

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

TSIBA Business School

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	12
5. Values	15
6. Teach	19
7. Research	22
8. Partner	24
9. Practice	27
10. Share	29

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

Mission

TSIBA Business School's mission is to invest in purpose-driven humans and emerging businesses who lead social change. This mission reflects the institution's commitment to accessible, values-based and transformative business education that develops capable, entrepreneurial and responsible leaders.

The mission is operationalised through TSIBA's academic programmes, leadership and self-development curriculum, entrepreneurship education, work-integrated learning, mentorship, student support and engagement with employers, communities and international partners. It is further reflected in TSIBA's Theory of Change, which seeks to develop graduates who are work-ready, purpose-driven and able to contribute as economically active and socially conscious citizens. The mission therefore provides a direct foundation for TSIBA's commitment to the Principles for Responsible Management Education, particularly Purpose, Values and Teach, and supports the institution's contribution to quality education, decent work and economic participation, reduced inequalities and responsible leadership.

Vision

TSIBA Business School's vision provides a future-oriented direction for the institution's contribution to responsible management education, entrepreneurship and social change. It reflects the ambition to develop purpose-driven individuals and emerging businesses that can contribute meaningfully to society and the economy.

The vision is supported through TSIBA's approach to business education, which combines academic learning with personal development, entrepreneurship, work-integrated learning, mentorship and engagement with businesses and communities. Through this approach, students are encouraged to develop not only technical and professional capabilities, but also the values, leadership capacity and sense of purpose required to contribute responsibly to society.

The vision therefore provides an important foundation for TSIBA's engagement with the Principles for Responsible Management Education (PRME). It connects the institution's educational purpose with responsible leadership, sustainable development, entrepreneurship, social impact and inclusive economic participation.

TSIBA's vision also aligns with its broader Theory of Change, through which education and student development are intended to contribute to graduate employability, entrepreneurship, economic participation and positive social change. In this way, the vision connects TSIBA's institutional aspirations with its longer-term contribution to students, businesses, communities and society.

Strategy

TSIBA Business School Strategy

TSIBA is planning to strengthen its institutional approach to data collection, management and use to support evidence-informed decision-making and continuous improvement.

The planned approach will involve improving how relevant institutional information is collected, organised, verified and accessed across different areas of the institution. The intention is to develop a more centralised and reliable evidence base that can support institutional reporting, monitoring and decision-making.

Once implemented, the approach is intended to enable TSIBA to identify trends, assess performance and use evidence to inform improvements to programmes, student support, operational processes and other institutional activities. The longer-term objective is to establish a continuous improvement cycle in which reliable institutional data informs decisions and the impact of those decisions can subsequently be monitored.

This planned development supports TSIBA's broader commitment to responsible management education by strengthening institutional accountability, evidence-based decision-making and the ability to demonstrate educational, social and economic impact.

Strategy Alignment

TSIBA Strategy Alignment with Sustainable Development, the Common Good and Quality Education

TSIBA Business School's strategic priorities align with sustainable development, the common good and quality education through its focus on accessible business education, student development, entrepreneurship, leadership, work-integrated learning and positive social impact.

A central element of TSIBA's approach is providing students with opportunities to develop the knowledge, skills, values and practical experience required to participate meaningfully in the economy and contribute to society. Academic learning is complemented by personal and leadership development, entrepreneurship education, work-integrated learning, mentorship and student support.

TSIBA's commitment to access to education contributes to the common good by creating opportunities for students from diverse backgrounds to develop capabilities that can support employment, entrepreneurship and broader economic participation. The institution's approach therefore connects educational outcomes with wider social and economic development.

The emphasis on responsible leadership and entrepreneurship also supports sustainable development by encouraging students to consider the wider social and economic consequences of business decisions. Through its educational activities and engagement with businesses, communities and other stakeholders, TSIBA seeks to develop graduates who can contribute responsibly to organisations and society.

These priorities are aligned with the Principles for Responsible Management Education (PRME), particularly the integration of purpose, values, responsible management, sustainability and positive social impact into business education. TSIBA's strategic direction therefore connects quality education with the development of responsible, purpose-driven graduates who can contribute to the common good and sustainable economic participation.

Institutional History

TSIBA Institutional History

TSIBA Business School was founded in 2004 as an accredited, non-profit private higher education institution in South Africa with a core mission: to challenge the status quo of traditional business education by providing values-based, purpose-driven learning.

Since its inception, TSIBA has integrated the principles of **Responsible Management Education (RME)**, sustainable development, ethical leadership, and the African humanist philosophy of *Ubuntu* ("I am because we are") directly into its institutional DNA. Rather than treating sustainability and ethics as added modules, TSIBA was built around holistic human development, preparing graduates to act as caring, conscious, and purpose-lived social entrepreneurs and business leaders.

