

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

WSB University

September 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 WSB University, including key details and basic institutional data.

Mission

The mission of the University

We create a community focused on development. There is a human at the center of our activities, for whom we want to provide unlimited space to achieve their own goals and ambitions. We are visionaries. As an open and innovative university, we are passionate about the challenges of the future. We generate useful knowledge, create trends and educate specialists who are able to meet these challenges.

The mission of WSB University is to build a community centred on personal and professional development. The University places the individual at the heart of its activities, providing unlimited space for people to pursue their own goals and ambitions. Guided by a visionary and innovative approach, WSB University is committed to the challenges of the future, generating useful knowledge, shaping trends, and educating specialists equipped to address these challenges.

=>> VISIT: <https://wsb.edu.pl/en>

Student

Admissions

Research

University

Erasmus+

Driving Excellence

Discover key achievements, events and success stories from WSB University

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UNIVERSITY
RANKING
Perspektywy
2025

1st Most International University in Poland*

* among public and non-public universities according to the 2025 Perspektywy University Ranking

Strategy Alignment

OBJECTIVES - WSBU

Strategic objectives

International University

- High quality of research carried out at AWSB confirmed by 3 scientific categories B + in two fields
- WSB University is the leader of internationalization among universities in Poland

Leader of Socio-Economic Development

- WSB University is a valued partner for business and local governments thanks to cooperation based on usability and high quality services
- WSB University perceived as a leading opinion-forming center in selected areas important for socio-economic development

Participatory University

- The University is perceived as a place of comprehensive and unhindered development
- Open and proactive organizational culture enabling the dynamic development of the University

'LifeLong University'

- High loyalty of WSB University graduates resulting from the high quality and usefulness of education
- WSB University perceived as a university educating for the challenges of the future in society and business

Digital WSB University

- Integrated Management and Education System supported digitally

Strategic Objectives of WSB Business School 2024-2030:

1. Academic Excellence
2. Objective: Enhance Academic Excellence
3. Practical Experience
4. Objective: Foster Practical Experience
5. Business Collaboration
6. Objective: Strengthen Business Collaboration
7. Ethics, Sustainability and Social Responsibility
8. Objective: Promote Responsibility and Sustainability
9. Innovation and Digital Transformation
10. Objective: Drive Innovation in Education and Research
11. Global Mindset and Internationalization
12. Objective: Expand Global Mindset
13. Continuous Growth and Institutional Development
14. Objective: Commit to Continuous Growth

Identity and development of WSB University

Identity and development of Business School AWSB

WSB Business School is an integral and expanding component of WSB University, a prestigious Polish higher education institution founded in 1995. WSB University began as a business-focused school and has since grown into a comprehensive university encompassing about 30 disciplines from law to

medicine. Within this broad university, WSB Business School was established in 2024 to sharpen the focus on business and management education and research, consolidating business-related programs – from Bachelor's and Master's degrees to MBA, Executive MBA, doctoral studies, and professional post-graduate programs – under one robust framework. This unique positioning allows the Business School to leverage a flexible organizational structure and an entrepreneurial culture while drawing on the multidisciplinary strengths of the wider university. As a result, WSB Business School positions itself as a leading academic and research unit in Poland and the CEE region in the field of management sciences.

Our institutional identity is defined by a commitment to excellence, innovation, and societal impact. The Business School's motto, "Academic Excellence, Wisdom, Sustainability, Brilliance", encapsulates this ethos. Wisdom reflects our foundation in academic rigor and informed decision-making. Academic Excellence is a research and education constant improvement process, starting from high standards. Sustainability underscores our dedication to ethical leadership and long-term societal benefit. Brilliance signifies the pursuit of innovation and outstanding results. These principles echo the core values of WSB University, which places human development, openness, and future-driven innovation at the center of its mission. WSB Business School directly contributes to this vision by specializing in business education and research that addresses emerging global challenges and trends. Our identity as "a leading academic and research organization in Poland and Central and Eastern Europe" in business disciplines is both an aspiration and a guiding trajectory.

In terms of positioning, WSB Business School aims to differentiate itself through a blend of academic excellence and practical engagement with business. We operate at the intersection of academia and industry, forming strong partnerships that enhance the relevance of our programs. The school benefits from WSB University's reputation as a valued partner for businesses and local governments in Poland. We intend to build on this reputation, ensuring that our educational offerings are closely aligned with industry needs and societal expectations. By 2030, our goal is for WSB Business School to be recognized as the number one business school in Poland and among the top three in CEE for business and management education and research. This recognition will be pursued through competitive rankings (such as the national Perspektywy ranking and global rankings like Times Higher Education) and through achieving international accreditations that signal quality and excellence (EFMD, AACSB, AMBA, CEEMAN, BSIS). In summary, our institutional identity is one of a dynamic, research-active, and globally oriented business school that upholds the overarching values of WSB University while carving out a leadership role in our domain.

Graduates & Enrollment

2025 Statistics	Number
Graduates	2877
Faculty & Staff at the University	1100
Faculty & Staff at the Institution	1100
Student Enrollment at the University	17000
Student Enrollment at the Institution	15350
Undergraduate Attendance	7000
Masters-Level Postgraduate Attendance	4000
Doctoral Student Attendance	350
Certificate, Professional Development, or Continuing Education Attendance	4000

Degrees Offered

Bachelor Programs

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

Masters Programs

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

Doctoral Programs

 Doctor of Philosophy (Ph.D.)

Undergraduate Degree Programmes

- Management
- Management and Production Engineering
- Transport
- Administration
- Economics
- Computer Science

Masters Degree Programmes

- Management and Production Engineering – Master's Degree
- Computer Science – Master's Degree
- Management – Master's Degree
- Administration – Master's Degree
- Transport – Master's Degree

Postgraduate Degree Programmes

- Doctoral Studies

Certificates, Professional Development, or Associate Programmes

- Sustainable Development and ESG
- ESG Manager
- Project Management – Green Competences
- Quality Manager – Green Competences
- Sustainable Development Manager in Practice – ESG and VSME
- Logistics Manager – Green Competences
- Occupational Health and Safety Management – Green Competences



Purpose

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



Definition of Purpose

At WSB University, Purpose means creating positive and lasting value for people, society, the economy and the environment through education, research and cooperation with stakeholders. In the context of PRME, WSB University understands Purpose as educating responsible and ethical professionals who are able to address social, economic and environmental challenges and contribute to sustainable development. This commitment is reflected in the University's mission and Sustainable Development Strategy until 2030. The University aims to connect academic excellence with social responsibility, sustainability, ethical leadership and continuous improvement.

Institutional Engagement

26% - 50%

of faculty at WSB University 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 WSB University, Values are the principles that guide education, research and institutional management. They include integrity, respect, responsibility, openness, equality, sustainability and commitment to continuous improvement. These values guide decision making, shape relationships with students and stakeholders, and support the development of responsible and ethical professionals.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

26% - 50% of students at WSB University are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at WSB University 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.

Celebrating VALUES

Engaged university

WSB University promotes values of **diversity, inclusion, equality and social responsibility** through its **education and institutional activities**:

1=>[Diversity HUB](#):

[*https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/diversity-hub*](https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/diversity-hub)

WSB University invites students to take part in this special project.

If somebody wants to meet our Polish and International University Community and work on a multicultural project of student's choice this is an ideal opportunity for this person to join WSBU Diversity Hub!

This project enables a student to make new friends, develop the ideas into feasible projects and inspire students for an amazing professional career. Students will get:

- professional training on intercultural awareness
- ongoing mentorship
- develop your language skills and international competences
- certificate of attendance
- awareness ECTS for your course on Intercultural Communication
- WSBU promo gadgets

Students will:

- work in a diverse group of Polish and international students for 8 months
- develop joint multicultural project
- participate in Multicultural City Game
- present student's final project during Cultural Diversity Day

Join WSB University
Diversity Hub
and find your
international mate!

Akademia WSB
Dąbrowa Górnicza, Cieszyń, Olsztyn, Żywiec, Kraków

WSB University

Fundusze Europejskie
Wiedza Edukacja Rozwój

Rzeczpospolita
Polska

NAWA
NARODOWA AKADEMIA
WIEDZY I ARTYSTYCZNOŚCI

Unia Europejska
Europejski Fundusz Społeczny

WELCOME TO
POLAND

2=>Awareness Days:

<https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/awareness-days>

Awareness days, weeks or months are specific times for specific activities such as a celebration, awareness booster, memorials and others. Certain days, weeks, and months can be incredibly significant for specific communities to commemorate things for them, everyone must regard them as a time of learning, acknowledgment, and celebration.

Prompting a Change - while some may regard awareness days as mere rhetoric, they are critical for making the time and place to engage in public debates and start a conversation. They are frequently the initial step in bringing about social change. While cultural change seldom occurs overnight, bringing attention to an issue might help transform the culture itself, something, which WSBU is actively aiming for.

Seeing as WSBU has students and professors of various backgrounds, the Awareness Days are a significant part of the years' event calendar.

The SDG goal number 11 Sustainable cities and communities - which is one of the goals implemented in the Sustainable Development Strategy of WSB University - is a key facilitator of the numerous events happening on campus. Events which range between such topics as Modern Slavery, Human Rights, World Religion Days, International Women's Day, Cultural Diversity day and many other topics which are so important in today's communities.



