

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

School of Business, Kwantlen
Polytechnic University

October 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, 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

2025 Statistics	Number
Graduates	1,340
Faculty & Staff at the University	1,489
Faculty & Staff at the Institution	181

Degrees Offered

Bachelor Programs

-  Bachelor of Technology (B.Tech.)
-  Bachelor of Business Administration (B.B.A.)

Undergraduate Degree Programmes

-  BBA in Accounting
-  BBA in Entrepreneurial Leadership
-  BBA in Human Resource Management
-  Bachelor of Technology
-  BBA in Marketing Management

Certificates, Professional Development, or Associate Programmes

-  Diploma in Accounting
-  Post-Baccalaureate Diploma in Accounting
-  Diploma in Business Administration
-  Diploma in Business Management
-  Diploma in Computer Information Systems
-  Post-Baccalaureate Diploma in Human Resources Management
-  Diploma in Marketing Management
-  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 72nd 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 5000 students, 150 dedicated faculty and staff, and an expanding alumni network, we are a vital and diverse member of our community. 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 committed to serving 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.

I am pleased to confirm that the Melville School of Business at Kwantlen Polytechnic University 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,

A handwritten signature in black ink that reads 'Bryan J. Webber'.

Bryan Webber
Dean, Melville School of Business
t: 604.599.3251
e: 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

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



Teach

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



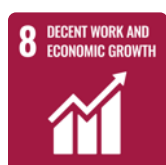
Courses that support RME

School of Business, Kwantlen Polytechnic University reports 9 courses in 2025 that support responsible management education and sustainable development goals.

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.

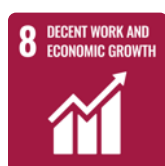
The Bachelor of Business Administration in Entrepreneurial Leadership program is thoroughly integrated with the United Nations' PRME Principles as well as the UN SDGs and specifically codified as required content in this course.



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

1 Peer-reviewed article was published by School of Business, Kwantlen Polytechnic University from this past calendar year.

vs

1 Peer-reviewed article was published by School of Business, Kwantlen Polytechnic University from this past calendar year in support of RME.

Research Funding

In 2025, School of Business, Kwantlen Polytechnic University was awarded funding for research that is:



**Institution
Specific**

Socializing Research

In 2025, School of Business, Kwantlen Polytechnic University contributed research findings to:

- ❖ Public events and lectures
- ❖ Open-access platforms
- ❖ Research collaborations

Research Projects

In 2025, School of Business, Kwantlen Polytechnic University reported 1 research project that implemented responsible or sustainable activities.

The Global Persuasion Lab for Sustainable Development

Period Covering: September, 2023 - September, 2026

Department: Entrepreneurship

Andrea Niosi created The Global Persuasion Lab for Sustainable Development, an open educational resource co-created with KPU Entrepreneurial Leadership students that addresses a growing challenging in higher ed: designing authentic, engaging learning experiences in an era of generative AI. The Lab is an example of open pedagogy and decolonized curriculum and invites domestic and

international students to explore their findings on social and sustainability issues facing their home communities. The Lab is grounded in the PRME Holistic Skills Framework and Pedagogy: students' published work combines background research, behavioral analysis, and persuasive communication strategies to build community and global engagement.



Research Presentations Related to RME and/or Sustainability

In 2025, School of Business, Kwantlen Polytechnic University gave 1 research presentation related to RME and/or sustainability.

The Holistic Stewardship Framework: Revolutionizing Management Education

| [DOI](#)

Authors: Marcelo Machado | Maryanne Eva | Kavya Saikia

Date of publication: October, 2025

Presented at: National or international issue or theme-specific conference

Department: Management

Universities and business schools are expected to play a crucial role in addressing modern challenges, given their key role in society and their vital function in generating and sharing knowledge. Traditional management education, often siloed and focused on economic feasibility, falls short in preparing leaders for today's complex landscape. This paper proposes the Holistic Stewardship Framework, a transformative approach to management education. Grounded in corporate sustainability, this paradigm adopts the United Nations Principles of Responsible Management Education (PRME) as its framework, with the United Nations Sustainable Development Goals (UNSDGs) serving as metrics for program and course outcomes. Our study examines teaching and learning practices, curriculum development, and policies worldwide, using secondary sources and publicly available data. The Holistic Stewardship Framework aligns with research emphasizing the role of responsible leadership in enhancing knowledge sharing and organizational performance. It addresses the need for interactive learning approaches fostering critical thinking and creativity. Practical examples demonstrate how integrating UNSDGs into courses equips future managers to navigate complexity, ethical dilemmas, and global challenges. This paradigm bridges theory and practice, cultivating leaders who balance economic viability with social responsibility and environmental stewardship. It represents a comprehensive shift in management education, preparing business leaders to thrive in a dynamic, interconnected world and address 21st-century challenges.





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)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Local institutions and associations
- ❖ ISSP (International Society of Sustainability Professionals)
- ❖ University of Navarra
- ❖ Aim2Flourish

Student Organization Partnerships

- ❖ KPU Student Sustainability Club

Partnerships

The following provides more details on 7 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.

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.

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at School of Business, Kwantlen Polytechnic University support sustainability and responsible management education.

Bridging the Gap Between Awareness & Action

The Student Sustainability Club was established to create a space where KPU students, regardless of program, feel included and empowered in sustainability. We believe that every individual is vital to a sustainable future, and we aim to bridge the gap between awareness and action. Through campus outreach initiatives, the Club introduces a fun matching card game called “Match the SDGs”, a simple yet effective way to reinforce visual recognition of Sustainable Development Goals. A small step, but with meaningful one toward bridging that gap.

In celebration of the SDG Month the club, together with KPU’s Office of Sustainability, organizes its annual Free Student Clothing Shop, where clothing donated by the KPU community is made available to that same community at no cost. The club also partners with Surrey Library-Newton Branch and Surrey Repair Café for a free Repair Café open to the community, encouraging participants to repair their items rather than discarding them.

Through these initiatives and valuable community partnerships, the Sustainability Club strives to create an inclusive environment where students can learn, participate, and take practical steps towards reducing waste, reusing resources, and building a more sustainable community.

Chloe Garcia
President, KPU Sustainability Club



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
- ❖ 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

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

[View document](#)  [Download document](#) 

KPU 2050 Official Campus Plan - Sustainability Framework

[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

SIGNATORY

School of Business, Kwantlen Polytechnic University



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Website

<https://www.kpu.ca>