As part of its commitment to global standards of responsible management, TSIBA became a signatory to the **United Nations Principles for Responsible Management Education (UN PRME)**.

Key Institutional & RME Milestones

- **2004 (Founding & Core Values):** TSIBA is established by co-founders Leigh Meinert, Gia Whitehead, Adri Marais, and the late Graham Lashbrooke. From day one, the foundational curriculum prioritizes personal mastery, ethical leadership, and social change over traditional profit-centric business education.
- **2007 (Institutional Governance & Expansion):** The **TSIBA Education Trust** is established to ensure long-term financial sustainability and broaden access to quality higher education as a fundamental right aligned with the UN Sustainable Development Goals (SDGs).
- **2010s (Integration of PRME & UN SDGs):** TSIBA aligns its core learning outcomes with the UN SDGs—specifically SDG 4 (Quality Education), SDG 8 (Decent Work & Economic Growth), and SDG 10 (Reduced Inequalities). Leadership and social responsibility modules become compulsory across all undergraduate and postgraduate programmes.
- **2020 (Adoption of UN PRME & Values Refresh):** TSIBA formally joins the UN PRME network. The school reinforces its commitment to the 7 PRME principles (Purpose, Values, Mindset, Dialogue, Research, Partnership, and Practice).
- **2021–Present (Founders' Gift & Sustainable Campus):** TSIBA moves to its permanent campus in Cape Town, designed to embody ecological literacy and sustainable operational practices. The institution launches green initiatives such as the TSIBA Earth Garden, Thrift Store, and local community pay-it-forward projects embedded in student leadership.

Key Pioneers & Leaders Paving the Way

- **Gia Whitehead, Leigh Meinert, Adri Marais, & Graham Lashbrooke (Co-Founders):** Conceptualized and launched TSIBA's values-driven model. Leigh Meinert specifically designed TSIBA's signature Leadership Curriculum.
- **Prof. Fatima Abrahams (Chairperson of the Board):** Guided the institutional governance and academic quality framework toward social transformation and values-based management education.
- **Dr. Riedwaan Kimmie & Academic Leadership:** Championed the deep integration of *Ubuntu*, environmental sustainability, and ethical business practices into the Higher Certificate, BBA, and PGDBA curricula.

Graduates & Enrollment

2025 Statistics	Number
Graduates	159
Faculty & Staff at the Institution	50
Student Enrollment at the Institution	528
Undergraduate Attendance	479
Masters-Level Postgraduate Attendance	0
Doctoral Student Attendance	0

Degrees Offered

Bachelor Programs

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

Undergraduate Degree Programmes



Bachelor of Business Administration (BBA)



Purpose

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

Letter of Commitment



51 Old Mill Road, Ndabeni, 7405
PO Box 13071, Mowbray, 7705
Cape Town

+27 21 532 2750
info@tsiba.ac.za
www.tsiba.ac.za

To: Principles for Responsible Management Education (PRME) Board

29 September 2026

To whom it may concern

Re: Adoption of the Principles for Responsible Management Education

I am pleased to confirm that TSIBA Business School reaffirms its commitment to the Seven Principles for Responsible Management Education (PRME): **Purpose, Values, Teach, Research, Partner, Practice and Share.**

Through this annual Sharing Information on Progress (SIP) report, we outline TSIBA's continued efforts to embed these Principles within our institutional strategy, organisational culture, academic curriculum and daily operations.

As an institution committed to responsible and inclusive management education, TSIBA Business School remains committed to advancing the United Nations Sustainable Development Goals (SDGs) and to equipping future leaders to contribute positively to society and the economy.

We also commit to continuing our transparent reporting and to sharing regular updates on our progress with our global and local stakeholders.

Your sincerely

Gia Whitehead
CEO

Dr Peter Ayuk
Dean

Directors: S Susman (Chairperson), G Whitehead (CEO), Dr. P Ayuk (Dean), R Faragher-Thomas, L Meinert, K Kammies, Prof D Ramjugernath, M Kajee, C Butler
Company Reg. 2004/005126/08 | **PBO No:** 930014613 | **NPO No:** 043-720-NPO | **B-BBEE Level** 1



Definition of Purpose

At TSIBA, Purpose is our engine as a social enterprise addressing inequality. We define it through our "Head, Heart, and Hands" model, blending academic excellence, ethical grounding, and practical action. Guided by Ubuntu, we develop purpose-driven leaders who leverage values-based business education to "Pay It Forward" and uplift communities.