3=> [Diversity and Inclusion - ERASMUS+ programme;](https://wsb.edu.pl/en/student/international-office/international-events/blended-intensive-programs/student-mobility/diversity-inclusion)

<https://wsb.edu.pl/en/student/international-office/international-events/blended-intensive-programs/student-mobility/diversity-inclusion>

WSB University also offers the Erasmus+ Blended Intensive Program “Diversity & Inclusion.” The program is open to Bachelor’s and Master’s students from various fields. It covers diversity, inclusion, their impact on society and education, and working in international groups. A program that values individuality and promotes unity. Under the guidance of experienced instructors, students explore the multifaceted aspects of diversity and discover its profound impact on society, education, and beyond. This unique, 5-day program combines the best elements of online and in-person learning. Students participate in interactive virtual sessions, inspiring discussions, and collaborative group projects, while building lasting relationships with fellow participants from diverse backgrounds. Whether a student is passionate about the arts, the sciences, business, or any other field, the WSB program is open to students from all majors.



4=>[*Anti-discrimination policy+Codes of Ethics:*](#)

<https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/antidiscrimination-policies>

WSB University has an Internal Anti-Bullying and Anti-Discrimination Policy introduced by the Rector's Order No. 61/2017/2018 of 17.05.2018. This document applies to employees and is also a statement of principles of conduct towards the entire academic community.

It facilitates tolerance and respect for every human being in the spirit of humanist values regardless of age, gender, education, religious beliefs, political beliefs, state of health, disability, ethnicity, union affiliation and sexual orientation.

The University also has an Anti-Mobbing and Anti-Discrimination Committee and a Disciplinary Committee. The University endeavours to ensure that the working, learning and development environment is free from bullying, discrimination, intolerance and violence. The University undertakes information and education activities in this regard through organisational meetings with students admitted to the first year of study, at which the principles of the Anti-Bullying and Anti-Discrimination Policy are presented.

In order to improve communication with students, a procedure for dealing with complaints and requests has been introduced within the University's Internal Quality Assurance System, which sets out the rules for receiving and dealing with complaints and requests submitted by students, postgraduate students, research and teaching staff, administrative staff and others. Supervision and control in matters of complaints and applications is exercised by the Rector. Students are entitled to lodge complaints regarding, among other things, violation of their rights and interests, improper performance of duties by university employees, as well as to signal conflict situations arising in the course of the educational process. Complaints or information about conflict situations may be submitted in any form: written, oral or electronic. Written complaints and requests are accepted at the Rector's Office, the Dean's Office and the Office of the Centre for Postgraduate Studies and Training. The receipt and processing of complaints and applications is coordinated by the Rector's Office. The said office in particular: maintains a register of complaints and applications, keeps copies of complaints and applications and copies of the responses given to them. In practice, however, students most often lodge complaints or signal conflict situations to the Deans and Vice-Deans in charge of the course in which they are studying, either in person or through a group leader, a Student Government representative or a semester supervisor at the Dean's Office. Thanks to the relationships built with students, conflict situations are dealt with on an ongoing basis so as not to escalate conflicts. The detailed procedure for submitting complaints and requests is specified in the procedure of the University's Internal Educational Quality Assurance System.

The WSB University also has a Code of Ethics for WSBU Employees and a Code of Ethics for WSBU Students, which are a compilation of ethical, moral and professional principles and values that should be followed by every employee and student of the WSB University.

We kindly ask you to apply the provisions of the Code of Ethics and the Internal Anti-Bullying and Anti-Discrimination Policy and make sure that the WSB University is an organisation free of such phenomena and behaviour.

The person authorised to accept complaints concerning the phenomena of mobbing and discrimination is dr Włodzimierz Sroka, professor WSBU.

5=> [Gender Equality Plan:](#)

<https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/gender-equality-plan>

The Gender Equality Plan for the WSB University was created primarily to promote and implement the principles of gender equality expressed in it in the resources, organizational culture, research and other areas of operation of the WSB University, as well as to meet the needs expressed in Gender Equality Strategy for 2020-2025.

In addition, the assumptions, recommendations and goals set out in the Plan, in relation to the activities undertaken within the organization, will allow to increase the awareness of the WSB University community in the issues of equality, discrimination and violence, especially in the context of possible threats, such as: gender, gender-based violence. They will also help to indicate actions aimed at recognizing and reacting to this type of behavior, selection of specific methods and tools necessary to counteract this type of phenomena.

Considering the above, the preparation and implementation of the Gender Equality Plan at the WSB University is the next stage of the process of improving behaviors and attitudes among the WSB University community, which strengthens the equality policy, will effectively eliminate gender-based stereotypes and prejudices and will provide opportunities for effective response, improvement of procedures, selection of methods and tools to prevent and counteract the occurrence of such adverse phenomena.

A vision of diversity and inclusion:

The WSB University is a highly diverse organization where diversity and inclusion are seen as an asset. They are promoted by through: creating diverse, interdisciplinary teams, engaging and developing talented employees and students, flexible management system, involving employees in change management processes, educating in the field of diversity and counteracting all forms of discrimination. The driving force behind development in this area is the belief that a truly appreciated and promoted idea of diversity and inclusion results in the creation of an attractive and more effective working, education, research and learning environment. The approach of openness, equality, diversity and inclusion promoted at the WSB Academy encourages employees and students to better cooperation, openness, commitment and innovation, which is reflected in the University's scientific, educational and business results.

Objective:

The goal pursued by the WSB University is the continuous improvement of the strategy, based on the cultural aspect, in which each employee and student finds respect, understanding and equal access to development opportunities, regardless of age, gender, nationality, race, religion, disability and other factors diversity. However, it should be noted that the process of improving this strategy is to lead to the main goal, which is the achievement by the WSB University one of the leading position in the classification of the level of internationalization of universities in Poland.

Freedom of research

The freedom and reliability of conducting scientific research is one of the basic pillars of the functioning of the WSB University, which is reflected in the fact that both employees, as well as students and doctoral students, have full freedom of beliefs and expression, choice of research topics conducted at the University and determining methods of solving problems.

Ethical principles

The WSB University strictly adheres to the rules related to ethical practices and standards set out in national and sectoral codes of ethics. The university is subject to evaluation in this respect, e.g. as part of internal procedures and cyclical institutional, national and international accreditations.

Professional responsibility

The WSB University is guided by the principles of research ethics, including issues of professional responsibility, and expresses full respect for intellectual property rights.

Principles of good practice in scientific research

The WSB University ensures compliance with the principles of good practice in scientific research. The University takes due care to comply with the provisions of internal, national and international law related to the flow of personal data and the processes of their processing, as well as the confidentiality of information obtained in connection with the conduct of scientific research, without infringing the rights and freedoms of third parties.

Principles of non-discrimination and counteracting mobbing

The WSB University rigorously adheres to the principles of non-discrimination and counteracting mobbing based on internally developed procedures that allow to effectively eliminate the risk of such phenomena in the structures of the community.

The principle of non-discrimination, which the WSBU follows, applies in particular to the broadly understood concept of employment, i.e. in the context of concluding and terminating employment relationships, employment conditions, opportunities for promotion and staff access to training enabling systematic improvement of professional qualifications.

None of the employees and students of the WSB University may experience discrimination on the grounds of gender, age, disability, race, religion, nationality, political beliefs, trade union membership, ethnic origin, denomination, sexual orientation and social or material status.

The WSB University also expresses its strong opposition to the phenomenon of mobbing, understood as a negative action or behavior or a set of such actions or behaviors concerning an employee or directed against him.

Gender balance

The WSB University constantly takes action to maintain and promote gender balance and non-discrimination in this respect, this policy is reflected in the care for all procedures, regulations and organizational mechanisms.

The principle of gender balance is maintained at the WSB University in managerial positions at all levels, decision-making bodies, collective bodies and recruitment procedures.

Mechanism of complaints and grievances

At the WSB University, each employee has the right to submit a complaint/grievance, which is considered on the basis of the principle of their resolution by independent instances. Regular actions are also taken to ensure the transparency of these procedures and to promote knowledge about them in the University community, especially among employees and students of the WSB University.

Work-life balance

The WSB Academy uses solutions and practices that enable employees to maintain a work-life balance, in particular:

- due maternity, parental or parental leaves;
- support for employees in caring for dependents;
- flexible working time;
- appropriate distribution of work - the method of assigning and distributing tasks, such as teaching, research and scientific duties, and administrative duties should be consistent with the capabilities, predispositions, expectations and preferences of employees;
- onboarding – appropriate introduction of new employees to professional tasks and the space of organizational culture; integration of employees after a long break from work (mentoring and support of institutions);
- organizational culture sensitive to diversity and respect for minority rights;
- using gender-sensitive language (gender-neutral language, inclusive language); a friendly, integrative work environment for all employees.

6=> [Accessibility and support for students with disabilities:](https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/support-accessibility)

<https://wsb.edu.pl/en/university/engaged-university/equality-diversity-and-inclusion-at-wsbu/support-accessibility>

AWSB operates the Center for People with Special Needs (COSP). Among other things, the university provides adapted teaching materials, educational support, assistive technologies, assistance from a support specialist, and training to enhance staff competencies in working with people with special needs.

Centre for People with Special Needs "(COSP)

WSBU acts to ensure accessibility and support for all members of its academic community. All its services are free of charge.

