

PRiME

an initiative of the
United Nations Global Compact

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

NUST Business School (NBS)

September 2025

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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 NUST Business School (NBS), including key details and basic institutional data.

Institutional History

NBS Picture

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Graduates & Enrollment

2024 Statistics	Number
Graduates	302
Faculty & Staff at the University	5208
Faculty & Staff at the Institution	139
Student Enrollment at the University	24030
Student Enrollment at the Institution	1565
Undergraduate Attendance	1072
Masters-Level Postgraduate Attendance	447
Doctoral Student Attendance	40
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

- Bachelor of Science in Tourism and Hospitality (BS. T&H M)
- Bachelor of Science in Accounting and Finance (BS. ACF)
- Bachelor of Business Administration (B.B.A.)

Masters Programs

- Master of Science in Logistics and Supply Chain Management (MS. L&SCM)
- Executive Master of Business Administration (E.M.B.A)
- Master of Science in Human Resource Management (MS.HRM)
- Master of Science in Marketing (MS.MKT)
- Master of Science in Innovation and Entrepreneurship (MS. I&E)
- Master of Business Administration (M.B.A.)

Doctoral Programs

- Doctor of Philosophy (Ph.D.)



Purpose

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



Definition of Purpose

Our purpose is to prepare future leaders grounded in ethics and responsibility, advance academic excellence, and collaborate with industry, academia, and society to create knowledge and lasting societal impact.

Institutional Engagement

51% - 75% of faculty at NUST Business School (NBS) 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

We define values as a commitment to ethics, integrity, and social responsibility, shaping leaders and scholarship that engage with society and industry while fostering inclusive prosperity and sustainable development.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across parent organization
- ❖ Senior leadership office
- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school

Student Awareness

51% - 75% of students at NUST Business School (NBS) are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75% of students at NUST Business School (NBS) 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

Teach signifies moving beyond instruction to transformation equipping learners to challenge assumptions, value diversity, and design inclusive, ethical, and sustainable practices that foster leadership, accountability, and long-term positive impact on organizations and communities.

Educator Recognition

At NUST Business School (NBS), we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Annual teaching excellence awards
- ❖ 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



A lot

Our institution supports a lifelong learning mindset significantly through teaching and learning.

Method of Teaching and Learning

**In person**

Traditional classroom-based learning with face-to-face instruction.

Barriers to Innovative Curriculum

In 2024, NUST Business School (NBS) identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges
- ❖ Budgetary limitations
- ❖ Faculty expertise gaps
- ❖ Industry misalignment
- ❖ Limited interdisciplinary collaboration
- ❖ Collaboration barriers

Barriers to Innovative Pedagogy

In 2024, NUST Business School (NBS) identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Digital divide
- ❖ Limited faculty development opportunities
- ❖ Standardized testing pressures
- ❖ Student engagement concerns
- ❖ Technology gaps



Research

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

How We Define Research

Research means creating impactful knowledge that addresses societal challenges, advances responsible management, and supports sustainable growth by engaging with industry, academia, and society in line with our mission of ethics, excellence, inclusion and meaningful impact.

Research vs Research for RME/Sustainable Development

120 Peer-reviewed articles were published by NUST Business School (NBS) from this past calendar year.

vs

40 Peer-reviewed articles were published by NUST Business School (NBS) from this past calendar year in support of RME.

Research Funding

In 2024, NUST Business School (NBS) was awarded funding for research that is:



Local



National



International



Regional

Socializing Research

In 2024, NUST Business School (NBS) contributed research findings to:

- ❖ Community organizations
- ❖ Industry and business networks
- ❖ Government and policy makers
- ❖ Research collaborations

Research Barriers

In 2024, NUST Business School (NBS) identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Collaboration challenges
- ❖ Data access and management



Partner

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

How We Define Partner

We connect experts from different fields to guide responsible education, encourage innovation, and prepare future leaders to serve communities with integrity and care.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ 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

We embed sustainability, ethical responsibility, and inspiring partnerships into our governance and operations, aligning with NUST's vision to nurture leaders who create positive societal and global impact.

Institutional Policies and Practices

- ❖ Employee equity, diversity, inclusion
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)



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

We fosters open exchange of achievements and challenges, strengthening collective learning, ethical leadership, and sustainable practices to advance our vision of impactful management education and commitment to inclusive societal development.

Engagement Opportunities

NUST Business School (NBS) offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Community events and consultation forums
- ❖ Public events and panel discussions
- ❖ Partnerships with local organizations
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ We are currently working to offer engagement opportunities

Communication Audiences

NUST Business School (NBS) communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Non-governmental organizations (NGOs)

Communication Barriers

NUST Business School (NBS) faces the following barriers in transparent communications:



**Data privacy
regulations**



**Accessibility
issues**

SIGNATORY

NUST Business School (NBS)

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Pakistan

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