

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

School of Management,
University of Bath

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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 School of Management, University of Bath, including key details and basic institutional data.

Mission

To improve society locally, nationally, and globally, through responsible management education and research that is both intellectually outstanding and practically impactful.

Vision


Our strategy outlines how we will connect our current achievements and strengths with our future aspirations. Our strategic vision entails both leveraging key strengths in order to elevate recognition and profile among key audiences, and nurturing new capabilities that reflect our renewed sense of purpose.

Graduates & Enrollment



2024 Statistics	Number
Graduates	1636
Faculty & Staff at the Institution	304
Student Enrollment at the University	21340
Student Enrollment at the Institution	4000
Undergraduate Attendance	2557
Masters-Level Postgraduate Attendance	1146
Doctoral Student Attendance	297
Certificate, Professional Development, or Continuing Education Attendance	155

Degrees Offered

Masters Programs

 Master of Business Administration (M.B.A.)

Doctoral Programs

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



Purpose

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

Letter of Commitment



**THINK
AMBITIOUS.**

29 July 2025

Letter of Renewed Commitment to PRME

On behalf of the School of Management at the University of Bath, I am pleased to reaffirm our commitment to the Principles for Responsible Management Education (PRME).

As one of the UK's longest established and most respected institutions for management education and research, the School of Management—founded in 1966—has a longstanding tradition of excellence. Over the past five decades, we have built a strong global reputation for delivering innovative programmes and producing research that addresses real-world challenges. Our mission remains focused on advancing society locally, nationally, and internationally through responsible and sustainable management practices that combine academic rigour with practical relevance.

We are a forward-thinking academic community dedicated to excellence in teaching and research. Through a culture of innovation and continuous improvement, we strive to ensure that our work is inclusive, impactful, and aligned with the values of social and environmental responsibility.

Our staff and students are encouraged to engage actively in shaping a respectful and transparent environment, contributing positively to the broader societal and environmental context in which we operate. As a School, we are deeply committed to reducing our environmental footprint and fostering sustainable futures through our operations, partnerships, and educational delivery.


We continue to seek meaningful engagement with external partners, recognising that global challenges require collaborative, cross-disciplinary solutions. Our strategic partnerships—with industry, community organisations, and international institutions—amplify the reach and relevance of our research and educational initiatives.

Experiential learning is central to our programmes, which are characterised by strong integration with real-world practice. High levels of student participation in placements, international exchanges, community engagement, and consultancy-style projects reflect our commitment to embedding professional and social impact into the educational journey. These experiences, paired with a focus on critical thinking and responsible leadership, ensure our graduates are well-equipped to contribute meaningfully to society throughout their careers.

The School continues to be recognised as one of the top research institutions in business and management in the UK. In the most recent Research Excellence Framework (REF), we were ranked 7th nationally—a reflection of both the quality and breadth of our research. Our scholars are making significant contributions in areas such as cyber security, healthcare innovation, low-carbon logistics, energy market transition, and entrepreneurial ecosystems.

Our latest report highlights the progress we've made in alignment with PRME's principles. As we look ahead, we remain committed to deepening our impact and to working collaboratively with the global PRME community to foster a more inclusive, sustainable, and responsible future.

Your sincerely,



Professor Stephen Brammer
Dean of the School of Management
University of Bath
mnssjab@bath.ac.uk or patodean@management.bath.ac.uk

Definition of Purpose

We believe our purpose is the overarching reason for our existence which guides our mission, values and long-term goals. It shaped our identity, aligns stakeholders around shared aspirations and informing all the decision within the business school.

Institutional Engagement

76% - 100%

of faculty at School of Management, University of Bath 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

Values are the shared beliefs that underpin curriculum design, institutional culture, and partnerships aligned with the UN sustainable development goals.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Centralized sustainability office

Student Awareness

0% - 25% of students at School of Management, University of Bath are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at School of Management, University of Bath actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

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



How We Define Teach

Embedding ethics, sustainability and social responsibility into management education to share future leaders.

Courses that support RME

School of Management, University of Bath reports 7 courses in 2024 that support responsible management education and sustainable development goals.

Analysing Grand Challenges in Business and Society

| MN52051

This unit is intentionally different. It cuts across disciplinary boundaries with a focus on complex problems with no single right answer. Explore a broad range of issues in contemporary management and organisations and get the skills to provide compelling recommendations in debates, presentations and reports



Business., Society and Law

| MN12005

Explore the relationship between business and society in terms of fundamental concepts in business law and how business decisions reflect social and environmental concerns. The approach to business and the skills you learn in this unit will provide a framework for the rest of your course.



Introduction to Business Economics

| MN12011

Use microeconomics to develop an understanding of the markets in which firms operate. You'll explore a range of microeconomic concepts, including some of the models and analytical tools used by economists. You'll learn how these are helpful in making business decisions and how they help provide insights into the nature of the competitive environment.



Equality, Diversity and Inclusion at Work

| MN52089

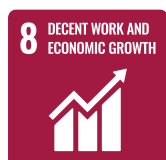
Learn to develop people-focused strategies to attract, nurture and retain a diverse and inclusive workforce. You will explore equality, diversity and inclusion practices within specific cultural and legislative contexts. You'll develop key insights into different ethical perspectives, stakeholder relations and approaches to change. You will also learn to challenge, communicate and influence HR policies whilst being fair, compassionate and consultative.