The goal is to make sure that everyone – regardless of any challenges they may face – can fully participate in university life. WSBU wants every student, doctoral candidate, employee and course participant to feel comfortable, accepted, and supported.

Within the framework of COSP support, student can apply for:

- educational and organisational accommodations,
- assistance from an academic support person,
- learning materials in alternative formats,
- and other forms of individually tailored assistance.

Students can also benefit from support provided under the project *"Development, Education, Learning Without Barriers. WSB University – Accessible and Supportive for All Stakeholders."*

WSBU offers:

1. Social Skills Training (SST) – sessions that develop interpersonal competences and teamwork skills.

2. Psychological support in crisis situations – short-term, immediate help for those experiencing emotional difficulties.
3. Specialised support for learning difficulties – individual assistance from specialists for those facing educational challenges.



Teach

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



How We Define Teach

At WSB University, Teach means integrating sustainability, business ethics and the UN Sustainable Development Goals into management and business education. Teaching combines case studies, experiential learning and projects addressing real social and environmental challenges. Students develop practical competencies and a sustainability mindset, enabling them to make responsible decisions and create positive impact.

Courses that support RME

WSB University reports 15 courses in 2025 that support responsible management education and sustainable development goals.

Corporate Social Responsibility and Sustainable Management | xxx

This course introduces students to the principles and practices of responsible management, corporate social responsibility and sustainable development. It explores how organisations can create long-term economic, social and environmental value while taking into account the interests of diverse stakeholders.

Students examine contemporary business challenges through the perspectives of ethics, sustainability and responsibility. Topics include corporate social responsibility, stakeholder management, business ethics, responsible leadership, ESG, environmental responsibility, sustainable consumption and production, social inclusion, employee wellbeing, sustainability reporting and the contribution of business to the Sustainable Development Goals.

The course uses real-world business cases, ethical dilemmas, group discussions, debates, practical projects and problem-based activities. Students are encouraged to critically evaluate organisational decisions and consider their economic, social, environmental and ethical consequences.

The course has a direct impact on students by developing their ability to recognise responsible management challenges and make informed decisions that go beyond short-term financial outcomes. Students learn to assess business practices from multiple stakeholder perspectives and to formulate practical recommendations for more ethical, sustainable and socially responsible organisations.

By connecting theory with real organisational challenges, the course develops critical thinking, ethical reasoning, stakeholder awareness and sustainability competences that students can apply in their future professional roles.

The course has a practical impact on students by developing their ability to recognise and respond to ethical, social, environmental and sustainability challenges in organisations. Students learn to look beyond short-term financial performance and consider the wider consequences of managerial decisions for employees, customers, communities, the environment and other stakeholders.

Through real-world cases, ethical dilemmas, discussions and practical projects, students develop critical thinking, ethical reasoning and responsible decision-making skills. They learn to evaluate business practices from multiple perspectives and to identify opportunities for organisations to improve their social and environmental performance.

The course also increases students' awareness of sustainability and the Sustainable Development Goals and helps them understand how responsible management can contribute to sustainable economic and social development. As future managers and professionals, students are better prepared to make informed decisions, communicate with stakeholders and contribute to more ethical, inclusive and sustainable organisations.

The main impact is therefore a shift from viewing management primarily through an economic perspective towards a more holistic approach in which economic performance is considered alongside social, environmental and ethical responsibility.



Business Ethics | MNG

The course develops students' understanding of ethical responsibility in business and management. It examines how ethical principles influence organisational decisions, leadership, corporate governance and relationships with stakeholders.

Students explore ethical dilemmas arising in areas such as management, employment, marketing, finance, corporate governance and sustainability. Particular attention is given to the distinction between legal compliance and ethical responsibility, transparency, accountability, conflicts of interest and the consequences of managerial decisions for different stakeholder groups.

The course uses real-world cases, ethical dilemmas, debates and problem-based activities. Students

are required to critically assess alternative courses of action and justify responsible solutions.

The course contributes to Responsible Management Education by developing students' ethical reasoning and their ability to integrate values, responsibility and stakeholder interests into professional decision-making.

The course strengthens students' ability to recognise ethical challenges and make responsible decisions in situations where there may be competing interests, uncertainty or conflicting values.

Students develop the confidence to question potentially harmful organisational practices, consider the consequences of decisions for different stakeholders and justify their recommendations using ethical reasoning. Through practical cases and dilemmas, they learn that responsible management involves not only achieving organisational objectives but also considering fairness, transparency, accountability and wider societal consequences.

The course therefore contributes to the development of future managers who are more conscious of their professional responsibilities and better prepared to make ethical and sustainable decisions.



Sustainable Development | MNG- II

This course equips students with comprehensive knowledge and practical tools to integrate sustainability principles into organizational management. It examines how sustainable development affects decision-making in both public and private sectors, including the use of digital tools, ethical leadership, innovation management, and global policy frameworks. The course empowers students to critically evaluate unethical practices (e.g., greenwashing) and align their leadership practices with the SDGs and long-term societal goals.

The course explores sustainable development as an interdisciplinary challenge involving economic, social, environmental and ethical dimensions. Students examine the role of organisations, managers and other stakeholders in addressing global and local sustainability challenges.

The course covers sustainable business models, the Sustainable Development Goals, ESG, climate-related challenges, responsible consumption and production, circular economy, social responsibility and sustainable innovation.

Students analyse real-world examples and develop solutions to sustainability challenges through project-based and problem-based learning. They are encouraged to consider the long-term

consequences of organisational decisions and to identify opportunities for creating economic value while contributing to social and environmental wellbeing.

The course directly supports Responsible Management Education by developing students' capacity to integrate sustainability considerations into managerial analysis and decision-making.

The course changes the way students understand the role of organisations in society. Students learn that sustainability is not limited to environmental protection but also includes social wellbeing, responsible economic development, ethical governance and long-term value creation.

Through practical projects and real-world sustainability challenges, students develop the ability to translate sustainability principles into concrete organisational actions. They become better able to identify sustainability risks and opportunities and to evaluate business decisions according to their wider economic, social and environmental impact.

The course prepares students to contribute to organisations that seek to combine competitiveness with responsible and sustainable development.



Sustainable Development Manager in Practice – ESG and VSME | xxx

The programme develops practical managerial competences for leading organisational green transformation. It focuses on climate change adaptation and mitigation, sustainability management, ESG reporting, green innovation and stakeholder communication.

Students explore EU and regional sustainability policies, the EU Taxonomy, sustainable energy management, environmental management, value-chain analysis, ESG indicators and sustainability reporting. The programme also includes practical workshops focused on carbon footprint calculation and communicating environmental issues through media and storytelling.

The programme places strong emphasis on applying sustainability knowledge to real organisational challenges. Students learn how to support green transformation, communicate sustainability objectives and integrate environmental and social considerations into organisational decision-making.

The programme contributes to Responsible Management Education by combining sustainability knowledge with practical managerial, analytical and communication skills required to implement responsible organisational change.

Students develop practical competences that enable them to participate actively in organisational green transformation.

They learn how to assess climate and environmental challenges, calculate carbon footprints, work with ESG reporting frameworks, identify value-chain impacts and communicate sustainability issues to different stakeholder groups. The practical and workshop-based nature of the programme helps students move from theoretical understanding to the implementation of concrete sustainability solutions.

As a result, students are better prepared to act as sustainability change agents within organisations and to support climate adaptation, decarbonisation, responsible innovation and transparent sustainability communication.



Logistics Manager – Green Competences | xxx

The programme develops managerial competences for designing and managing logistics systems in accordance with the principles of sustainable development and ESG.

Students acquire knowledge of logistics management while learning how to implement sustainable practices, minimise environmental impacts, improve resource efficiency and strengthen social responsibility throughout supply chains.

The programme covers sustainable supply chains, ecologistics, reverse logistics, returnable packaging, environmental management, ESG, green economy and responsible supply chain practices. Students also develop practical management competences through business and decision-making simulations and study visits.

The programme connects operational logistics with environmental, social and ethical considerations and prepares students to support the transition of logistics and supply chains towards more sustainable and responsible models.

Students develop the ability to integrate sustainability into everyday logistics and supply chain decisions.

They learn to identify environmental impacts, reduce waste and resource consumption, improve supply chain efficiency and implement green logistics and reverse logistics solutions. At the same time, students develop awareness of social responsibility and ethical standards within relationships with suppliers, employees and other stakeholders.

Through simulations, practical exercises and real-world logistics examples, students gain the confidence to translate sustainability principles into operational improvements and responsible supply chain practices.



Project Management – Green Competences | xxx

The programme integrates professional project management with the principles of sustainable development, ESG and the green economy.

Students learn to incorporate environmental, social and governance considerations into project definition, planning, implementation, monitoring and completion. The programme develops the ability to identify sustainability-related risks and opportunities and to consider the wider impacts of projects on stakeholders, communities and the environment.

Students work with recognised project management methodologies, including PRINCE2, PMBOK, Agile and IPMA, while learning how these approaches can be applied in the context of responsible and sustainable project management.

The programme prepares project managers and project team members to deliver projects that support sustainable organisational development while balancing economic, environmental and social objectives.

The programme changes the way students approach project planning and decision-making by encouraging them to consider sustainability and responsibility throughout the project lifecycle.

Students learn to identify environmental and social impacts, engage stakeholders and incorporate ESG considerations into project objectives, risk management and implementation. They develop the ability to balance traditional project constraints with longer-term environmental and social outcomes.

