teaching, research and partnerships.
- 2020 – Launch of the Work of the Future Centre, dedicated to sustainable employability, research and applied education.
- 2021 – Implementation of EAE Barcelona's Sustainability Plan, aligned with four strategic pillars (Employability, Innovation, Entrepreneurship and Sustainability) and directly connected to the UN SDGs.

EAE was included in the Positive Impact Rating

- 2024 – Recognition by EFMD's Business School Impact System (BSIS) and by the Positive Impact Rating (PIR) as a Transforming School, further consolidating EAE's role as an institution committed to responsible management education and positive impact.

The School entered the Times Higher Education Impact Rankings for the first time.

- 2025 – Achievement of the first EFMD Programme Accreditation (MBA), marking a new stage in EAE's international recognition and commitment to quality assurance, values-driven education and continuous improvement.

### **Research and Knowledge Creation**

Alongside its teaching and corporate partnerships, EAE has progressively developed a strong commitment to applied research. Through the Instituto de Investigación de Tendencias Empresariales, the School monitors and analyses socio-economic transformations in areas such as employability, digitalization, entrepreneurship and sustainability, generating knowledge that is both rigorous and accessible.

In the last five years, EAE has also positioned itself as a reference in applied research with a gender perspective, publishing reports on topics such as the gender pay gap, women in entrepreneurship, rural women, female leadership in logistics, women in health innovation, and gender perspectives in digital industries. These studies, disseminated in multiple languages and widely covered by media, professional associations and public institutions, exemplify EAE's ability to democratize knowledge and to foster evidence-based dialogue on urgent societal challenges.

This line of research has consolidated EAE's reputation in Spain and across the Spanish-speaking world as a school that not only teaches and investigates, but also transfers knowledge into actionable tools for companies, policymakers and communities. It reflects the School's mission to link innovation, inclusivity and responsibility, reinforcing its alignment with PRME principles and the UN Sustainable Development Goals.

Today, EAE is part of Planeta Formación y Universidades, the higher education division of Grupo Planeta, which hosts more than 100,000 students annually from 114 nationalities across Europe, the Americas and North Africa. Within this global network, EAE maintains its identity as a business school with a strong Mediterranean and European character, deeply connected to its environment yet open to the world.

EAE's path towards the adoption of RME has been characterized by the integration of ethics, sustainability, entrepreneurship and employability across teaching, research and partnerships. With over six decades of history, more than 80,000 alumni worldwide, and a diverse community of students and faculty, the School continues to pursue its mission: to train responsible leaders capable of driving sustainable transformation in business and society. The recent EFMD Programme Accreditation stands as clear evidence of this enduring commitment.

## Graduates & Enrollment

2024 Statistics	Number
Graduates	2601
Student Enrollment at the Institution	2120
Undergraduate Attendance	653
Masters-Level Postgraduate Attendance	1311
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	156

## Degrees Offered

### Masters Programs

- Master in Big Data & Analytics ● Master in Digital Marketing & Growth Hacking
- Master in Management ● Master in International Business
- Master in Sustainable Planning and Management of Tourism ● Master in Marketing & Sales
- Master in Supply Chain Management ● Master in Project Management ● Master in Finance
- 📖 Master of Business Administration (M.B.A.)

### Additional

- Bachelor of Marketing and Digital Communication ● Executive MBA

## Undergraduate Degree Programmes

- 📖 Bachelor in Administration & Management

## Masters Degree Programmes

- 📖 MBA

## Certificates, Professional Development, or Associate Programmes

- 📖 EFMD Programme Accreditation 📖 Recognition of High Quality in Assurance of Learning



# Purpose

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

## Definition of Purpose

EAE reaffirms its commitment to PRME principles through its Sustainability Plan (2023–2026) and the ongoing implementation of the BSIS framework. The strategic focus is on measurable impact in education, research, employability, and partnerships.

