

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

School of Business, Kwantlen  
Polytechnic University

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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, Kwantlen Polytechnic University, including key details and basic institutional data.

## Mission

**Our mission at the Melville School of Business is walking the path together—from discovery to impact.** We exist to infuse humanity into business by championing integrity and ingenuity through a deliberately different approach. In alignment with the United Nations Sustainable Development Goals and the PRME principles, we are supporting a new generation of progressive, empowering, and ethical innovators ready to positively influence the future—redefining the business landscape one ethical decision at a time.

<https://www.kpu.ca/melville/about-us>

## Vision

The Melville School of Business marks the forefront of immersive and practical learning, providing students with essential technical skills through real life industry experiences, partnerships and networking opportunities that foster both professional and personal growth. This is consistent with our vision statement: "To embolden business and technology learners to become inclusive community builders and conscious change makers."

<https://www.kpu.ca/melville/annual-report>

## Strategy

MSB Strategic Plan 2023 - Final

View document  Download document 

## Strategy Alignment

### MSB Strategic Alignment

The strategic priorities of the Melville School of Business are strongly aligned with advancing sustainable development, the common good, and quality education. Drawing directly from our Strategic Plan 2023–26, our priorities emphasize social responsibility, equity, and community engagement, including commitments to Indigenous-informed business education, student self-discovery, and diverse, applied learning experiences. We are building a community of student change makers, supported by faculty-student collaboration, experiential pedagogy, and a focus on delivering programs that are relevant, inclusive, and responsive to both domestic and international learners. Through ongoing curriculum review and strategic partnerships with industry and community, we aim to prepare graduates who are not only work-life ready, but also conscious contributors to a more sustainable and equitable world.

<https://www.kpu.ca/melville/strategic-plan>

## Graduates & Enrollment

2024 Statistics	Number
Graduates	1579

## Degrees Offered

### Bachelor Programs

- Bachelor of Business Administration in Accounting
- Bachelor of Business Administration in Entrepreneurial Leadership
- Economics: Bachelor of Arts Minor
- Bachelor of Business Administration in Human Resources Management
- Bachelor of Business Administration in Marketing Management
- Bachelor of Technology Information Technology

### Additional

- Accounting Diploma
- Business Administration Diploma
- Business Management Diploma
- Computer Information Systems Diploma
- Marketing Management Diploma
- Diploma in Public Relations





# Purpose

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

## Letter of Commitment



Maple #206, 12666 72<sup>nd</sup> Ave.  
Surrey, BC, Canada V3W 2M8

The Melville School of Business is an internationally recognized institution that offers business education through a more practical and experiential lens. We blend academic excellence with real-world relevance, offering rigorous programs that are grounded in transformative learning, interdisciplinary collaboration, and global perspectives.

Home to a vibrant community of over 8,000 students, 200 dedicated faculty, and an



expanding alumni network, we continue to grow in both size and diversity. Through a wide spectrum of programs led by distinguished faculty and industry experts, we equip our students not only with business acumen but also with the critical thinking, ethical grounding, and adaptive mindset needed to navigate complexity and drive meaningful impact in a rapidly changing world.

As the Business School in the only Polytechnic University in Canada, Melville School of Business is commitment to serving the needs of our community and fostering close connections with industry. Our small classes, and teaching focused faculty, together with practicum and capstone placements, internships and cooperative education opportunities, mean that our students graduate with the skills and experience to be successful.

But at the Melville School of Business, we go further. I am proud that our commitment to the UN Principles for Responsible Management Education is more than an alignment, it is a shared DNA. For us, being *deliberately different* means redefining success beyond the bottom line, embedding responsibility, sustainability, and human impact into every program we offer. We equip our students to lead with skill and heart, to challenge convention, and to see the potential of business as a force for good. By championing integrity, ingenuity, and inclusivity, we prepare graduates who not only

T 604.599.3251

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Maple #206, 12666 72<sup>nd</sup> Ave.  
Surrey, BC, Canada V3W 2M8

thrive in their careers but also contribute meaningfully to their communities and the world.

