

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

Cork University Business School
(CUBS)

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	8
5. Values	10
6. Teach	13
7. Research	16
8. Partner	19
9. Practice	21
10. Share	23

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 Cork University Business School (CUBS), including key details and basic institutional data.

Graduates & Enrollment

2024 Statistics	Number
Graduates	1540
Faculty & Staff at the University	3,716
Faculty & Staff at the Institution	218
Student Enrollment at the University	25,278
Student Enrollment at the Institution	3926
Undergraduate Attendance	2,974
Masters-Level Postgraduate Attendance	844
Doctoral Student Attendance	108

Degrees Offered

Bachelor Programs

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

Masters Programs

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

Doctoral Programs

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

Additional

 BCL



Purpose

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

Definition of Purpose

The purpose principle provides a values-driven vision of fostering inclusive prosperity and thriving ecosystems through responsible management education. The CUBS mission is complimentary, articulating our commitment and how this can be achieved through disciplinary excellence, global engagement, and impactful experiential learning and research.

Institutional Engagement

51% - 75% of faculty at Cork University Business School (CUBS) 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

CUBS, as a socially minded, civically engaged school, our core values and graduate attributes form the foundation of our student experience, encompassing skills, knowledge and abilities that extend beyond academic content to enrich various life contexts. We have demonstrated significant progress in embedding sustainability principles whilst strengthening industry connections across our programme portfolio. This strategic positioning reflects our successful integration of responsible leadership and sustainability throughout research, programmes, and operations, providing a robust platform for continued growth in educational excellence and graduate impact in an increasingly complex global environment. With the advancement of AI, CUBS are leaders in the University in Academic Integrity and the use of Generative AI project, providing comprehensive guidance and resources for the university community on responsible AI integration in academic contexts. Recent initiatives, supporting faculty and students, include a Masterclass on Developing Responsible Management Education-Focused Case Studies with Birmingham Business School (March 2025), AI for Learning, Teaching and Scholarship Workshops internally within CUBS (October 2024), and the Innovate for a Sustainable Future Hackathon focusing on accounting and finance perspectives with University of Greenwich (April 2024). CUBS PhD students are engaged in projects that are actively exploring critical challenges creating a robust academic ecosystem dedicated to responsible business practice with titles such as: • Evaluating the impacts of legacy infrastructure and stranded assets on energy markets and utilities in low carbon energy systems. • Motivations, incentives, and commitments: financial benefits and citizen participation in onshore wind energy in Ireland. • Evaluating the impacts of precision livestock farming (PLF) technologies on the sustainability of pasture-based dairy systems.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

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

Student Engagement

51% - 75%

of students at Cork University Business School (CUBS) 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

CUBS has strategically integrated ethics, responsibility and sustainability (ERS) across its entire academic ecosystem. In curriculum design dedicated learning outcomes focus on ERS and the introduction of a new programme learning outcome in all programmes for 2026/2027 creates a seamless pathway for further enhanced integration.

Educator Recognition

At Cork University Business School (CUBS), we recognize educators for quality of teaching in the following ways:

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

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

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

Barriers to Innovative Curriculum

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

- ❖ Accreditation constraints
- ❖ Time constraints

Barriers to Innovative Pedagogy

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

- ❖ Classroom infrastructure limitations
- ❖ Digital divide
- ❖ Scalability issues
- ❖ Resource constraints



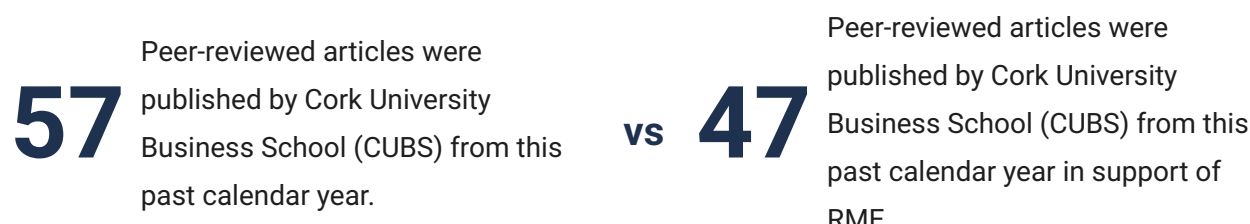
Research

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

How We Define Research

Research at CUBS is the systematic investigation of people, organisations, and institutions through curiosity-driven discovery, producing evidence-informed insights that address real-world business challenges and contribute to sustainable development, ultimately transforming business practices for the advancement of a more sustainable society for all.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, Cork University Business School (CUBS) was awarded funding for research that is:



International



National

Socializing Research

In 2024, Cork University Business School (CUBS) contributed research findings to:

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

Research Barriers

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

- ❖ Funding challenges
- ❖ Skills and expertise gaps
- ❖ Time constraints



Partner

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

How We Define Partner

For CUBS collaboration is a key value as set out in the current Strategic Report with both alumni and industry. This collaboration will be rooted in promoting and developing sustainable business and community practices.

Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)

Student Organization Partnerships

- ❖ PRME Global Students



Practice

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

How We Define Practice

We will continue to work hard to support and foster inclusivity, diversity and equality, appreciating the value they have to staff, students, colleagues, our partners and widespread community.

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Environmental stewardship policies
- ❖ Employee equity, diversity, inclusion
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Ethical leadership or good governance policies
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Student equity, diversity, inclusion
- ❖ Zero-waste guides
- ❖ Water
- ❖ AASHE STARS report
- ❖ Curriculum guidelines
- ❖ Ethical data sourcing guides
- ❖ Open-access guides
- ❖ Ministry of education recommendation documents
- ❖ Local staff/student/faculty transportation
- ❖ Travel guides



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

CUBS has a policy of sharing information with all relevant stakeholders. One of the institution's key values as set in its current Strategic Report for 2021-2025 includes transparency. This means CUBS developing an organisational culture that inspires trust and promotes accountability.

Engagement Opportunities

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

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Community events and consultation forums
- ❖ Open faculty and student meetings and town halls
- ❖ Publicly accessible sustainability data and dashboards

Communication Audiences

Cork University Business School (CUBS) communicates its policies and progress on sustainable development and responsibility with:

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

Communication Barriers

Cork University Business School (CUBS) faces the following barriers in transparent communications:



**Messaging
clarity**

SIGNATORY

Cork University Business School (CUBS)



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