

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Bircham International University

March 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 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

2025 Statistics	Number
Graduates	300
Faculty & Staff at the University	21
Faculty & Staff at the Institution	18
Student Enrollment at the University	270

2025 Statistics	Number
Student Enrollment at the Institution	270
Undergraduate Attendance	120
Masters-Level Postgraduate Attendance	90
Doctoral Student Attendance	60
Certificate, Professional Development, or Continuing Education Attendance	40

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

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www.bircham.edu www.bircham.edu.es www.bircham.edu.pt



Bircham International University

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

- ❖ Individual leader

Student Voices

The following narrative demonstrates how Bircham International University has influenced students' academic journey and personal growth.

Graduate's Testimonies

Graduates' Testimony, Opinion & Review

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

Values Voices

Graduate's Testimonies

Graduates' Testimony, Opinion & Review

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

Celebrating Values

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

Graduate's Testimonies

Graduates' Testimony, Opinion & Review

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



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 2025 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>



Teaching Voices

The following statement demonstrates ways in which educators at Bircham International University support sustainability and responsible management in their classrooms.

BIU Professors

The network of professors that contribute to Bircham International University academic quality come from all educational fields and from everywhere in the world. Bircham International University ranking may be considered within the top ten according to the diversity of its worldwide network of academics.

<https://www.bircham.net/academics-staff/academic-board-dean.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

0 Peer-reviewed articles were published by Bircham International University from this past calendar year.

vs

0 Peer-reviewed articles were published by Bircham International University from this past calendar year in support of RME.

Research Funding

In 2025, Bircham International University was awarded funding for research that is:



No funding

Socializing Research

In 2025, Bircham International University contributed research findings to:

- ❖ Social media and digital outreach

Research Projects

In 2025, Bircham International University reported 1 research project that implemented responsible or sustainable activities.

Research Projects

Period Covering: December, 2024 - January, 2026

Department: Management

Bircham International University

Research Work & Publications.

<https://www.bircham.net/research-work.html>





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

Partnerships

The following provides more details on 1 key partnership at Bircham International University.

BIU References

This section reviews different types of references that attest Bircham International University education quality and legitimacy.

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

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at Bircham International University support sustainability and responsible management education.

BIU Professors

The network of professors that contribute to Bircham International University academic quality come from all educational fields and from everywhere in the world. Bircham International University ranking may be considered within the top ten according to the diversity of its worldwide network of academics.

<https://www.bircham.net/academics-staff/academic-board-dean.html>



Practice

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



Institutional Policies and Practices

- ❖ Ethical leadership or good governance policies

Practice Voices

The following statement from stakeholders at Bircham International University demonstrates our commitment to sustainable and responsible practices.

Graduate's Testimonies

Graduates' Testimony, Opinion & Review

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



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

Sharing Voices

The following statement from stakeholders at Bircham International University demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

BIU References

This section reviews different types of references that attest Bircham International University education quality and legitimacy.

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

SIGNATORY

Bircham International University



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United States of America



Website

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