

PRiME

*an initiative of the
United Nations Global Compact*



Sharing Information on Progress 2026

Sunway Business School

September 2026

Table of Contents

1. About Sunway Business School	3
2. About PRME	4
3. About SDGs	6
4. Getting Started	7
5. Purpose	9
6. Values	11
7. Teach	13
8. Research	15
9. Partner	18
10. Practice	20
11. Share	22

About Sunway Business School

As the largest school of Sunway University, the Sunway Business School envisions to be a premier applied business school in the ASEAN region (vision) by developing highly employable and socially responsible business professionals (mission). The School prides itself on educational excellence and scholarship, continuous development, social responsibility, and integrity (core values). Our future-ready business degrees are accredited and purposefully crafted by talented instructors who possess a wide range of academic qualifications and extensive industry experience in addition to a conscience of trending issues in the world today, including but not limited to the cycles and waves of internationalization, ESG standards, marketplace changes, new-age technologies, planetary health, and the UN SDGs. Our cutting-edge research is also discussed at international arenas such as the World Economic Forum, published in premier journals such as the Journal of Business Research, and shaping industry practices and public policies, locally and internationally.

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

Graduates & Enrollment

2025 Statistics	Number
Graduates	1000
Faculty & Staff at the University	800
Faculty & Staff at the Institution	150
Student Enrollment at the University	13500
Student Enrollment at the Institution	5500
Undergraduate Attendance	4800
Masters-Level Postgraduate Attendance	600
Doctoral Student Attendance	50
Certificate, Professional Development, or Continuing Education Attendance	50

Degrees Offered

Bachelor Programs

 Bachelor of Arts (B.A.)  Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Business Administration (M.B.A.)  Master of Science (M.Sc. or M.S.)

Doctoral Programs

 Doctor of Philosophy (Ph.D.)  Doctor of Business Administration (D.B.A.)



Purpose

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

Definition of Purpose

For us, Purpose means educating business professionals who are both highly employable and socially responsible, as neither alone creates inclusive prosperity. Our not-for-profit ownership anchors this Purpose in the common good, which commits us to applied teaching, research, and partnerships that help ASEAN businesses and communities prosper within thriving ecosystems.

Institutional Engagement

76% - 100% of faculty at Sunway 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

For us, Values means holding ourselves accountable to society and the planet through Sunway University's core values (i.e., integrity, humility, and excellence). We practise them by teaching ethics and integrity to every student, by protecting dignity and inclusion, and by judging our work by the change it creates.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

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

Student Engagement

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



Teach

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



How We Define Teach

For us, Teach means integrating responsible management into what every student studies and how every educator teaches. All 12 undergraduate programmes carry compulsory courses on ethics, integrity, and planetary health before final-year modules apply ethics and sustainability to each field of study through practitioners, real challenges, and PRME pedagogy.

Educator Recognition

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

- ❖ Course evaluation scores
- ❖ Annual teaching excellence awards
- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Institutional recognition events
- ❖ Pedagogical innovation grants
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

Barriers to Innovative Curriculum

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

- ❖ Accreditation constraints
- ❖ Change fatigue

Barriers to Innovative Pedagogy

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

- ❖ Risk aversion
- ❖ Resistance from students



Research

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

How We Define Research

For Sunway Business School, research is rigorous inquiry into organisations, markets, and institutions that helps business, government, and education act responsibly for people and the planet. We judge it by the change it creates as well as where it appears and share our evidence openly, gaps included.

Research vs Research for RME/Sustainable Development



Research Funding

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



Local



Regional



National



International

Socializing Research

In 2025, Sunway Business School contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Social media and digital outreach
- ❖ Research collaborations

Research Barriers

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

- ❖ Funding challenges
- ❖ Participant recruitment
- ❖ Retention and engagement
- ❖ Time constraints



Partner

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

How We Define Partner

For us, Partner means working with business, government, civil society, and academia on problems that none of us can solve alone. We partner to connect learning with practice, to put research to use, and to widen who benefits, which is why we judge each partnership by the change it creates.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Higher Education for Good Foundation (HE4G)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations Global Compact non-business signatory
- ❖ United Nations organs other than the UN Global Compact
- ❖ University Councils
- ❖ Business Graduates Association (BGA)

Student Organization Partnerships

- ❖ Enactus
- ❖ PRME Students
- ❖ Sustainable Development Solutions Network (SDSN) Youth
- ❖ Three Zeroes Club



Practice

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

How We Define Practice

For us, Practice means holding our own governance and operations to the standards we teach, from the policies that bind our campus to how we train staff and report our activities. We judge our practice by evidence of change and publish where we still fall short.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Ministry of education recommendation documents
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water



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

For us, Share means telling our stakeholders and the PRME community about our successes and failures alike, with evidence that others can check. We publish our goals, our baselines, and the gaps in our own reporting, as candid sharing turns our experience into collective learning.

Engagement Opportunities

Sunway 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:

- ❖ 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

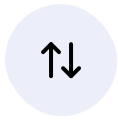
Communication Audiences

Sunway Business School 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

Communication Barriers

Sunway Business School faces the following barriers in transparent communications:



**Inconsistent
updates**



**Feedback
loops**



SIGNATORY

Sunway Business School



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