

**PRiME**

*an initiative of the  
United Nations Global Compact*

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

Bircham International University

September 2025

## Table of Contents

1. About PRME .....	3
2. About SDGs .....	5
3. Getting Started .....	6
4. Purpose .....	10
5. Values .....	13
6. Teach .....	15
7. Research .....	17
8. Partner .....	19
9. Practice .....	21
10. Share .....	23

## 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 Bircham International University, including key details and basic institutional data.

## Mission

<https://www.bircham.edu>

## Vision

<https://www.bircham.edu>

## Strategy

### About BIU

<https://www.bircham.edu/about-biu.html>

## Strategy Alignment

### About BIU

<https://www.bircham.edu/about-biu.html>

## Institutional History

### BIU History

<https://www.bircham.net/bircham-international-university-foundation.html>


## Graduates & Enrollment

2024 Statistics	Number
Graduates	500
Faculty & Staff at the University	27
Faculty & Staff at the Institution	27
Student Enrollment at the University	450


2024 Statistics	Number
Student Enrollment at the Institution	450
Undergraduate Attendance	212
Masters-Level Postgraduate Attendance	116
Doctoral Student Attendance	122
Certificate, Professional Development, or Continuing Education Attendance	0

## Degrees Offered

### Bachelor Programs

 Bachelor of Arts (B.A.)


### Masters Programs

 Master of Arts (M.A.)


### Doctoral Programs

 Doctor of Philosophy (Ph.D.)

## Undergraduate Degree Programmes

 Bachelor's Degree

## Masters Degree Programmes

 Master's Degree



## Postgraduate Degree Programmes



Master's Degree



# Purpose

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

## Letter of Commitment



### Bircham International University

TO: Mette Morsing, PRME

FROM: William Martin, BIU CEO

MEMO: SIGN UP AS SUPPORTING ORGANIZATION

September 29, 2025

Dear Mrs. Mette Morsing,

I am the CEO of Bircham International University (BIU).

BIU is committed to fulfill the needs of the adult professional student who choose not to attend a traditional on-campus university. We have developed an innovative method of distance learning higher education adapted to the needs of adult professionals from all over the world.

I have recently found out about the PRME, the Principles for Responsible Management Education. I would like to applaud this initiative. When reading the PRME six principles I realized that we have been conducting our operations according to them. Consequently, it would be an honor to sign up as a supporting organization of the PRME.

Our website present complete information about who we are and what we do, but it is a large site, so do not hesitate to ask for any additional information or documents that will demonstrate how we adhere to the PRME principles.

Regards

William Martin  
BIU CEO

Avda Sierra - 2 (Urb. Guadamonte), Villanueva de la Cañada - Madrid 28691 - Spain Tel: +34 918 162 397  
[www.bircham.edu](http://www.bircham.edu) [www.bircham.edu.es](http://www.bircham.edu.es) [www.bircham.edu.pt](http://www.bircham.edu.pt)



## Bircham International University

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A good education should teach HOW to think, rather than WHAT to think.

Bircham International University is committed to fulfill the needs of the adult professional student who choose not to attend a traditional on-campus university. BIU has developed an innovative method of distance learning higher education adapted to the needs of adult professionals from all over the world.

Bircham International University offers various distance learning degree programs. These distance degree programs are highly affordable and cover more than 200 disciplines including management, communications, humanities, arts, psychology, natural health, therapies, computers, sciences, engineering, and others.

Each distance learning degree program is entirely completed by correspondence. Curricula are designed to meet the needs of the adult student, without interfering significantly in his/her professional life.

The distance learning for adults is taking the direction that Bircham International University has been pioneering.



# 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

- ❖ Senior leadership office



# Teach

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



## Courses that support RME

Bircham International University reports 1 course in 2024 that support responsible management education and sustainable development goals.

### Diploma - Business Administration

| Diploma - Business Administration

It reviews the nature of managerial economics, demand analysis and estimation, customer behavior, production analysis, estimation of cost, profit planning and control, pricing decisions, competition in different market structures, the economic role of government, investment, and financial policy. It deals with problem identification, problem solving, critical thinking, consulting, project management, and strategies for effective decision making.

<https://www.bircham.net/biu-references/graduates-testimony.html>







# 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

<b>0</b> Peer-reviewed articles were published by Bircham International University from this past calendar year.	<b>vs</b>	<b>0</b> Peer-reviewed articles were published by Bircham International University from this past calendar year in support of RME.
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## Research Funding

In 2024, Bircham International University was awarded funding for research that is:



**No funding**

## Socializing Research

In 2024, Bircham International University contributed research findings to:

- ❖ Social media and digital outreach



# Partner

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

## Institutional Partnerships

❖ None

## Student Organization Partnerships

❖ None



# Practice

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

## Institutional Policies and Practices

- ❖ Employee equity, diversity, inclusion

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

PRME

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

Bircham International University offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)

## Communication Audiences

Bircham International University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Prospective and current students



SIGNATORY

# Bircham International University

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## Address

1221 Brickell Ave, 9th Floor, Miami, 33131

United States of America



## Website

<https://www.bircham.edu/>