Institutional Engagement

51% - 75% of faculty at TSIBA 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

At TSIBA, Values are the bedrock of our "Head, Heart, Hands" approach. We define them as living principles—empathy, integrity, equity, and Ubuntu—embedded in our curriculum and community to develop ethical, purpose-driven leaders who "Pay It Forward."

Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Senior leadership office
- ❖ Student contributor

Student Awareness

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

Student Engagement

51% - 75% of students at TSIBA Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

TSIBAS way of Celebrating Values

Celebrating Values

At TSIBA Business School, values are not merely abstract concepts—they are the foundational pillars of our identity, pedagogy, and campus culture. As an institution built on enabling equity and developing purpose-driven leaders, we celebrate ethics, diversity, inclusion, and personal growth through a holistic "Head, Heart, and Hands" educational approach.

Our community celebrates and embodies these core values through several key pathways:

Curricular Integration of Ethics & Personal Development

- **Personal Development and Leadership (PDL):** Every undergraduate student completes core modules in Personal Development and Leadership, which focus on self-awareness, personal reflection, moral framing, and value-based leadership.
- **Values-Driven Leadership Modules:** Courses such as *Strategic Leadership Development (SLD-300)* and *Entrepreneurial Leadership* integrate values-based learning into leadership development.

Diversity, Inclusion, and Socio-Economic Accessibility

- **Cultural Celebrations & Unity:** The institution actively embraces South Africa's rich cultural diversity through cultural events, language programs, and cultural appreciation and pride.
- **Inclusive Access & Barrier Reduction:** True inclusion requires addressing systemic inequality. TSIBA operational initiatives—such as student transport shuttles, subsidized meals, and targeted early-intervention support dashboards—to ensure all students, regardless of background, can thrive.

Student-Led Values in Practice ("Pay It Forward")

- **Community Outreach & Empathy:** Guided by our foundational philosophy of "Paying it Forward," the Student Rectors lead various community service projects, including sharing workshops (sewing, baking, and knitting).
- **Sustainability & Stewardship:** Through initiatives like the TSIBA Earth Garden and the student-run Thrift Store, students practice environmental stewardship, resourcefulness, and social responsibility on a daily basis.

Continue telling your story

Continue Telling Your Story:

Continue Telling Your Story: Transparency, Impact, and Institutional Leadership

At TSIBA Business School, our commitment to responsible management education extends beyond standardized frameworks. We operate as a hybrid social enterprise and higher education institution designed specifically to address systemic inequality in South Africa by providing accessible, high-quality, values-based business education.

To further demonstrate how our institution practices radical transparency, serves as a leader in private higher education, and advances the principles of PRME, we highlight the following key operational and governance practices:

Academic Transparency & Governance Dashboards

- **Academic Risk & Performance Tracking:** TSIBA maintains transparent institutional dashboards—such as our *Academic Risk Dashboard* and quarterly *Semester Review Reports*—presented directly to our Academic Advisory Committee (AAC) and Board. These reports transparently track student attendance, module pass rates, curriculum reviews, and retention rates across all qualifications.
- **Quality Assurance in Occupational Learning:** We continuously refine our Academic Control Framework (OQM) for all accredited pathways, ensuring rigorous quality assurance and regulatory compliance.

Student Governance & Financial Accountability

- **SRC Financial Transparency:** In alignment with our commitment to ethical leadership, the Student Representative Council (SRC) has successfully managed a variety of student-led fundraising, transport initiatives, and social events.
- **Student-Driven Solution Design:** We involve students as active co-creators in solving institutional challenges. For example, in response to student commute difficulties, the SRC and management collaboratively developed the TSIBA Shuttle initiative, funded in part through student-led fundraising campaigns (e.g., the Mandela Day R67 Campaign and Spring Gala).

Strategic Global Integration & Knowledge Exchange

- **TSIBA Global Partnerships:** We actively lead in cross-border knowledge exchange through active partnerships with international business schools and universities (such as Audencia, Fontys, Northeastern University, and UNC). These partnerships bring international exchange cohorts to our campus and allow our local students to participate in global learning experiences, expanding their perspectives on global sustainability and social business models.

The "Paid Forward" Business Model

- **Social Return on Education:** TSIBA's foundational ethos is built on the philosophy that education is a gift to be passed on. Our graduates enter the workforce not only as skilled professionals, but as purpose-driven leaders equipped to build ethical, sustainable, and inclusive enterprises.



Teach

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



How We Define Teach

At TSIBA, Teach is operationalized through our "Head, Heart, Hands" framework—combining academic rigor, reflective leadership (PDL), and practical, community-engaged learning (IPJ) to build ethical business capability.

Courses that support RME

TSIBA Business School reports 1 course in 2025 that support responsible management education and sustainable development goals.

