

PRiME

*an initiative of the
United Nations Global Compact*



Sharing Information on Progress 2026

Prague University of Economics
and Business

October 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 Prague University of Economics and Business, including key details and basic institutional data.

Mission

The VŠE mission is to provide both Czech and foreign students with excellent higher education within a wide range of managerial, economic and informatics as well as other degree programmes at the Bachelor's, Master's and doctoral levels with the aim of offering them very good opportunities in the international labour market. Degree programmes are taught by highly qualified, competent, and motivated university teachers.

The VŠE systematically develops its scientific and research activities, including preparation of students in doctoral degree programmes whilst respecting indivisibility of pedagogical activities and scientific research. As a consequence, the VŠE is an internationally recognised professional workplace and a partner for cooperation with governmental and non-governmental institutions and the business sector.

The VŠE value priorities include openness to new ideas and approaches. The university endeavours to support collegial partnership within the academic community and defends free expression of opinions and ideas. The Prague University of Economics and Business is a socially responsible institution leading its students towards ethical behaviour as well as social and environmental responsibility regarding contemporary challenges of the globalising world and aspects relating to economic and social life.

The VŠE mission is based on the following values:

long-term efforts to achieve high quality pedagogical, scientific and research activities;
internationalization of academic environment as a fundamental prerequisite of competitiveness of students and academic staff;
development of academic fellowship whilst respecting academic freedoms and self-government;
traditional moral values of the free and democratic society;
responsibility toward the society and its sustainable socioeconomic development.

Vision

The aim/vision of the VŠE is to assume the role of a leader in the market of managerial, economic and informatics education in Central European countries. The VŠE wants to be a sought-after research university respected internationally providing elite Bachelor's, Master's and doctoral education in managerial, economic, informatics and other relating areas at all faculties as well as excellent programmes of life-long education designed for top managers. The VŠE wishes to produce graduates who will possess a potential to strengthen, within their professional activities, the wide social, moral, and environmental responsibility in the society.

Strategy

VŠE-Strategic-Plan-2021-2025-EN

View document  Download document 

Strategicky_zamer_VSE_2026-2030_verze-
AS_V01_EN

View document  Download document 

Strategy Alignment

Sustainability Strategy

We do have our own Sustainability Strategy. The sustainability principles are embedded in the Strategic Plan itself - it cites accessibility, effective utilization of capacities, reducing administrative burden, strengthening the doctoral studies.

[Strategie udržitelnosti VŠE 2025-2030](#)

Institutional History

History

Book:

SKŘIVAN, Aleš, TÓTH, Andrej et al. (eds.). *History of the University of Economics, Prague. (I), The history of economic higher education in the Czech lands.* **Prague: Oeconomica, nakladatelství VŠE, 2019. 169 s. ISBN 978-80-245-2255-5.**

The publication describes the long way to the foundation of an independent university of economics in Czechoslovakia in 1953. It also provides a general historical overview of higher economic education in the First Czechoslovak Republic which became the cradle of an autonomous teaching of business and economic disciplines at the university level. The publication depicts briefly also earlier history of higher education in economic and business disciplines from their very beginnings, i.e. from the mid-17th century to the break-up of Austria-Hungary. Particular attention is paid not only to the First-Republic university education but also to the establishment and operation of the Business University in Prague (VŠO), predecessor of the later VŠE. Subsequently, the turbulent period after World War II, particularly after 1948, is discussed in detail, as that period preceded the actual foundation of the Prague University of Economics and Business in 1953.

Graduates & Enrollment

2025 Statistics	Number
Graduates	3720
Faculty & Staff at the University	1196
Faculty & Staff at the Institution	1196
Student Enrollment at the University	15118
Student Enrollment at the Institution	15118
Undergraduate Attendance	9502
Masters-Level Postgraduate Attendance	5404
Doctoral Student Attendance	212
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

 Bachelor of Engineering (B.Eng.)