These competences prepare students to manage projects responsibly and to contribute to sustainable transformation within organisations and the wider economy.



Quality Manager – Green Competences | xxx

The programme combines quality management with the principles of sustainable development and ESG. It prepares quality professionals to design and improve organisational management systems while considering environmental, social and governance requirements.

Particular attention is given to environmental management and the integration of sustainability principles into organisational processes. The programme incorporates contemporary requirements associated with ISO 45001, ISO 9001 and ISO 14001 and connects quality improvement with environmental responsibility and sustainable organisational development.

Students learn to identify opportunities for improving organisational performance while reducing environmental impacts and strengthening responsible management practices.

Students develop the ability to connect quality management with environmental and social responsibility.

They learn that organisational improvement should not be assessed only through efficiency and quality indicators, but also through environmental impact, resource use, employee wellbeing and broader sustainability objectives.

The programme provides students with practical competences for integrating sustainability into management systems and continuous improvement processes, preparing them to support organisations in achieving both operational excellence and responsible development.



Sustainable Logistics | xxx

The course introduces students to the principles and practices of sustainable logistics and explores how logistics systems can contribute to sustainable organisational development.

Students examine the environmental, economic and social impacts of logistics activities and learn how to design and optimise logistics processes while reducing resource consumption, waste and greenhouse gas emissions. Particular attention is given to green logistics, sustainable supply chains, reverse logistics, circular economy principles and responsible resource management.

The course also addresses the integration of ESG and environmental considerations into logistics decision-making. Students analyse practical examples and real-world logistics challenges and develop solutions aimed at improving the sustainability and efficiency of logistics operations.

The course connects operational logistics with broader sustainability objectives and prepares students to make responsible decisions that balance economic efficiency with environmental and social responsibility.

The course develops students' ability to recognise and address sustainability challenges within logistics and supply chain operations.

Students learn to evaluate logistics decisions not only in terms of cost and operational efficiency, but also in relation to environmental and social consequences. They develop practical skills in identifying opportunities to reduce emissions, waste and resource consumption and in applying green logistics, reverse logistics and circular economy solutions.

Through practical cases, problem-solving activities and analysis of real logistics processes, students learn how sustainability principles can be translated into operational improvements. The course prepares future logistics professionals to contribute to more efficient, environmentally responsible and socially sustainable supply chains.



Strategic Leadership and ESG Management | xxx

The Strategic Leadership and ESG Management specialisation prepares students for managerial roles in organisations that recognise environmental, social and governance responsibility as an integral part of long-term organisational development.

The programme combines leadership competences with sustainable development and ESG strategy. Students learn how to make managerial decisions based on ethical values, data, stakeholder expectations and sustainability considerations.

The programme addresses sustainable leadership and business ethics, ESG strategies and social responsibility policies, sustainability reporting standards including ESRS, GRI and CSRD, stakeholder communication, responsible organisational branding, change management in the context of ESG and environmental transformation, ESG risk management, sustainable supply chains, sustainable finance and socially responsible investment.

Students analyse real ESG reports and organisational implementation models, develop responsible development strategies, participate in consulting projects and workshops with ESG, CSR and sustainable finance experts, and use tools for assessing ESG impact and risk.

The programme therefore integrates responsible leadership, ethics, sustainability and ESG into strategic management education and prepares students to contribute to the transformation of organisations towards more responsible, transparent and sustainable business models.

The programme develops students' ability to understand and manage the complex environmental, social and governance challenges facing contemporary organisations.

Students learn to integrate sustainability and ethical considerations into strategic and managerial decision-making rather than treating ESG as a separate reporting or compliance function. Through analysis of real ESG reports, practical projects and organisational cases, students develop the ability to identify ESG risks and opportunities and translate sustainability objectives into concrete organisational strategies.

The programme also strengthens students' leadership, analytical and communication competences. Students learn how to engage stakeholders, communicate sustainability performance transparently and manage organisational change associated with ESG and environmental transformation.

As future managers and leaders, students are better prepared to create organisational value while taking into account environmental impacts, social responsibility, ethical standards, stakeholder expectations and long-term sustainability.





ESG Manager | PG-MNT

The ESG Manager course is a comprehensive executive-level program designed to develop the knowledge and practical competencies required to manage environmental, social and governance issues within organizations.

The program covers seven interconnected areas: sustainability strategy and ESG priorities; sustainability reporting and regulatory frameworks; double materiality; environmental sustainability; social sustainability; corporate governance; sustainable finance; and greenwashing risk management.

Students develop an understanding of national and international climate commitments and learn how to identify, assess and prioritize ESG-related needs, risks and opportunities. Particular attention is given to the development of strategic ESG objectives and their integration into organizational strategies and decision-making processes.

The course provides practical knowledge of sustainability reporting requirements under CSRD, ESRS and the EU Taxonomy, as well as voluntary standards and guidelines such as GRI and SBTi. Students also explore double materiality analysis and the practical implications of ESG reporting for organizations.

The environmental component addresses climate change, mitigation and adaptation, energy transition, ETS and CBAM, carbon footprints, circular economy principles and other environmental sustainability challenges. The social dimension covers cooperation with local communities, impacts on consumers and end users, and broader social aspects of sustainable development.

The governance component focuses on board and management responsibility for ESG, corporate culture, internal policies and sustainability due diligence. The course also introduces sustainable finance, including ESG considerations in banking, bonds, loans, investments, benchmarks and ESG ratings, as well as microprudential and macroprudential sustainability regulations.

A dedicated component addresses greenwashing, including the identification and minimization of greenwashing risks and the verification of sustainability claims.

The program combines academic knowledge with practical business perspectives, enabling participants to translate ESG principles and regulatory requirements into organizational strategies,

policies and management practices.

Program duration: 2 semesters

The course equips students with practical skills to identify, assess and manage ESG risks and opportunities. Students learn to apply ESG principles, sustainability regulations and reporting frameworks to real business challenges, develop effective sustainability strategies, and make informed decisions that support responsible and sustainable organizational development.



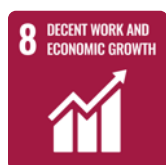
AI Management: Projects, Automation and Responsible AI | PD-MNT

The postgraduate program prepares managers to responsibly manage AI projects, products, automation and AI investments in business and public organizations.

The program combines business, technological, legal and ethical perspectives, with a strong focus on responsible AI governance, human oversight, accountability, cybersecurity, data protection and regulatory compliance.

Students learn to assess the real value and potential risks of AI initiatives, manage AI agents and automation responsibly, control costs and monitor organizational and societal impacts. The program addresses practical challenges related to the AI Act, GDPR, copyright, generative AI, AI agents, RAG systems and automated decision-support tools.

The course develops students' ability to make responsible and ethical decisions about AI adoption. Students learn to balance business value, technological feasibility, legal requirements, ethical considerations and organizational and societal impact when designing and managing AI initiatives.



Executive Master in Change in the AI Era | PG-MNT

The Executive Master in Change in the AI Era prepares managers and leaders to design and implement responsible organizational transformation in an environment of continuous technological change.

The program combines strategic change management, leadership, organizational culture, psychosocial aspects of transformation, communication, technology and legal compliance. Particular attention is given to the human and ethical dimensions of change, including employee adaptation, resistance, conflict, stakeholder interests, responsible leadership and the impact of AI and digital technologies on organizations and work.

Students develop the ability to assess transformation risks, prioritize initiatives, manage stakeholders, communicate change responsibly and ensure compliance with legal and institutional requirements. The program also addresses responsible use of AI and digital tools, data protection, intellectual property and legal risk management.

The program develops leaders who can manage technological and organizational transformation while considering its impact on people, stakeholders and society. Students learn to balance organizational objectives with ethical, social and legal responsibilities and to lead change in a transparent, inclusive and responsible way.



Cybersecurity Management | PG-MNT

The Cybersecurity Management postgraduate program prepares professionals to manage cybersecurity and information security as strategic organizational responsibilities.

The program combines technological, managerial, legal and ethical perspectives on cybersecurity. Students learn to identify and manage cyber risks, protect information resources, assess IT and cloud security, conduct security audits and apply ISO 27001 principles.

Particular attention is given to the legal and ethical dimensions of cybercrime, digital forensics,

responsible investigation of security incidents and the protection of organizational and stakeholder interests. The program also addresses business continuity and organizational resilience, helping students understand cybersecurity as an integral part of responsible and sustainable management.

The program develops professionals who can protect organizations, information and stakeholders against cybersecurity risks while balancing technological, legal, ethical and business considerations. Students learn to make responsible security decisions that strengthen organizational resilience and trust.



Occupational Health and Safety Management – Green Competencies | PG-MNT

The Occupational Health and Safety Management – Green Competencies program prepares professionals to manage workplace safety, employee wellbeing and environmental responsibility as integral elements of responsible organizational management.

The program combines occupational health and safety, legal compliance, risk management, organizational culture and environmental sustainability. Students learn to design, implement and audit OHS management systems while addressing workplace hazards, ergonomics, accidents, occupational diseases and emergency preparedness.

The green competencies component introduces sustainable development, environmental protection, ESG, sustainable supply chains and environmental management systems. Students explore how social and environmental responsibility can be integrated into everyday management practices and organizational decision-making.

The program therefore connects decent work, employee wellbeing, environmental responsibility and sustainable management, preparing participants to support safer, healthier and more sustainable organizations.