What truly differentiates us is our commitment to shape the future of business by arming our students with the essential tools, knowledge, and networks to excel in today's dynamic business landscape.

At Melville, education goes beyond the classroom, it is a launchpad for leadership, innovation and enduring impact.

A handwritten signature in black ink, appearing to read 'Heather Harrison', is displayed on a light blue rectangular background.

Heather Harrison

Dean, Melville School of Business

T 604.599.3251

[kpu.ca/melville](https://kpu.ca/melville)



# 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

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



# Teach

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



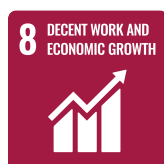
## Courses that support RME

School of Business, Kwantlen Polytechnic University reports 14 courses in 2024 that support responsible management education and sustainable development goals.

### Green Marketing Management

| GRMT 6110

This course will prepare professionals in understanding and applying green marketing concepts in organizations. Green marketing is marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of companies' products, from design, methods of processing, packaging and distribution. This course will also help identify global business opportunities. The conceptual opportunities in this course can be applied on the Green Marketing Plan, in Green Project Management course or even the Capstone course. Level: GR



### Sustainability and Business Administration

| GRMT 6100

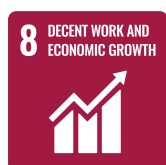
Students will learn how to integrate, evaluate, report sustainability in organizations. Students will learn specific reporting techniques on sustainability, including but not limited to the Global Reporting Initiative (GRI) and Principles of ISO 14001. This course is also heavy on Corporate Social Responsibility (CSR) policy and programs as they relate to governance and sustainability.



### Ecological Economics for Organizations

| GRMT 6120

This course explores new ways of thinking about how we manage our lives and our planet to achieve a sustainable, equitable, and prosperous future. By the end of the course, students will have an understanding of the integration of "nature's household" and "humankind's household" under ecological economics as well as the trans-disciplinary and inter-disciplinary nature of management analysis. Students should have an applied understanding of the interdependence and co-evolution of human economies and natural ecosystems and natural ecosystems over time and space. The above follows the type of system's thinking that is necessary in organizations and societies all over the world.



## Principles of Green and Clean Technologies for Business and Society's Sustainability

| GRMT 6130

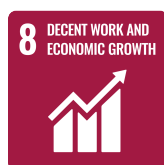
This course covers the introduction to physical and technological principles of solar, indirect solar, and non-solar energies with an environmental policy, social and economic backgrounds. This course introduces students to Green and Clean Technologies for business professionals. Introduction to waste management, e-waste, green buildings and water filtration training is also provided in order to ladder into other professional, corporate or on-the-job-training as well. Further knowledge of technologies or industry/corporate knowledge applied to specific companies can/should be developed for those interested in the Green Project Management course or Capstone.



## Sustainable Operations (Green Business Management)

| GRMT 6140

This course develops students' ability to define and analyze sustainable business practices within the value chain of the product or service in order to develop and integrate sustainable practices at each step of the value chain. Students will learn how to measure and account for sustainability initiatives as a means of creating value at the operations management level within an organization. Students will be challenged to consider the sustainability challenges from the different stakeholder perspectives and priorities in developing and implementing sustainable operational practices and initiatives. Students will analyze graduate level papers on a variety of current research.



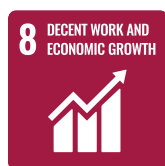
## Entrepreneurial Inquiry

| ENTR 1100

Entrepreneurial leaders are problem solvers, passionate about what they do. They inspire others to unite in this passion and create ways to collectively realize meaningful change. Becoming such a leader starts with understanding your entrepreneurial passion. In this course, students will explore



their skills, motivators and interests as they relate to entrepreneurial thinking, in order to define their entrepreneurial identity. They will establish their entrepreneurial context through identification and investigation of their entrepreneurial areas of interest and world view. The Bachelor of Business Administration in Entrepreneurial Leadership program is thoroughly integrated with the United Nations' PRME Principles as well as the UN SDGs and specifically codified as required content in this course.