Masters Programs

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

Doctoral Programs

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



Purpose

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



Definition of Purpose

Our university seeks efficiency and effective usage of resources at all levels. At the same time, we fulfil responsible research principles and comply with ethical standards. New university Eco team will fulfil the obligations towards nature and disseminate sustainability mindset principles.

Institutional Engagement

0% - 25% of faculty at Prague University of Economics and Business 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

The biggest responsibility we have towards the society is to effectively manage, use and preserve resources, both of the planet and of the people. This translates into efficient operations, responsible research and impactful teaching. We aim to minimise our ecological footprint and educate future generations of economists, managers and leaders who can seek innovative and sustainable solutions in their various professional fields. For more detail, consult the university Sustainability Strategy.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Voices

The following narrative demonstrates how Prague University of Economics and Business has influenced students' academic journey and personal growth.

Students voices

International classes of Business ethics - case studies (archiv) discussions

Student Awareness

0% - 25% of students at Prague University of Economics and Business are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Prague University of Economics and Business actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Celebrating Values

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

Celebrating values

Code of ethics

Accreditations: AACSB, EQUIS, AMBA

Teacher voices

Petr Procházka: "VŠE shall be an institution not guided by short-term fashionable topics, but support the society transition to find the most cost-effective solutions while taking into account all possible externalities. When performing my research, I strive for it to be data-driven and fact-based, rather than led by feelings."

Jan Froněk: "In addition to the practical side of things (changing the way universities operate in real terms), the effort to develop a "sustainability mindset" among students and staff is also key for me. I therefore adopted Isabel Rimanoczy's framework as a basis for classifying activities in a Moodle course, for coding activities within the eco-festival, and for training teachers."

Petr Procházka: "VŠE is currently investing a lot of resources and effort into transitioning towards a long-term, sustainability driven society, while keeping in mind the efficiency aspect. I am glad to be able to help with this transition so we can educate future leaders and businessmen to have a more inclusive a long-term mindset."

Dušan Kučera:

I am happy and proud that our university has become an active member of PRME and is also working in the PRME CEE chapter. This demonstrates the interest and commitment to participate in the goals of PRME in our country, which still faces neoliberal efforts to isolate the economy from the social and environmental challenges of our responsibility.

The cocreation team of students take part on the valuation of Erasmus project 2025-2027 (new textbook, slides, videos).

Continue telling your story

Center for Business ethics

Activities of Center for Business ethics and Sustainability Management until 2026:

- teaching
- publishing

- Erasmus international project with 4 Universities (Prague, Milano, Jeruzalem, Tolouse) 2025-2027.

Topic: Responsibility and Ethics in Management Education for Future Generations

<https://im.vse.cz/business-ethics/>



Teach

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



How We Define Teach

In the recent years, our university has been undergoing a transition of many courses to include sustainability mindset principles, principles of sustainable development, embed SDGs, reaching the goals and objectives as stipulated by our Sustainability Strategy. We do have a dedicated Sustainability Coach.

Courses that support RME

Prague University of Economics and Business reports 1 course in 2025 that support responsible management education and sustainable development goals.

3BE324 Business Ethics; 3MA648 Ethical challenges of AI;

The course is designed to understand the foundations of the ethical issues of the enterprise in the frame of society and natural environment in long-term perspective.

The course offers the development of ethical awareness and the ability to recognize the fundamental ethical dilemmas and criteria in business practice. The students gain the explanation and understanding of ethical thinking in the historical development. Basic ethical schools serve as orientation support for ethical decisions.

After this lecture, students will be able to:

- define the meaning of virtue
- explain the ways for development of virtues
- understand the principles of human character for managers
- recognise the main point in codes of ethics in company
- describe the meaning of compliance program in company



Teaching Awards

In 2025, 2 awards were given to faculty and educators at Prague University of Economics and Business.