The program enables students to improve workplace safety and employee wellbeing while integrating environmental and sustainability considerations into management decisions. Students develop practical competencies for creating safer, more responsible and sustainable organizations.



Sustainable Development and ESG in Public Administration | PG-ADM

The course “Sustainable Development and ESG in Public Administration” prepares students to understand and apply the principles of sustainable development and ESG (Environmental, Social and Governance) in public administration and organisational management.

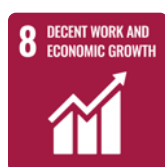
The course develops students’ knowledge and practical competencies in designing and implementing public policies based on sustainable development principles, applying ESG approaches in public institutions and enterprises, and analysing the environmental, social and governance impacts of administrative activities.

Through an interdisciplinary and practice-oriented approach, students explore contemporary challenges related to environmental responsibility, social inclusion, ethical and transparent governance, stakeholder engagement and organisational accountability. Case studies, problem-based tasks and practical analyses encourage students to connect theoretical knowledge with real-world sustainability challenges.

The course contributes to developing competencies required for responsible decision-making and sustainable transformation in the public and private sectors. It also supports students’ employability by developing knowledge and skills relevant to ESG-related roles in public administration, business, non-governmental organisations and international organisations.

Students completing the specialisation may also obtain the “ESG Specialist” certificate, subject to meeting the relevant certification requirements.

The course develops students’ practical knowledge of ESG and sustainable development, enabling them to integrate environmental, social and governance considerations into public administration and decision-making. Through case studies and practical analysis, students strengthen their critical thinking, problem-solving and responsible management skills, while gaining competencies relevant to future careers in public and private organisations.



Teaching Awards

In 2025, 2 awards were given to faculty and educators at WSB University.

CEEMAN Teacher of the Year 2025 – Paweł Urgacz

Granter: CEEMAN – Central and East European Management Development Association

Grantee: Paweł Urgacz, WSB University

Award Description:

Teacher of the Year - CEEMAN Champion Awards 2025

The CEEMAN Teacher of the Year 2025 award recognises Paweł Urgacz of WSB University for excellence and innovation in teaching.

His teaching practice incorporates innovative pedagogical approaches, including challenge-based learning, gamification, design thinking and micro-learning, and is connected with the United Nations Sustainable Development Goals (SDGs).

Paweł Urgacz, Deputy Dean for Internationalization and Director of the International Cooperation Office at WSB University, has been honored with the prestigious title of CEEMAN Teacher of the Year 2025!

The CEEMAN Champion Awards are prestigious international distinctions granted since 2010 by CEEMAN – an organization bringing together business schools from all over the world. The aim of the award is to recognize outstanding achievements in teaching, research, and educational management, especially in dynamically developing societies.

With over 15 years of experience, Paweł Urgacz has made a significant contribution to the development of higher education, combining international partnerships, innovative teaching methods, and challenge-based learning aligned with the UN Sustainable Development Goals. As an expert in gamification, design thinking, and micro-learning, he has inspired thousands of students worldwide, while his business simulation game Brick by Brick is used by universities across Europe.

This award is proof that passion for teaching, openness to the world, and innovative approaches can transform education on a global scale.

A key element of his teaching practice is the use of experiential and simulation-based learning. His “Brick by Brick” business simulation enables students to develop practical competences through problem-solving, decision-making and collaboration.

The recognition demonstrates WSB University's contribution to innovative Responsible Management Education by integrating sustainability-related challenges and the Sustainable Development Goals into teaching and learning. It provides external recognition of faculty-level teaching excellence relevant to responsible and sustainable management education.

Responsible Management Education Partner – GPM Global

Granter: GPM Global – Green Project Management

Grantee: Akademia WSB – WSB University

Award Description:

Akademia WSB received the international Responsible Management Education Partner certificate from GPM Global in recognition of its commitment to academic excellence and to educating leaders who create social, economic and environmental value through sustainable project management.

The recognition reflects the University's engagement in Responsible Management Education and its integration of sustainability principles into management and project management education.

The GPM approach promotes sustainable project management competencies, including environmental, economic and social impact assessment, implementation of the UN Sustainable Development Goals in projects, responsible communication, ethical value chains, sustainable resource management and circular economy principles.

The recognition also reflects the development of WSB University's educational offer in areas related to sustainable development, responsible management and green competencies.

Educator Recognition

At WSB University, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Professional development opportunities
- ❖ Publication or research support
- ❖ Institutional recognition events

Barriers to Innovative Curriculum

In 2025, WSB University identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Time constraints

Barriers to Innovative Pedagogy

In 2025, WSB University identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Time constraints



Research

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

How We Define Research

At WSB University, Research means conducting rigorous and responsible research that addresses contemporary social, economic and environmental challenges. Research supports sustainable development, responsible management and innovation, while connecting academic knowledge with practical needs and cooperation with business, public institutions and other stakeholders.

Research vs Research for RME/Sustainable Development



Research Funding

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



International



National



Regional

Socializing Research

In 2025, WSB University contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms

Research Projects

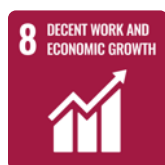
In 2025, WSB University reported 7 research projects that implemented responsible or sustainable activities.

ENTER-CBL – Entrepreneurship through Challenge-Based Learning

Period Covering: November, 2023 - February, 2025

Department: Business Administration | Economics | Entrepreneurship

ENTER-CBL is an Erasmus+ cooperation partnership (grant agreement no 2023-1-PL01-KA220-HED-000160857) that strengthens students' entrepreneurial mindset by integrating Challenge-Based Learning into higher education curricula. WSB University led the development of the NextGen Entrepreneurship Course Framework, a dedicated Moodle platform and an international student bootcamp. The pilot was evaluated in 2025, and the results were presented at international conferences, including CEEMAN and the UI GreenMetric Forum. Students worked on real sustainability and social challenges linked to the SDGs, which embedded responsible entrepreneurship into business education.



Game4Change – Next Generation Entrepreneurship

Period Covering: December, 2022 - January, 2025

Department: Business Administration | Economics | Entrepreneurship

Game4Change is an Erasmus+ Cooperation Partnership coordinated by TU Dresden that explores how games and playful learning can strengthen entrepreneurship education. Its key outcomes include a European joint study programme on entrepreneurial thinking, a methodology for integrating game-based elements into university teaching, and a digital toolkit for educators. WSB University co-developed the curriculum and piloted it with students. Joint activities included student teams designing sustainable business models. The project promotes innovative, student-centred pedagogy for responsible future entrepreneurs.



SPARK-COIL

Period Covering: November, 2024 - October, 2027

Department: International Business | Management | Human Resource Management

SPARK-COIL is an Erasmus+ CBHE project that addresses gaps in Collaborative Online International Learning across Philippine higher education institutions by building a centralised COIL programme with European partners. WSB University hosted a five-day training for representatives of the five Ateneo universities from 28 July to 1 August 2025. WSB experts also co-developed an open online training platform. The regional replication trainings built a network of 155 faculty. The project expands equitable access to international learning experiences.



SkillsUP – Developing Future-Ready Competences

Period Covering: December, 2025 - November, 2029

Department: Management | Computer Information Systems

SkillsUP is funded under the European Funds for Social Development (FERS) through NCBR. It strengthens students' practical and transversal competences in line with labour market needs. WSB University is building a dedicated Moodle learning platform with open, flexible courses. These courses support lifelong learning, digital skills and employability. The project advances inclusive, quality education and prepares graduates to act responsibly in a changing economy.



ReBuild – Capacity Building Programme for Sustainable Reconstruction

Period Covering: January, 2025 - December, 2026

Department: Business Administration | Computer Information Systems | Entrepreneurship | Human Resource Management | International Business | Management

ReBuild (project no. 101182786, ERASMUS-EDU-2024-CB-VET) transfers EU knowledge on sustainable building reconstruction after war or natural disasters to vocational training providers in the Eastern Neighbourhood. Training covers EU regulations, access to EU funding, rebuilding techniques and digitalisation in construction, delivered through a Moodle platform, expert lectures and site visits. WSB

University contributes project management and training expertise. Study visits took place in Bologna, Chişinău and Georgia. The project supports social resilience and a green and digital transition in post-crisis regions.



GITEKA – Green Industrial Transformation through Education in Kosovo and Albania

Period Covering: October, 2025 - September, 2027

Department: Business Administration | Economics | Entrepreneurship | International Business | Management

GITEKA is a project that bridges higher education and the manufacturing industry in Kosovo and Albania to support a green industrial transformation. It develops training modules and a digital platform. WSB University contributes expertise in module development and modern teaching methodologies, including training sessions for partner universities. The project equips students and educators with the skills needed for a low-carbon economy and strengthens cooperation between academia, business and policy-makers.



SINCERE – Strengthening Integrity and Ethical Culture in Regional Higher Education

Period Covering: October, 2025 - September, 2028

Department: International Business | Management | Entrepreneurship | Human Resource Management

SINCERE is a project that supports universities in Albania and Kosovo in improving academic integrity through training, digital tools and institutional cooperation, with partners from six countries. WSB University co-leads the work package that conducts institutional baseline assessments, maps policies, identifies integrity gaps and drafts an Academic Integrity Framework aligned with European standards. A Regional Academic Integrity Network will help partners exchange good practices and develop shared policies. The project directly advances ethics and transparency in higher education.