## Persuasion and Influence

| ENTR 2120

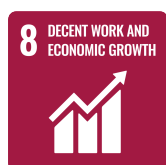
Persuasion and influence are central to understanding roles and responsibilities of entrepreneurs and professional leaders. These concepts are used in building community, communicating information, as well as establishing and growing trust. To understand persuasion and influence, a leader must first examine attitudes held towards people, issues, businesses, and brands. In this course students will explore the meaning and significance of attitudes in order to identify and design strategies for persuading, influencing, and engaging specific target audiences. Students will also study different models of persuasion and influence and reflect on how these concepts are grounded in community and relationships. The Bachelor of Business Administration in Entrepreneurial Leadership program is thoroughly integrated with the United Nations' PRME Principles as well as the UN SDGs and specifically codified as required content in this course."



## Entrepreneurial Visioning

| ENTR 3010

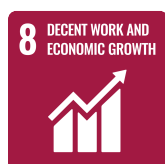
Entrepreneurial leadership is the process through which we change our industries, businesses, and communities. In this course students will develop their entrepreneurial identity and hone their skills to identify opportunities for growth and enact improvement. Students will identify needed resources and develop networks of people and ideas necessary to realize their community and purpose driven vision. The Bachelor of Business Administration in Entrepreneurial Leadership program is thoroughly integrated with the United Nations' PRME Principles as well as the UN SDGs and specifically codified as required content in this course.



## Advanced Organizational Behaviour

| ENTR 3110

Students will complete a diagnosis of an organizational setting for the purposes of: managing change, improving performance and increasing organizational effectiveness. Students will use their diagnosis to develop a portfolio that will include: activity management, personal management, conflict and stress management, values, attitudes, group dynamics, leadership and team development, corporate politics and business negotiations. The Bachelor of Business Administration in Entrepreneurial Leadership program is thoroughly integrated with the United Nations' PRME Principles as well as the UN SDGs and specifically codified as required content in this course e.g., an assignment where students are required to develop a community resource to advance the SDG of their choice.



## Community and Stakeholder Engagement

| PRLN 2130

Students will learn practical relationship-building tools and strategies to help companies and organizations better connect and collaborate with their stakeholders in order to achieve organizational success, social license, and to advance common interests. Topics will include controversial environmental or social justice issues where citizens want to have their say. They will learn how to engage stakeholder groups, including how to organize public meetings, listen effectively, defuse conflict, and build trust.



## Crisis Communications & Issues Management

| PRLN 2310

Students will learn to identify and monitor social trends and issues, and to assess and mitigate potential reputational risk on behalf of an organization. They will learn the theory and practice of crisis communications management, and will make operational recommendations during reputational crises such as public controversies, product recalls and management missteps, in order to protect an organization's reputation.



## Ethics of Communication

| PRLN 3010

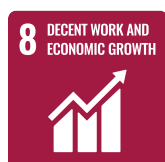
Students will examine ethical challenges that arise in the careers of organizational communications, marketing, business and public relations professionals. Students will explore the ethical codes of professional associations governing the practice of business communications. They will examine leadership roles for communicators in shaping ethical futures for profit and non-profit organizations.



## Environmental Sustainability in Marketing

| MRKT 2500

In this course, using the UN Sustainable Development Goals (SDGs) as a baseline, students will look at how Canadian marketers consider the triple bottom-line (people, profit, and planet) and consider the rapidly changing customer demands, corporate demands and social demands in Canada, ensuring that future marketers are developing the tools to apply best marketing practices aligned with UNSDGs to create a competitive advantage for their organization. Objective of the course would be to research, consider and apply how Canadian marketers can take a holistic view of sustainability, better understand consumer behaviour towards sustainability, and how organizations can create a competitive advantage by aligning with best marketing practices.