Award

Granter: AACSB, AMBA, EQUIS accreditation bodies, and Czech Accreditation body

Grantee: National, European, universities

Award Description:

Accreditations related to PRME goals:

National accreditation

European quality accreditation

AACSB accreditation

 Award i5

Granter: PRME

Grantee: PRMEuniversities

Award Description:

i5 2024

Educator Recognition

At Prague University of Economics and Business, we recognize educators for quality of teaching in the following ways:

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

Teaching Voices

The following statements demonstrate ways in which educators at Prague University of Economics and Business support sustainability and responsible management in their classrooms.

workshops teachers

3 workshops (03/10, 07/10, 04/11) have collected input from educators on what they find as most impactful methods to advance sustainability mindset;

See:

<https://vimeo.com/1107077592/ebebed5ea6?share=copy>

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Barriers to Innovative Curriculum

In 2025, Prague University of Economics and Business identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Budgetary limitations
- ❖ Collaboration barriers
- ❖ Faculty expertise gaps
- ❖ Industry misalignment
- ❖ Limited interdisciplinary collaboration
- ❖ Overloaded faculty
- ❖ Resource allocation challenges
- ❖ Risk aversion
- ❖ Time constraints

- ❖ Traditional employer expectations
- ❖ Uncertain return on investment

Barriers to Innovative Pedagogy

In 2025, Prague University of Economics and Business identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Budget constraints
- ❖ Faculty confidence gaps
- ❖ Limited interdisciplinary teaching approaches
- ❖ Overloaded faculty
- ❖ Resource constraints
- ❖ Risk aversion
- ❖ 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

Identification of ethical dilemmas in companies. Their description, interpretation of situations and valuation of attitudes.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Prague University of Economics and Business was awarded funding for research that is:



**Institution
Specific**



National



International

Socializing Research

In 2025, Prague University of Economics and Business 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, Prague University of Economics and Business reported 1 research project that implemented responsible or sustainable activities.

Research project

Period Covering: September, 2024 - June, 2026

Department: Business Administration

Objectives: What do you want to achieve by implementing the project?

The project will provide a baseline understanding of how Business Ethics, Corporate Social Responsibility and Sustainable Development (BE, CSR and SD) are taught and the attitudes of educators and students towards the above. Based on this assessment, we will develop compelling pedagogical materials and methods to better engage students and equip them with the knowledge and competences necessary to make more informed and insightful decisions regarding these important matters.

Implementation: What activities are you going to implement?

We will gather information on current knowledge and attitudes related to BE, CSR and SD. We will conduct international workshops with experts in (1) the content areas and (2) academic pedagogy. We will hold workshops for faculty and students to develop pedagogical materials and methods. We will conduct classes in partner institutions. Finally, we will gauge levels of knowledge of and attitudes toward BE, CSR and SD among students; comparing those trained via these methods and existing methods.

Results: What project results and other outcomes do you expect your project to have?

There will be both immediate and long-term results and outcomes. The mapping of current BE, CSR and SD education and student knowledge and attitudes can provide a baseline for future research and interventions. The development of innovative pedagogical materials and methods will contribute to the effectiveness of education in this area and equip future business professionals with both knowledge and competences to allow them to make more informed decisions about BE, CSR and SD.



Research Awards

In 2025, Prague University of Economics and Business was awarded 1 research award for responsibility- and/or sustainability-related research.

Self evaluation report

Granter: AACSB, AMBA, EQUIS accreditation bodies, and Czech Accreditation body

Grantee: National, European, universities

Award Description:

Self-avaluation report

Publications Related to RME and/or Sustainability

Publication of Center for Business ethics and Sustainability management | [DOI](#)