Research Awards

In 2025, WSB University was awarded 1 research award for responsibility- and/or sustainability-related research.

Stars of Internationalization in the category Research Star

Granter: Foundation PERSPEKTYWY

Grantee: Katarzyna Szczepańska-Woszczyna

Award Description:

Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD Vice-Rector for Science and Education awarded with prestigious prize from Stars of Internationalization Committee in the category Research Star. The award is directed to scientific and research staff of Polish universities.

Publications Related to RME and/or Sustainability

ICT Frameworks for Sustainable Infrastructure: Integrating Smart Technologies and Energy Management in Higher Education Ecosystems

Authors: Marcin Lis, Sebastian Koczy, Paweł Buchwald

Date of publication: March, 2026

Presented at: CReative University Sustainability Hub Forum (CRUSH)

Department: Management

This scholarly publication presents an advanced operational framework utilizing information and communication technologies (ICT) and energy management software to optimize the performance of urban and academic infrastructure. The authors analyze the integration of tools based on artificial intelligence (AI), digital mapping, and Building Information Modeling (BIM) to drastically reduce resource consumption and greenhouse gas emissions. The study provides empirical evidence of how data-driven investment decisions can transform traditional campuses into smart, eco-friendly ecosystems aligned with the UN Sustainable Development Goals. The work places particular emphasis on technological synergy in the era of Industry 4.0, offering a scalable model for infrastructure transformation for public sector and educational institutions.



Philosophy and Management: Great Minds and Organizational Ideas | [DOI](#)

Authors: Łukasz Sułkowski, Zdzisława Dacko-Pikiewicz, Katarzyna Szczepanska-Woszczyna

Date of publication: July, 2025

Department: Management

This monograph presents an innovative and in-depth study that integrates classical and contemporary philosophical thought with practical paradigms of organizational management. The authors, representing WSB University, analyze the evolution of organizational ideas through the lens of ethics, social responsibility, and sustainable leadership. The book examines how grounding managerial decisions in philosophical value systems translates into organizational culture, the building of public trust, and the long-term resilience of institutions in the face of humanitarian and environmental crises. The work sheds new light on the ethical dimension of corporate leadership, providing a theoretical foundation for sustainable management in an era of global transformation.

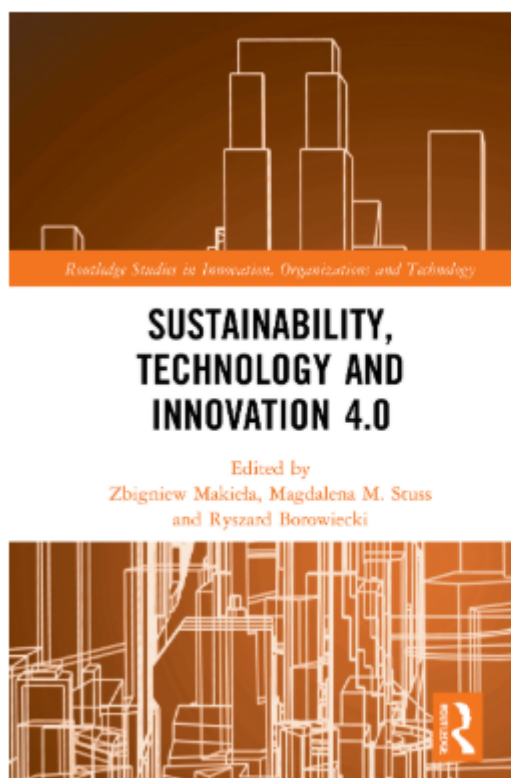


Sustainability, Technology and Innovation 4.0 | [DOI](#)

Authors: Zbigniew Makiela, Magdalena M. Stuss, Ryszard Borowiecki

Date of publication: September, 2022

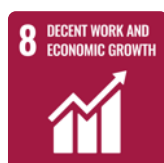
Department: Management



by Zbigniew Makiela, Ryszard Borowiecki, Magdalena Stuss

Sustainability, Technology and Innovation 4.0 is a holistic perception and analysis of innovation at the level of public organisations, innovation in industry and innovation in HR. Its chapters collectively present a thesis that Innovation 4.0 signals a technological revolution that has the opportunity to prevent environmental degradation and, in particular, to stop climate warming, the effects of which may disrupt the process of sustainable development.

Uniquely, this edited book offers a comprehensive and multi-faceted examination of Innovation 4.0, fulfilling methodical, empirical and utilitarian goals. The methodological objective is to present tools that allow the identification, analysis and assessment of the relationship between Innovation 4.0 and inspiration that will carry society towards a new economic and social order. Its empirical aim is to enable the analysis and evaluation of the role of public organisations, innovation in industry and innovation in HR in the process of building sustainable development of the global environment. The book's utilitarian goal is a recommendation for global organisations of Innovation 4.0 as an instrument to stimulate an innovative economy.



System of Indicators for the Environmental Component of Sustainable Development in the Security Dimension

| [DOI](#)

Authors: Yurii Kharazishvili, prof. AWSB Aleksy Kwiliński, Serhii Ivaniuta

Date of publication: June, 2025

Department: Management

This study examines environmental security as a key component of sustainable development. Despite growing recognition of environmental sustainability, no standardized system exists for assessing environmental security or defining critical thresholds and optimal conditions. This research develops a comprehensive indicator system to facilitate assessment and strategic sustainability planning. The system includes seven components—biodiversity and land use, air pollution, climate change adaptation, environmental impacts of energy, industry, and transport, environmental health, waste management, and water resources—measured through 40 indicators aligned with seven Sustainable Development Goals (SDGs 3, 6, 7, 8, 11, 13, and 15). The methodology applies the extended “homeostatic plateau” concept, integrating t test extensions and probability density functions to establish security gradations. Artificial intelligence techniques, particularly cluster analysis, enhance automated classification. The findings provide scientifically grounded threshold values for environmental security indicators, supporting risk assessment and policy planning. Future research should apply this framework in empirical studies to refine forecasting methods for sustainable development trajectories.



Sustainable Development of Organizations

Authors: dr hab. Marcin Lis, prof. AWSB; dr Magdalena Kot-Radojewska; dr Ewa Popławska

Date of publication: September, 2023

Department: Management

The monograph *Sustainable Development of Organizations* focuses on key issues related to sustainable development and its impact on organizations.

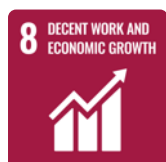
Esteemed experts from various fields contributed to this publication, including Dr. Hab. Marcin Lis (Professor at AWSB), Dr. Magdalena Kot-Radojewska, and Dr. Ewa Popławska. Their collaborative efforts have resulted in a valuable and academically significant collection of texts aimed at highlighting the role of innovation and best practices in building a sustainable economy and sustainable organizations.

The diverse range of authors and topics ensures a comprehensive perspective on issues concerning the sustainable development of organizations. Readers will find case studies, practical examples, and theoretical foundations to help them better understand and implement sustainable development principles in their own operations.

Sustainable Development of Organizations is a valuable resource for managers, researchers, students, and anyone interested in the subject of sustainable development. We invite you to explore this valuable book, which provides up-to-date knowledge on innovative practices and perspectives regarding the sustainable development of organizations.

The publication's reviewer, Dr. Hab. Grzegorz Maciejewski (Professor at the University of Economics), described the monograph as an inspiring read for those dealing with the challenges modern organizations face in the context of sustainable development.

The publication and digitization of the monograph were funded under the "Regional Initiative of Excellence" program of the Minister of Education and Science.



Corporate Social Responsibility in the Missions and Visions of Research Institutes

| [DOI](#)

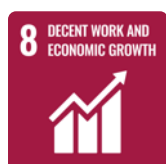
Authors: Urszula Szulc and prof. dr hab. Justyna Bugaj

Date of publication: September, 2024

Department: Management

The concept of scientific social responsibility is appealed to in the context of research institutes more often than the concept of corporate social responsibility. Although the objective of research institutes is largely to act on behalf of the economy, for social good, and to support social activities and innovations, little research has been done on their sense of social responsibility. The aim of this article is to identify elements of social responsibility in the mission and vision of Polish research institutes (including both formal mission and vision statements, as well as informal "declarations" to similar

effect). First, a critical analysis of the literature on the subject (66) was carried out, which served as the basis for developing a critical analysis of social responsibility in research institutes. This was followed by a content analysis of 88 mission and vision statements of Polish research institutes. The results, presented using R and WordArt, indicate that the missions and vision statements of Polish research institutes rarely include elements of social responsibility, despite the fact that members of the institutes' community make such declarations. This implies the need for further research: 1) from the perspective of the institutes' employees, concerning the diagnosis of informal activities that can be qualified as socially responsible activity; 2) from the perspective of the directors of research institutes. The purpose of further research should be to prepare recommendations that can be used in the development and implementation of the institutes' strategies.



SOCIALLY: Edukacja, pomoc i wsparcie w sytuacjach kryzysowych" (Education, Help, and Support in Crisis Situations)

Authors: Michał Szyszka

Date of publication: March, 2022

Department: Management

Addressing the ethical imperative and social responsibility of cross-border social work and institutional resilience during global emergencies and pandemics.