## Institutional Engagement

**76% - 100%**

of faculty at EAE 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

We place organizational responsibility and accountability at the core of our governance and operations.

## Who Champions Responsible Management Education at Our Institution

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

## Student Awareness

**51% - 75%** of students at EAE Business School are aware that we are a PRME Signatory Member.

## Student Engagement

**76% - 100%** of students at EAE 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

We transform learning environments by integrating sustainability and responsibility into the curriculum and pedagogy.

## Teaching Awards

In 2024, 1 award was given to faculty and educators at EAE Business School.

### Babson Challenge 2024

**Granter:** Babson College

**Grantee:** WASI 3D - Diego de la Torre, Elinore Cruz and Álvaro Valarezo. Students from Class of 2024

#### **Award Description:**

The Babson Student Challenge is an international competition organised by Babson College, recognised globally for its leadership in entrepreneurship education. The award distinguishes student teams that develop innovative, feasible, and socially responsible business solutions to real-world challenges. EAE Business School Barcelona has participated in the Challenge as part of its commitment to entrepreneurship and responsible management education. The award highlights the ability of our students to design projects aligned with the UN Sustainable Development Goals (SDGs), integrating creativity, sustainability, and business viability. Winning and finalist teams gain international visibility, networking opportunities with peers and faculty from top business schools, and validation of their entrepreneurial projects by global experts. For EAE, this recognition reinforces the School's mission to nurture entrepreneurial talent that drives positive impact in business and society.

## Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Institutional recognition events

## Fostering Innovation



### **A lot**

Our institution supports innovation significantly through teaching and learning.

## 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



### **In person**

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

## Barriers to Innovative Curriculum

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

- ❖ Budgetary limitations
- ❖ Time constraints
- ❖ Resource allocation challenges
- ❖ Curriculum inertia

## Barriers to Innovative Pedagogy

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

- ❖ Classroom infrastructure limitations
- ❖ Change resistance
- ❖ Budget constraints
- ❖ Resource constraints



# Research

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

## How We Define Research

EAE contributes to knowledge creation with both academic and applied research.

## Research vs Research for RME/Sustainable Development



## Research Funding

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



No funding

## Socializing Research

In 2024, EAE Business School contributed research findings to:

- ❖ Industry and business networks
- ❖ National media
- ❖ International media
- ❖ Local media
- ❖ Community organizations

## Research Barriers

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

- ❖ Funding challenges
- ❖ Technology and resource access
- ❖ 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

We engage stakeholders from business, government, civil society, and academia to co-create positive impact.

### Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Positive Impact Rating (PIR)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations Global Compact non-business signatory
- ❖ AMBA (Association of MBAs)

### Student Organization Partnerships

- ❖ AIESEC



# Practice

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

## How We Define Practice

We apply sustainability principles in governance, operations, and campus management.

### Institutional Policies and Practices



- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Professional training opportunities
- ❖ Ethical leadership or good governance policies
- ❖ Carbon reduction or offset commitments
- ❖ Employee equity, diversity, inclusion
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Water
- ❖ Zero-waste guides

### Policy Documents Related to RME and/or Sustainability

EAE\_Plan\_Sostenibilidad\_2024\_EN

View document  Download document 

Normativa EAE Convivencia y mediación\_formato

View document  Download document 

EAEB-CN-SOP-097 v.1.0 Protocolo para la  
prevención detección y actuación contra posibles  
situaciones de acoso

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.



## How We Define Share

We communicate progress and foster dialogue internally and externally.

## Engagement Opportunities

EAE 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
- ❖ Sustainability-focused research and collaboration Opportunities

## Communication Audiences

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

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

## Communication Barriers

EAE Business School faces the following barriers in transparent communications:



**Bureaucratic  
delays**



**Engagement  
gaps**



**Inconsistent  
updates**



SIGNATORY

# EAE Business School

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Spain



## Website

<https://www.eae.es/>