

PRiME

an initiative of the
United Nations Global Compact



Sharing Information on Progress 2026

College of Business, Al Ain
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

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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 College of Business, Al Ain University, including key details and basic institutional data.

Mission

We develop responsible business leaders in a student-centric environment through innovative teaching, impactful research, and engaging community service.

Vision

To be a leading provider of high-quality business education in the UAE

Strategy

College Strategic Goals

The College of Business Strategy revolves around following initiatives:

1. Strengthen the commitment to deliver quality academic programs in a learner-centric environment.
2. Attract, retain, and graduate highly diverse and employable learners.
3. Recruit, retain, and develop diverse and qualified faculty members.
4. Develop a strong COB academic brand.
5. Engage with the local and regional communities through need and aspiration-based activities.
6. Promote impactful research and scholarly activities addressing the needs of the dynamic business environment.

Strategy Alignment

Strategic Initiatives

Our institution's strategic priorities strongly align with advancing sustainable development, the common good, and quality education. By placing students first, we foster learner-centered programs that prepare diverse, employable graduates who contribute to inclusive prosperity. Our curriculum is fully aligned with the UN SDGs, ensuring responsible education that equips learners to address global challenges. Our commitment to integrity, responsibility, and impactful research ensures ethical leadership, innovation, and solutions to dynamic business needs. Through community engagement, business partnerships, and the promotion of diversity, we strengthen the common good while advancing sustainability and equity across local and global contexts.

Institutional History

Brief History and Path Toward the Adoption of Responsible Management Education at COB - AAU

The College of Business at Al Ain University has steadily advanced its commitment to Responsible Management Education (RME) through strategic reforms and purposeful initiatives. In 2022, we revised our mission to explicitly emphasize providing responsible education, marking a significant institutional shift toward sustainability and responsible leadership. Later, COB 5-years Strategic Goals were revised to add UN-SDGs as part of our strategic objectives and KPIs.

Building on this foundation, in 2023 the College of Business became a member of the Principles for Responsible Management Education (PRME). Since then, dedicated resources have been allocated by the University President (Al Ain Campus) and Vice President (Abu Dhabi Campus), with the Dean (Al Ain Campus) and Deputy Dean (Abu Dhabi Campus) providing leadership, supported by community engagement committees on both campuses.

Several milestones have shaped our journey:

2022 – Foundation of Responsible Education

- Mission revised to explicitly state commitment to responsible education.
- Strategic groundwork laid for embedding sustainability and ethical leadership in curricula.

2023 – Joining PRME & Strengthening Partnerships

- Official membership in Principles for Responsible Management Education (PRME).
- Faculty joined the Youth Talks Project with PRME and HE4G; study published in the *International Journal of Higher Education in Management*.
- Launch of Meeting Series with Industry Representatives (SDG 17 – Partnerships).
- Annual Environment Day events (aligned with SDGs 12, 13, 14, 15).
- Achieved 100% alignment of community engagement activities with the SDGs.

2023–2024 – Curricula, Community Engagement, & Faculty Capacity Building

- Alignment of BBA and MBA curricula with the UN SDGs.
- Initiation of Student Research Day focused on SDG-driven projects.
- Hosting of Internship Fair (aligned with SDG 8 – Decent Work & Economic Growth).
- Launch of the Women Leadership Forum (aligned with SDGs 5 & 10).
- Around 10 faculty members certified as Carbon Literacy Educators, enhancing responsible teaching and advocacy.

2025 – Advancing Sustainability Education into Research Program

- Launch of a dedicated sustainability course in the DBA program.

Graduates & Enrollment

2025 Statistics	Number
Graduates	100
Faculty & Staff at the University	250
Faculty & Staff at the Institution	26
Student Enrollment at the University	6000
Student Enrollment at the Institution	800
Undergraduate Attendance	700
Masters-Level Postgraduate Attendance	60
Doctoral Student Attendance	40
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

 Bachelor of Business Administration (B.B.A.)

Masters Programs

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

Doctoral Programs

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

Undergraduate Degree Programmes

 BBA_Management  BBA_Accounting  BBA_Finance & Banking  BBA_Marketing
 BBA_HRM  BBA_MIS  BBA_Business Analytics

Masters Degree Programmes

 Master of Business Administration  Master of Science in Business Data Analytics

Postgraduate Degree Programmes

 Doctorate of Business Administration



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Senior leadership office
- ❖ Interdisciplinary efforts across business school



Teach

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



Courses that support RME

College of Business, Al Ain University reports 3 courses in 2025 that support responsible management education and sustainable development goals.

DBA_Ethics, Governance, and Sustainability | 0501770

This course explores the ethical, governance, and sustainability dimensions of contemporary business practices. It emphasizes critical inquiry into corporate social responsibility, ESG frameworks, stakeholder theory, and ethical leadership. Students will examine governance mechanisms and sustainability strategies through an applied research lens to evaluate and propose responsible business practices. The course promotes ethical decision-making, regulatory awareness, and strategic alignment with social and environmental imperatives.



MBA_Leadership_and_Organizational_Behavior | 0501604

This course delves into the study of human behavior within organizational contexts, exploring the intricate relationship between individuals and the organization itself. This comprehensive course encompasses three interconnected domains, namely human behavior, organizational dynamics, and their mutual influence. For gaining a holistic understanding of organizational behavior, the students will critically examine the theories and practical applications of interpersonal and group processes, considering their impact on the overall performance of organizations. Emphasis will be placed on the essential topics such as individual differences, attitudes, personality, value system, perceptions, motivation, communication, leadership styles, organizational culture, organizational structure, and group dynamics. By mastering these concepts and implementing them effectively, individuals can significantly enhance their credibility as leaders and success of their organizations.



BBA_Business Law and Ethics | 0501410

This course analyzes essential ethical principles valued from different perceptions to provide tools for making sound ethical decisions in various business situations and the face of business dilemmas. The course will introduce the students to the legal system as it relates to the business world. The course reviews the common law and its development, organizational structures, and the regulatory

environment pertinent to business.

Special attention is given to the law of contracts, business associations (agency, partnerships, and corporations), sales, commercial papers, wills, estates, trusts, and other legal entities.





Research

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

Research vs Research for RME/Sustainable Development

200	Peer-reviewed articles were published by College of Business, Al Ain University from this past calendar year.	vs	32	Peer-reviewed articles were published by College of Business, Al Ain University from this past calendar year in support of RME.
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Research Funding

In 2025, College of Business, Al Ain University was awarded funding for research that is:



No funding

Socializing Research

In 2025, College of Business, Al Ain University contributed research findings to:

- ❖ Social media and digital outreach
- ❖ Public events and lectures
- ❖ Industry and business networks



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)

Student Organization Partnerships

- ❖ PRME Students



Practice

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

Institutional Policies and Practices

- ❖ 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.



Engagement Opportunities

College of Business, Al Ain University 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
- ❖ Community events and consultation forums

Communication Audiences

College of Business, Al Ain University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Government and policy makers



SIGNATORY

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United Arab Emirates



Website

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