Challenge-Based Learning in Sustainable Entrepreneurship Education: Implementing SDGs in International Curricula

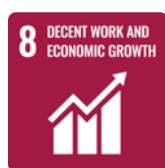
Authors: Paweł Urgacz

Date of publication: December, 2025

Presented at: UI GreenMetric World University Rankings Results and Award Forum

Department: Management

This research framework analyzes the structural implementation of Challenge-Based Learning (CBL) within international business and entrepreneurship higher education curricula at WSB University. It provides an operational methodology for systematically embedding the UN Sustainable Development Goals (SDGs) into teamwork design—ranging from topic selection and practical social problem-solving to learning outcomes and impact assessment. By shifting the pedagogical focus toward real-world socio-environmental friction points, the framework demonstrates how multi-cultural student cohorts can co-create measurable, stakeholder-ready value. The publication highlights specific case studies where international teams designed community interventions for environmental quality improvement and social inclusivity, establishing a scalable model for responsible management education.



Corporate Social Responsibility and Business Ethics in Controversial Sectors: Analysis of Research Results

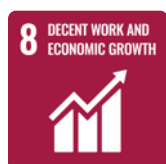
| [DOI](#)

Authors: Włodzimierz Sroka

Date of publication: August, 2025

Department: Management

This article examines a key ethical dilemma: how companies operating in so-called controversial sectors (such as the tobacco, alcohol, gambling, and arms industries) implement and report on Corporate Social Responsibility (CSR) principles and codes of ethics. The study is based on a comparative analysis of Central European enterprises, evaluating the degree of formalization of their sustainability strategies and the actual effectiveness of whistleblowing mechanisms. The findings indicate that while most organizations have declared CSR policies, the process of internalizing them is often superficial, creating a risk of "greenwashing" or "ethics-washing." The publication offers legislative and managerial recommendations aimed at strengthening compliance systems.



Research Barriers

In 2025, WSB University identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ 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

At WSB University, Partner means building long term, mutually beneficial relationships with business, public institutions, NGOs, academic networks and local communities. Partnerships support responsible management education, research, innovation and sustainable development by connecting academic expertise with practical challenges and enabling students and staff to contribute to positive social, economic and environmental impact. For example, WSB University collaborates with GPM Global, engaging experts and practitioners in the development of responsible management education. As part of this collaboration, WSB University staff participated in Green Project Management training, strengthening competencies in sustainable project management. The partnership supported the integration of sustainability and responsible management principles into education and professional practice.

Institutional Partnerships

- ❖ EFMD (European Foundation for Management Development)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Local institutions and associations
- ❖ European Foundation for Management Development (EFMD), CEEMAN – International Association for Management Development in Dynamic Societies, Business School Impact System (BSIS), European University Association (EUA), Association of Chartered Certified Accountants (ACCA), International Project Management Association (IPMA), European Consortium for Arts Therapies Education (ECArTE), Principles for Responsible Management Education (PRME) Business and institutional partners
- ❖ Times Higher Education (THE)
- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ AIESEC
- ❖ ESN (Erasmus Student Network)
- ❖ Students' Union / Student Government
- ❖ Alumni / Students Association

Partnerships

The following provides more details on 4 key partnerships at WSB University.

Principles for Responsible Management Education (PRME)

PRME provides WSB University with an international framework for advancing responsible management education and sustainability. The University uses the PRME Principles as a reference point for developing educational activities, research and cooperation with stakeholders. PRME-related activities contribute to raising students' awareness of sustainability, ethics, social responsibility and the wider impact of business and management decisions.

The University's PRME engagement is aligned with its broader institutional sustainability agenda. WSB University states that its activities contribute to the implementation of the 17 UN Sustainable Development Goals, with particular emphasis on selected SDGs identified in its institutional sustainability strategy.

GPM Global / GPM EMEA

The partnership enables the integration of sustainable project management methodologies into academic programmes and professional development. Students can gain knowledge of sustainable project management and have opportunities to pursue GPM-related certification. The cooperation also supports internships, educational initiatives and research and development projects.

Foundation for Environmental Education / Green Office

The Green Office programme provides an environmental management framework for organisations seeking to systematically improve the environmental performance of their office operations.

As part of the certification process, WSB University was assessed against Green Office requirements concerning environmentally responsible organisational practices. The programme addresses the efficient use of paper, water and energy, waste minimisation and the implementation of environmentally friendly technological and organisational solutions.

The certification forms part of WSB University's broader commitment to environmental protection, sustainable development and social responsibility and supports the integration of sustainability principles into the University's day-to-day operations.

TÜV NORD Polska

The programme covers key areas of contemporary sustainable management, including ESG strategy, sustainability reporting and the CSRD directive, sustainable supply chains, environmental management systems, environmental protection regulations, ESRS standards, climate change and the European Green Deal, EU Taxonomy, ESG finance, corporate governance, compliance, greenwashing prevention and practical methods for calculating carbon footprints and conducting double materiality assessments.

TÜV NORD Polska contributes professional and practical expertise to the programme. Its specialists participate in the educational process, connecting academic knowledge with professional practice in quality management, environmental management, auditing and sustainability.

Partner Voices

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

TÜV NORD Polska – Partner Perspective on Sustainability and ESG Education at WSB University

TÜV NORD Polska cooperates with WSB University in the area of sustainability, ESG and professional education. TÜV NORD Polska is identified by WSB University as a partner of the postgraduate programme "Sustainable Development and ESG".

The cooperation creates a link between academic education and professional practice. It enables the University to incorporate current knowledge, professional standards and practical experience related to sustainability, ESG, environmental management, compliance and responsible organisational management into the educational process.

From the perspective of the partnership, cooperation between higher education and professional organisations is important for preparing graduates and professionals to respond effectively to the growing environmental, social and governance challenges faced by organisations.

The partnership contributes to the development of practical competencies in areas such as ESG strategy, sustainability reporting, environmental management, sustainable supply chains, climate-related challenges, compliance and responsible decision-making.

The collaboration demonstrates the value of connecting academic knowledge with the practical experience of organisations working in sustainability-related fields. It also supports the development of professionals capable of translating sustainability principles and ESG requirements into organisational practice.

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Partnerships for Sustainability and Responsible Management

WSB University (Akademia WSB) uses partnerships with international networks, professional organisations, environmental organisations, businesses and public-sector stakeholders to advance responsible management education, sustainability and ethical leadership.

Examples of sustainability-focused cooperation include GPM Global/GPM EMEA in sustainable project management, the Green Office programme and certification supporting environmentally responsible institutional practices, and TÜV NORD Polska as a partner of the postgraduate programme "Sustainable Development and ESG".

These partnerships connect academic knowledge with professional practice and support the development of practical competencies in sustainability, ESG, environmental management, responsible decision-making and ethical leadership.

WSB University communicates its partnerships and sustainability activities through publicly available institutional materials, programme information and certification evidence, supporting transparency and stakeholder engagement.



Practice

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

How We Define Practice

At WSB University, Practice means applying responsible management principles to the University's governance and daily operations. This includes Green Office practices to reduce resource use and waste, ethical and equal treatment of employees, transparent governance, and responsible cooperation with suppliers and external partners.

Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Curriculum guidelines
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion

Policy Documents Related to RME and/or Sustainability

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zarzadzenie_nr_140_2024_2025_dot_zmiany_zasad_wykorzystania_funduszy_zielonego_rozwoju_w_procesie View document  Download document 

eng_student_code_of_ethics_2025 View document  Download document 

rekommendacje_dot_polityki_otwartego_dostepu-1 View document  Download document 

Practice Awards

In 2025, WSB University received 2 awards for responsible and/or sustainable practices.

Green Office Certificate

Granter: Foundation for Environmental Education Poland (Fundacja dla Edukacji Ekologicznej)

Grantee: WSB University (Akademia WSB)

Award Description:

WSB University was awarded the Green Office environmental certificate following a comprehensive certification audit conducted by the Foundation for Environmental Education Poland, the official Polish representative of the Foundation for Environmental Education.

The certification recognises the implementation of environmentally responsible office practices and the University's efforts to reduce the environmental impact of its operations. The Green Office programme addresses efficient use of paper, water and energy, waste minimisation and the implementation of environmentally responsible technological and organisational solutions.

WSB University is identified by the institution as the first university in Poland to receive the Green Office certificate.

Responsible Management Education Partner Certificate

Granter: GPM Global

Grantee: WSB University (Akademia WSB)

Award Description:

WSB University received the international Responsible Management Education Partner Certificate from GPM Global for the period 2022–2023.

The recognition was awarded in acknowledgement of the University's commitment to academic excellence and to developing leaders who create social, economic and environmental value through sustainable project management.

The recognition reflects WSB University's engagement in sustainable management education and its alignment with the Sustainable Development Goals. As part of this engagement, a team of 18 research, teaching and administrative staff members participated in Green Project Management certification training.

The award demonstrates the University's commitment to integrating sustainability and responsible management principles into education and professional development.

Practice Voices

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

Internal Perspective on Sustainable Campus Practices

WSB University integrates sustainability and responsible management principles into its everyday institutional practices. The University's Green Office certification supports environmentally responsible campus operations, including more efficient use of paper, water and energy, waste reduction and environmentally conscious organisational solutions.

These practices complement the University's Sustainable Development Strategy and contribute to building environmental awareness among students, academic staff and administrative employees. From an internal stakeholder perspective, sustainable campus practices are important because they translate the University's commitment to sustainability into everyday organisational behaviour. They encourage responsible use of resources and demonstrate that sustainability is not limited to teaching and research but is also reflected in the way the institution operates.