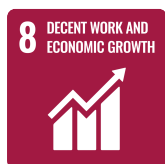




## Sustainable Operations (Technology Management & Services)

| TMAS 5140

This course develops students' ability to define and analyze sustainable business practices within the value chain of the product or service in order to develop and integrate sustainable practices at each step of the value chain. Students will learn how to measure and account for sustainability initiatives as a means of creating value at the operations management level within an organization. Students will be challenged to consider the sustainability challenges from the different stakeholder perspectives and priorities in developing and implementing sustainable operational practices and initiatives.





# 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

3 Peer-reviewed articles were published by School of Business, Kwantlen Polytechnic University from this past calendar year.

vs

3 Peer-reviewed articles were published by School of Business, Kwantlen Polytechnic University from this past calendar year in support of RME.

## Research Funding

In 2024, School of Business, Kwantlen Polytechnic University was awarded funding for research that is:



**Institution  
Specific**

## Socializing Research

In 2024, School of Business, Kwantlen Polytechnic University contributed research findings to:

- ❖ Community organizations
- ❖ Public events and lectures

## Research Projects

In 2024, School of Business, Kwantlen Polytechnic University reported 2 research projects that implemented responsible or sustainable activities.

### Exploring the International Student Experience in Canadian Universities

**Period Covering:** September, 2021 - April, 2024

**Department:** Entrepreneurship | Management

As part of her doctoral dissertation (Ed.D., Johns Hopkins University), Dr. Passmore conducted a mixed-methods study examining the international student experience at a Canadian university. The project integrated student focus groups and faculty surveys to explore academic, financial, and social challenges faced by international students, alongside faculty perspectives on these issues. Findings

highlighted barriers such as inequitable academic outcomes, acculturation stress, racism, and limited belonging. Based on the results, the study recommended piloting first-year learning communities tailored for international students to support adjustment, belonging, and success.



## Developing Organizational and Managerial Wisdom (Audiobook OER)

**Period Covering:** December, 2024 - January, 2025

**Department:** Marketing

Brad Anderson expanded his open-education textbook *Developing Organizational and Managerial Wisdom* into an accessible audiobook format on Pressbooks. This project made responsible management resources more widely available to diverse learners and enhanced the reach of open educational resources (OERs) across the KPU community and beyond.





# Partner

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



## Institutional Partnerships

- ❖ ACBSP (Accreditation Council for Business Schools and Programs)
- ❖ ISSP (International Society of Sustainability Professionals)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Local institutions and associations

## Student Organization Partnerships

- ❖ KPU Student Sustainability Club

## Partnerships

The following provides more details on 10 key partnerships at School of Business, Kwantlen Polytechnic University.

### Accreditation Council for Business Schools and Programs (ACBSP)

The Melville School of Business maintains accreditation with ACBSP ensuring that all programs meet rigorous global standards in teaching excellence, continuous improvement and responsible management education. Accreditation supports program relevance, embeds sustainability principles and provides external recognition of quality.

Source: <https://www.kpu.ca/melville/accreditation>

### Program Advisory Committees (PACs)

PACs connect faculty with industry and community leaders who review and advise on curriculum, ensuring alignment with workforce needs. Through ongoing dialogue and the annual PAC Appreciation Event, PACs provide insight into emerging trends, help integrate sustainability themes and strengthen KPU's role as a community partner.

Source: <https://www.kpu.ca/sites/default/files/Policies/AC1%20Program%20Advisory%20Committee%20Policy.pdf>

## **Surrey Board of Trade (SBOT)**

KPU partnered with the Surrey Board of Trade (SBOT) to deliver workshops and courses that expand professional development opportunities for local businesses. This collaboration emphasizes sustainable economic growth, leadership and applied business learning for the wider Surrey community.

## **LEDCOR Industries Inc.**

KPU faculty partnered with Ledcor Industries to deliver workshops focused on HR consultative problem solving. Using Gartner models as a foundation, the sessions provided Ledcor staff with practical training on applying consultative approaches to HR challenges while engaging with KPU faculty expertise.