Strategic Leadership Development | SLD-300

Strategic Leadership Development (SLD-300) equips final-year undergraduate students with the critical skills, values, and ethical frameworks required to lead sustainable, resilient organizations in emerging markets. The course challenges students to move beyond traditional profit-maximization models to evaluate how strategic management decisions impact diverse stakeholders, local communities, and the broader natural environment. Through real-world case studies, ethical scenario analyses, and reflective leadership exercises, students examine corporate governance structures, values-based decision-making, and the operationalization of corporate social responsibility. By grounding strategic theory in social impact, SLD-300 prepares purpose-driven business leaders to foster equity, build sustainable enterprises, and drive ethical transformation in society.



Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Student-nominated teaching awards
- ❖ Professional development opportunities
- ❖ Financial incentives

Barriers to Innovative Curriculum

In 2025, TSIBA Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Time constraints
- ❖ Resource allocation challenges

Barriers to Innovative Pedagogy

In 2025, TSIBA Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Time constraints
- ❖ Student engagement concerns



Research

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

How We Define Research

At TSIBA, Research is defined as applied, community-centered inquiry. We focus on practical, action-oriented scholarship that examines social enterprise, inclusive economic growth, and values-based leadership to solve real-world socio-economic challenges.

Research vs Research for RME/Sustainable Development

0 Peer-reviewed articles were published by TSIBA Business School from this past calendar year.	vs	0 Peer-reviewed articles were published by TSIBA Business School from this past calendar year in support of RME.
---	-----------	---

Research Funding

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



No funding

Socializing Research

In 2025, TSIBA Business School contributed research findings to:

- ❖ Social media and digital outreach

Research Barriers

In 2025, TSIBA Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Time constraints
- ❖ Collaboration challenges



Partner

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

How We Define Partner

At TSIBA, Partnering is essential to our social enterprise model. We collaborate with global universities, industry leaders, and local communities to build inclusive ecosystems, enable student mobility, and drive socio-economic impact.

Institutional Partnerships

- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ None

Partnerships

The following provides more details on 3 key partnerships at TSIBA Business School.

Audencia Business School

TSIBA Business School partners with Audencia Business School (France) to drive international academic exchange, intercultural collaboration, and global perspectives on responsible management education. Under the TSIBA Global framework, Audencia sends exchange cohorts to TSIBA's campus to engage directly with local students in collaborative learning modules, community-engaged project work, and cross-cultural business workshops.

This partnership provides students from both institutions with immersive opportunities to explore how business, sustainability, and ethics intersect across different economic and socio-cultural contexts. Through joint coursework, shared reflection, and practical engagement with social enterprises in South Africa, the collaboration equips participants with a deeper understanding of values-based leadership, global citizenship, and sustainable development goals in emerging markets

Fontys University of Applied Sciences

TSIBA Business School partners with Fontys University of Applied Sciences (Netherlands) to support international student exchanges, entrepreneurship initiatives, and joint learning projects. The partnership focuses on exposing students to sustainable business practices and cross-cultural entrepreneurship education in an international setting. Fontys students engage in semester-abroad immersion at TSIBA, while students from both institutions collaborate on business model design, social innovation, and sustainable enterprise development

Northeastern University

TSIBA Business School has partnered with Northeastern University (USA) for over a decade through student exchange programs, joint workshops, and experiential learning initiatives in South Africa. Northeastern students collaborate directly with TSIBA students in Cape Town, engaging with local social enterprises, community development projects, and entrepreneurship tracks. The collaboration emphasizes values-based leadership, community-centric business solutions, and cross-cultural problem-solving.



Practice

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

How We Define Practice

At TSIBA, Practice means living our values daily. As a social enterprise, we walk our talk through sustainable campus operations, student-led thrift and community garden initiatives, transparent governance, and providing subsidized education for socio-economic inclusion.

Institutional Policies and Practices

- ❖ Ethical data sourcing guides
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion



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

At TSIBA, Share means actively disseminating our social enterprise model. We engage global academic partners, alumni, and local communities to exchange insights on values-based leadership, equitable access, and social impact in business education.

Engagement Opportunities

TSIBA 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:

- ❖ Annual reports
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs

Communication Audiences

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

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Prospective and current students

Communication Barriers

TSIBA Business School faces the following barriers in transparent communications:

Lack of dedicated communications infrastructure • Data collection and tracking difficulties • Resource and capacity constraints

SIGNATORY

TSIBA Business School



Address

TSIBA Education NPC 51 Old Mill Road Ndabeni, Cape Town, Western
Cape, 7405
South Africa



Website

<https://www.tsiba.ac.za/>