The University continues to strengthen awareness and engagement among its community through communication, education and practical initiatives related to environmental responsibility and sustainable development.

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Sustainable Practices in Institutional Operations

WSB University integrates sustainability into its everyday institutional operations as well as into education and research. The University's Sustainable Development Strategy and Green Office certification provide a framework for reducing the environmental impact of its activities and promoting responsible use of resources.

Practical measures include attention to the efficient use of paper, water and energy, waste reduction and environmentally responsible organisational solutions. These activities are supported by awareness-raising and educational initiatives involving students, academic staff and administrative employees.

By combining formal strategic commitments with practical operational measures, WSB University seeks to demonstrate that responsible management and sustainability should be reflected not only in academic content but also in the daily functioning of the institution.

The University makes information about its sustainability strategy, environmental initiatives and related certifications publicly available, supporting transparency and continuous improvement.

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Accreditations and Rankings

Accreditations and Rankings

WSB Business School is committed to maintaining the highest standards of quality and continually benchmarking itself against national and international criteria of excellence. A key part of this commitment is the pursuit and attainment of prestigious accreditations as well as strong performance in academic rankings. These accomplishments serve as an external validation of our educational quality, research impact, and global standing, providing assurance to students, parents, employers, and partners that WSB meets and strives to exceed world-class standards.

International and National Accreditations

CEEMAN IQA (International Quality Accreditation)

WSB University (and its Business School) successfully earned the CEEMAN International Quality Accreditation in 2020 for a six-year term. CEEMAN IQA is a renowned accreditation for business schools, particularly in dynamically changing societies, and it affirmed that WSB meets high standards of program excellence, academic rigor, and effective management. The evaluation highlighted WSB's strong organizational quality and its relevance in education and research within our socio-economic context. This accreditation is valid through 2026, and we are already preparing for a re-accreditation process to extend it. Maintaining CEEMAN IQA showcases our commitment to continual quality enhancement and positions us well in the Central and Eastern European region, as relatively few institutions hold this distinction. It also provides a network of CEEMAN member schools for sharing best practices. In the most recent CEEMAN Annual Conference, WSB representatives presented on our digital transformation in teaching, reflecting the high regard in which our innovations are held among peer institutions.

BSIS (Business School Impact System) Certification

In line with our focus on societal impact, WSB University in Dąbrowa Górnicza was awarded the BSIS Impact Certificate, becoming one of only four universities in Poland to be so recognized. The BSIS process, conducted by EFMD, involved a thorough analysis of over 120 indicators of local and regional impact – from graduate employment and financial contribution to the region, to knowledge transfer activities and community engagement. The certification confirmed WSB's strong socio-economic impact and leadership in social responsibility, citing effective partnerships, high graduate employability, and innovative educational programs as key strengths. For WSB Business School, this means that our activities – internships, executive training, entrepreneurship support, research projects – significantly benefit the communities around us. We proudly carry the BSIS label as evidence that a business school can be both globally aspiring and locally impactful. Plans are underway to seek re-certification of BSIS in the coming cycle, showcasing progress such as increased involvement of students in community projects and greater contributions to regional development initiatives by our faculty and alumni.

National Accreditations (Polish Accreditation Committee)

All of WSB Business School's degree programs are recognized and periodically reviewed by the Polish Accreditation Committee (PKA), the national body responsible for quality assurance in higher education. We consistently meet and exceed national educational standards, as evidenced by successful program evaluations and the conferment of full rights to offer degrees (including the recent accreditation of our doctoral program in management). Compliance with PKA standards assures that our curricula, faculty qualifications, infrastructure, and student support meet the rigorous requirements set by the Ministry of Education and Science.

Professional Accreditations and Endorsements

In addition to institutional accreditations, WSB Business School seeks specialized endorsements that add value to specific programs. For example, our Finance & Accounting program holds alignment with ACCA, meaning graduates receive exemptions from several of ACCA's professional exams, accelerating their path to becoming certified accountants. Our Project Management courses adhere to PMI standards and we have a status as a Registered Education Provider for the PMP certification training. The Executive MBA program is designed to meet the criteria of AMBA, for which we are in candidacy, and our forthcoming submissions aim to highlight the EMBA's quality and outcomes. Additionally, WSB University's Engineering and IT programs (outside the Business School scope but relevant for interdisciplinary offerings) have accreditations like the EUR-ACE label for engineering education. All these endorsements signal to prospective students and employers that a WSB degree or course is benchmarked to international best practices in that field.

Through these accreditations – both achieved and in progress – WSB Business School demonstrates accountability to external standards and a drive for excellence. Pursuing multiple accreditations simultaneously is a challenging task, but it has galvanized the institution: faculty qualifications are rising (with more international PhDs and research publications), assurance of learning systems have been strengthened, and stakeholder feedback loops (with students, alumni, employers) are formalized as part of our quality culture.

Rankings and Recognition

WSB Business School's growing reputation is also reflected in various national and international rankings. While we approach rankings with the understanding that each uses different criteria, they provide useful benchmarks of our progress toward our strategic goals.

Perspektywy National Rankings

Perspektywy is Poland's premier higher education ranking. In the Perspektywy 2025 ranking of non-public (private) universities, WSB University was placed 2nd in Poland, a testament to our overall academic quality, faculty credentials, internationalization, and alumni outcomes. Particularly impressive is that WSB achieved 1st place in the "Internationalization" criterion among all Polish universities (public and private), reflecting our high proportion of international students and staff, extensive exchange programs, and global partnerships. The Business School, being a core part of the University's offerings, contributed significantly to these metrics. Our strategy is geared toward climbing even higher – we aspire to take the #1 spot nationwide in the business education category, and this is within reach as we continue to invest in quality and global engagement. In specialized

program rankings or other national evaluations (for example, rankings of MBA programs published by magazines), WSB's programs have also fared very well, often cited for strong return on investment and student satisfaction.

Times Higher Education Impact Rankings

In 2025, WSB University earned a position among the Top 10 universities in Poland, which assess universities against the UN Sustainable Development Goals. This international ranking recognized WSB's contributions in areas like reducing inequalities (SDG 10) and gender equality (SDG 5). The Business School's initiatives – such as promoting women in leadership through our programs and research on social entrepreneurship – played a role in these achievements. Scoring high in the Impact Rankings highlights our commitment to sustainability and social responsibility, aligning perfectly with our core values and strategic pillars on ethics and sustainable development. It also enhances our international visibility, since the THE rankings are referenced worldwide.

UI GreenMetric Ranking

In the UI GreenMetric World University Rankings 2026, which evaluates campuses on sustainability and environmental management, WSB University was ranked among the Top 200 universities in Europe and within the Top 8 in Poland. Our green campus initiatives, curriculum integration of sustainable development (including the Business School's curriculum audit for Sustainable Development Goals coverage), and research in environmental management contributed to this standing. For current and prospective students, this signals that studying at WSB means being part of a community that values and practices environmental stewardship.

Other International Rankings

WSB University has been ranked in QS Europe 2026, placing 77th in Central Europe (Top 100) and 581–590 across Europe, strengthening its growing international recognition.

Awards and Recognitions

WSB University has been recognized as a Leader in Innovation in education by national bodies (PKA), and our faculty have won awards for teaching excellence and research contributions.



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 WSB University, Share means openly exchanging knowledge, experience and lessons learned on responsible management and sustainability. The University shares research, educational practices, SDG initiatives and institutional experience through conferences, publications, partnerships and public communication, supporting collective learning and enabling students, academics and external stakeholders to learn from achievements and challenges.

Engagement Opportunities

WSB 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)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

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

- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks
- ❖ Chamber of commerce and local communities
- ❖ Business and industry partners
- ❖ Boards and advisory committees
- ❖ Alumni and donors
- ❖ Accreditation bodies

Sharing Voices

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

Transparent Communication of Sustainability and Responsibility

WSB University communicates its sustainability, responsibility and ethics-related commitments through publicly accessible institutional channels. These include information on the University's Sustainable Development Strategy, PRME engagement, SDGs, environmental initiatives, certifications and sustainability-focused educational activities.

Communication is directed to students, faculty and staff, partners, prospective students and the wider community. By making key policies, commitments and activities publicly available, the University supports transparency, stakeholder awareness and accountability.

The University's communication activities also provide visibility for opportunities to participate in sustainability-related education, research, social initiatives and partnerships. This approach helps integrate sustainability and responsible management into the University's wider institutional culture.

Communication Barriers

WSB University faces the following barriers in transparent communications:

Difficulties while reaching all group stakeholders

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Sharing Sustainability Knowledge Through Academic and Public Channels

WSB University shares sustainability and responsible management knowledge through several practical channels.

The University's Knowledge Base provides access to publications and research outputs, including materials available through Open Access. Sustainability-related knowledge is also disseminated through conferences, seminars, public discussions and educational events involving academics, students and external stakeholders.

The University communicates its engagement with PRME and the Sustainable Development Goals and makes information about sustainability initiatives available through its institutional website. Examples include the Sustainable Development Strategy until 2030, Green Office activities, ESG education and sustainability-focused projects.

These channels allow knowledge generated within the University and through its partnerships to reach students, researchers, practitioners and the wider community. They support the University's role in sharing responsible management and sustainability knowledge beyond the classroom.

SIGNATORY

WSB University



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