Authors: Kučera Dušan | Shapiro Ephraim

Date of publication: June, 2025

Department: Business Administration | Entrepreneurship

This article attempts to articulate key elements of the Sabbath that formulate and present spiritual and philosophical foundations of its observance applicable in today's stressed society. The study offers a timely reflection on the message of the Sabbath, which has many elements in common with the current search for a vision of work–life balance. The result of the study is a summary of key spiritual, religious, and social factors building the understanding of man's position in the world, in the natural environment, his complex work responsibility, and also the much-needed offer of total rest during the week. The study aims to search for the meaning of the link between work and free time that supports our understanding of responsibility in the current business society. The discovery of key factors rooted in the Judaic framework of human activities offers essential answers even for overloaded managers, entrepreneurs, and workers. The updated interpretation offers an answer about the personal calling to work in the context of natural and social environments oriented for the future. The research develops an understanding of the old institution of the Sabbath as a message for the perception and application of the world as a trustful and valuable frame space for life and responsible work with the perspective of past, present, and future. The study summarizes the current

interpretations and actualization of chosen texts about the Sabbath. There are important implications for managers and workers in keeping the Sabbath, and steps can be taken to promote keeping the Sabbath.



Research Barriers

In 2025, Prague University of Economics and Business identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Administrative barriers
- ❖ Data access and management
- ❖ Ethical concerns
- ❖ Funding challenges
- ❖ Methodological limitations



Partner

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

How We Define Partner

Our partnerships have different objectives as bringing meaningful professional experience to our students, and enabling our partners to develop potential. Our partnerships are driven by advancing responsible management practice.

Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ Financial Times
- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ Oikos International

Partnerships

The following provides more details on 1 key partnership at Prague University of Economics and Business.

Partners

Company Partners Faculty of Business Administration: <https://fba.vse.cz/about-us/basic-information/corporate-partners/>

Partner Center: <https://pc.vse.cz/english/>



Practice

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

How We Define Practice

The "practice" principle is embedded in our Sustainability Strategy. We cover the topics of Purchasing, Food, Employee and Student Wellbeing, Equal Opportunities, Water, Waste, Travel and Transport, Campus, Biodiversity, Ethics, among others.

Institutional Policies and Practices

- ❖ AI use guide
- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Greenhouse gas emissions
- ❖ Ministry of education recommendation documents
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

ESG-Report-and-Strategy-2021

View document  Download document 

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RME activities

<https://www.vse.cz/english/search/?search=sustainability>



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 aim to share the progress of our Sustainability Strategy objectives and goals regularly. Evidence includes our audit process of FEE Ecocampus (October 2026) and BSIS (Spring 2027).

Engagement Opportunities

Prague University of Economics and Business 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)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions

Communication Audiences

Prague University of Economics and Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Alumni and donors
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

Sharing Voices

The following statement from stakeholders at Prague University of Economics and Business demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Voices from research project

Research colleagues from European Erasmus Plus - project:

Four Universities:

1 VSE Prague (we), Dr. kučera Dušan, Martin Vlktora, Zuzana Kvítková

2 College of technology, Jerusalem, Dr. Avi Kai

3 University of Milano: Prof. Lamberto Zollo and Dr. Riccardo Rialti

3 Toulouse Business School. Prof. Aurelien Feix

Communication Barriers

Prague University of Economics and Business faces the following barriers in transparent communications:



**Data privacy
regulations**



**Donor
sensitivities**



**Ownership
issues**

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Industry partners

Industry main Partners of school:

SKODA AUTO

KPMG

PWC

ČSOB Bank, Raiffesen Bank

Siemens

EY

and many other partners on faculties

Publication of Center for Business ethics and Sustainability management | [DOI](#)

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spiritual, religious, and social factors building the understanding of man's position in the world, in the natural environment, his complex work responsibility, and also the much-needed offer of total rest during the week. The study aims to search for the meaning of the link between work and free time that supports our understanding of responsibility in the current business society. The discovery of key factors rooted in the Judaic framework of human activities offers essential answers even for overloaded managers, entrepreneurs, and workers. The updated interpretation offers an answer about the personal calling to work in the context of natural and social environments oriented for the future. The research develops an understanding of the old institution of the Sabbath as a message for the perception and application of the world as a trustful and valuable frame space for life and responsible work with the perspective of past, present, and future. The study summarizes the current interpretations and actualization of chosen texts about the Sabbath. There are important implications for managers and workers in keeping the Sabbath, and steps can be taken to promote keeping the Sabbath.





SIGNATORY

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