## **RBC Foundation**

The Royal Bank of Canada Foundation contributed up to \$2,500 toward interns conducting research projects at employers. Combined with Mitacs funding, this support lowered the employer's share to only 25% of total costs for six-month research projects, making it possible for more businesses to hire Melville School of Business interns. Employers effectively paid \$2,500 for 480 hours of research support, reducing their cost to about \$5.21 per hour.

## **Mitacs**

Mitacs funds 50% of a student's \$10,000 salary, reducing the employer's cost from \$20.84 per hour to \$10.42 per hour and making it easier for more businesses to hire interns. This structure helps ensure students work on research projects related to their field of study, applying management education in real business settings rather than unrelated minimum-wage jobs. The real-world experience helps students jump-start their careers after graduation.

## **Melville Business Strategy Internship Program (MBSI)**

The Melville Business Strategy Internship Program (MBSI) provides organizations with fresh perspectives, cost-effective solutions, diverse skill sets and valuable networking opportunities. It serves as both a talent pipeline and a recruitment tool while fostering a culture of innovation. For students, the program offers meaningful work-integrated learning that allows them to apply program-specific knowledge in real business environments. Participants gain mentorship, build professional reputations and access employment opportunities that support faster integration into the Canadian workforce. The program also provides flexible work options and a supportive salary. Business students in their 3rd and 4th year, as well as those in Post-Baccalaureate and Graduate programs, can apply and compete for internship positions through posted opportunities.

## **Student Sustainability Club (KPU)**

Founded by KPU student, Honey Mathew, the Sustainability Club provides a vibrant platform for collaboration, applied learning and student-led initiatives. The club hosts workshops, webinars and applied projects, empowering students to bridge classroom learning with community action and advance sustainability on and off campus.

## **SDG Accord**

KPU is a signatory to the SDG Accord, aligning with a global community of universities committed to embedding the UN Sustainable Development Goals into teaching, operations and reporting.

## **Martin Family Initiative (MFI)**

The Melville School of Business has partnered with the Martin Family Initiative (MFI), a national non-profit dedicated to improving educational and economic outcomes for First Nations, Inuit and Métis children and youth. Through this partnership, KPU delivered an Indigenous Entrepreneurship course designed to support Indigenous youth interested in starting their own businesses and to provide a platform for early entrepreneurial success.



# Practice

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

## Institutional Policies and Practices



- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Employee equity, diversity, inclusion
- ❖ Environmental stewardship policies
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water
- ❖ Zero-waste guides

## Policy Documents Related to RME and/or Sustainability

KPU 2050 Official Campus Plan - Sustainability Framework

View document  Download document 

KPU Strategic Energy Management Plan Fiscal Year 2025

View document  Download document 

VISION 2026 - KPU's Mission, Vision, Values and Goals

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, Kwantlen Polytechnic University 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)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

## Communication Audiences

School of Business, Kwantlen Polytechnic University 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

## Sharing Voices

The following statement from stakeholders at School of Business, Kwantlen Polytechnic University demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

## **From Classroom to Community: Turning Learning into Action**

Striving to empower fellow students to transform their understanding of sustainability into practical action, I founded the Student Sustainability Club at KPU as a platform for collaboration, engagement and applied learning. The club hosts events, webinars, and workshops where students can connect theory with practice, develop leadership roles through sub-committees and explore innovative solutions to sustainability challenges.

This work also extends to practical projects, such as presenting an agri-business model at the PRME 7th Biennial Conference, to gain feedback on implementation with the goal of advancing toward real-world application and future pitching opportunities. By bridging the gap between classroom knowledge and community action, the Student Sustainability Club fosters an inclusive environment where every member feels heard and valued while equipping students to become proactive leaders and advocates for sustainability in their studies, careers and communities.

### **Honey Mathews**

President, KPU Sustainability Club



SIGNATORY

# School of Business, Kwantlen Polytechnic University

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## Address

12666 72 Ave, Surrey, British Columbia, V3W 2M8  
Canada



## Website

<https://www.kpu.ca>