Managing across cultures and contexts

| MN22029

Get a good grounding in the intercultural and context-sensitive knowledge and skills you need to be successful in global business. The world is changing, and it's more important than ever to be able to work across diverse cultures and contexts.



Sustainable Operations Management

| MN52144

Explore the processes, procedures, and practices firms adopt to produce and deliver outputs in socially, environmentally, and financially sustainable ways. You will develop a deep understanding of operations management and comprehend how sustainability considerations influence the design and control of business operations and processes involved in the production of goods and services.





Governance for Sustainability

| MN52098

Learn about the structures, practices and frameworks that underpin corporate accountability and sustainability. Explore the tools and decision-making processes that firms rely on to promote social, environmental, and governance sustainability. Develop your ability to apply theoretical concepts to real corporate problems. The unit goes behind the headlines of corporate scandals so you can begin to understand how governance practices failed, and what can be done to improve practise.



Educator Recognition

At School of Management, University of Bath, we recognize educators for quality of teaching in the following ways:

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

💡 Fostering Innovation



A lot

Our institution supports innovation significantly through teaching and learning.

💡 Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.



Learning Mindset



Somewhat

Teaching and learning at our institution moderately support a lifelong learning mindset.



Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, School of Management, University of Bath identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Budgetary limitations
- ❖ Risk aversion
- ❖ Uncertain return on investment

Barriers to Innovative Pedagogy

In 2024, School of Management, University of Bath identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Change resistance



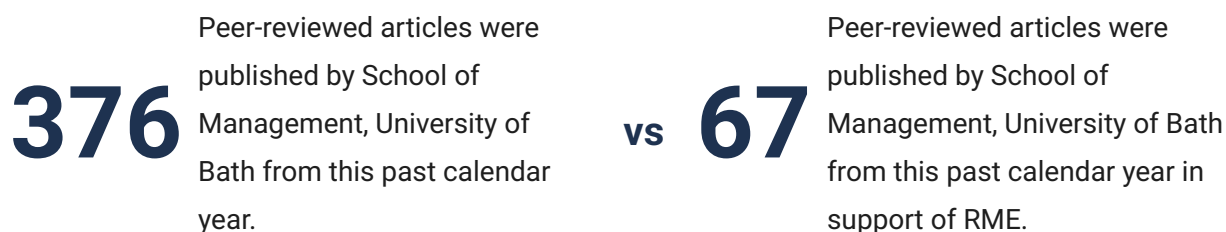
Research

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

How We Define Research

Research involves generating insights that advance responsible management, sustainability, and ethical leadership in business and society.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, School of Management, University of Bath was awarded funding for research that is:



Socializing Research

In 2024, School of Management, University of Bath contributed research findings to:

- ❖ International media

Research Barriers

In 2024, School of Management, University of Bath identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Administrative barriers
- ❖ Funding challenges



Partner

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

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Financial Times
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

Applying responsible management principles through real-world actions, behaviours, and organisational decisions that create positive impact.

Institutional Policies and Practices

- ❖ Student equity, diversity, inclusion
- ❖ Professional training opportunities

Practice Awards

In 2024, School of Management, University of Bath received 2 awards for responsible and/or sustainable practices.

QS Ranking

Granter: QS World University Rankings

Grantee: University of Bath

Award Description:

We are ranked 127 in the QS World University Rankings: Sustainability 2025

Gold Award in Celebrating Community Contributions to Sustainability

Granter: University of Bath

Grantee: School of Management Green Impact Team

Award Description:

This event served as a vibrant celebration and recognition of the collective efforts made by our entire community towards advancing sustainability. Both staff and students play a pivotal role in driving transformational change, and the awards ceremony highlighted and promoted the achievements we have made together over the past year. Among the award recipients, the School of Management (SoM) Green Impact Team—comprising academic staff, professional services colleagues, and postgraduate students, was honoured with a Gold Award. This accolade recognised their outstanding work in fostering understanding and embedding sustainability and social responsibility within their operational areas. Key initiatives led by the team included: Active Travel Day – promoting low-carbon commuting options. Digital Sustainability Top Tips Series – displayed across the SoM building screens to raise awareness. Fairtrade Talks – facilitating discussions on ethical consumption. Switch Off Campaigns – encouraging energy-saving behaviours. Plastic Freedom Campaign – advocating for

reduced plastic use. Stop Food Waste Day – raising awareness of food sustainability. Earth Day Promotion – engaging the community in global environmental action. Waste Not Want Not Workshop – educating on waste reduction and resourcefulness. These initiatives reflect a strong commitment to operationalising sustainability and social responsibility and demonstrate the power of collaborative action in creating meaningful change.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Engagement Opportunities

School of Management, University of Bath offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Student and staff volunteer programs

Communication Audiences

School of Management, University of Bath communicates its policies and progress on sustainable development and responsibility with:

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

SIGNATORY

School of Management, University of Bath



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