

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

Deakin University

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 Deakin University, including key details and basic institutional data.

Strategy

2022-deakin-strategic-plan-on-a-page

View document  Download document 

Institutional History

Deakin History

Deakin is one of Australia's leading tertiary education providers and amongst the top 1% of universities worldwide. As a young and vibrant university, Deakin has a huge focus on innovation and ideation which together has shaped the university and made a positive difference to its graduates and communities.

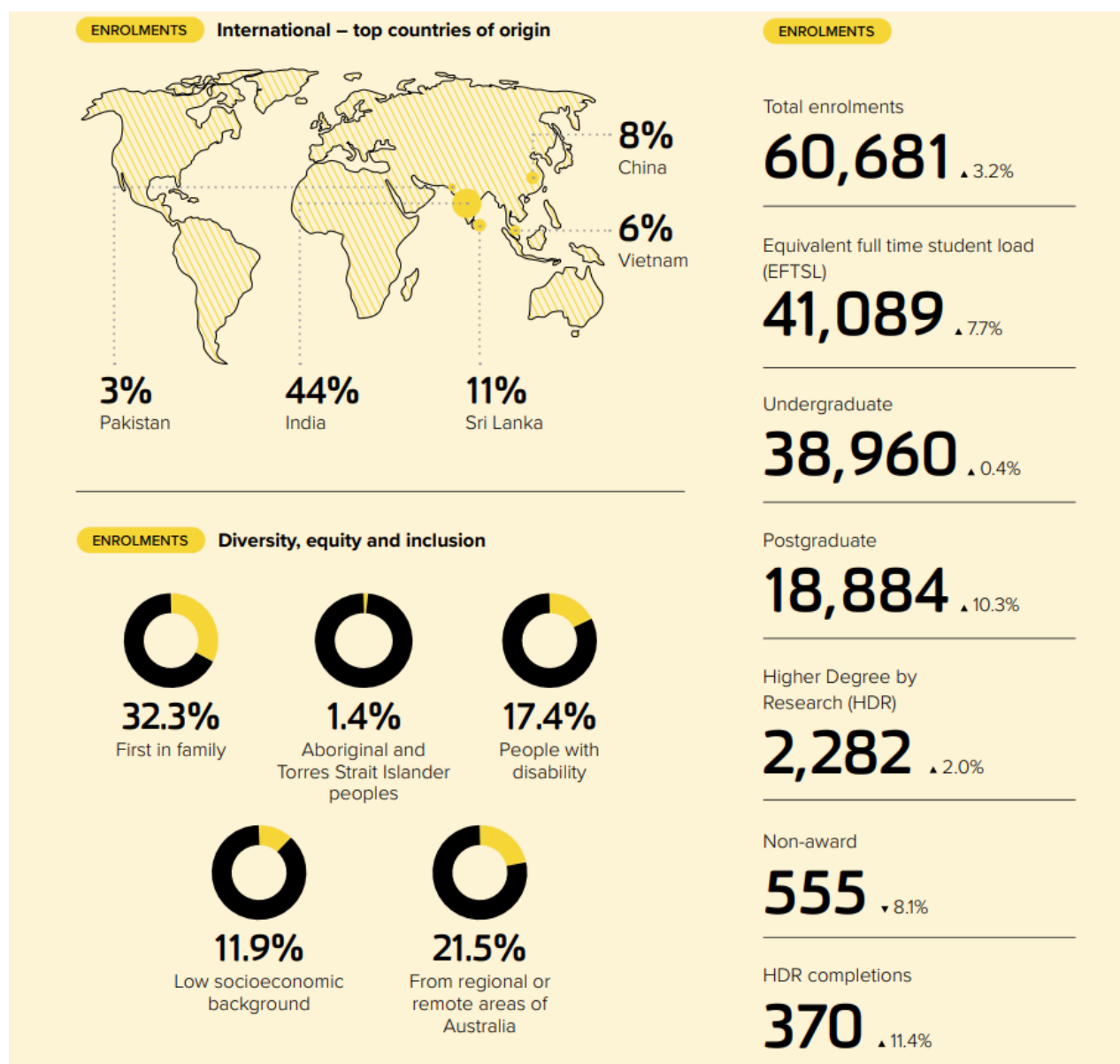
Deakin is a regional university headquartered in Geelong, Victoria, with campuses located in central Geelong (Waterfront), Waurin Ponds, Melbourne (Burwood), Warrnambool, and internationally at GIFT City in India and a new joint campus in Bandung, Indonesia in association with the University of Lancaster (UK) and Navitas. It also offers a vibrant online learning environment through its Cloud Campus, which provides flexible access to education for students across metropolitan, regional, rural, and offshore locations. Located in the heart of Gujarat International Finance TecCity (GIFT City), Deakin's GIFT City Campus is the first international branch campus in India.

Context/ History

Deakin began its journey in the mid-1970s, as a 'traditional' (on-campus) university and as a distance education provider with a commitment to access, equity and participation for those who could not otherwise access a metropolitan university. From that beginning, Deakin is recognised for providing innovative on- and off-campus business education across Australia. This progressive approach remains part of our 'DNA' today, driven by equity, access and equivalence. Deakin is recognised as a creator and innovator, developing ideas through exploration, testing and challenging, and translating and applying ideas to deliver impact. These foundations ensure that all faculties operate in an environment that embraces and promotes continuous improvement.

A snapshot of Deakin's enrolments, top countries of origin

(Source: Deakin Annual Report, 2024)



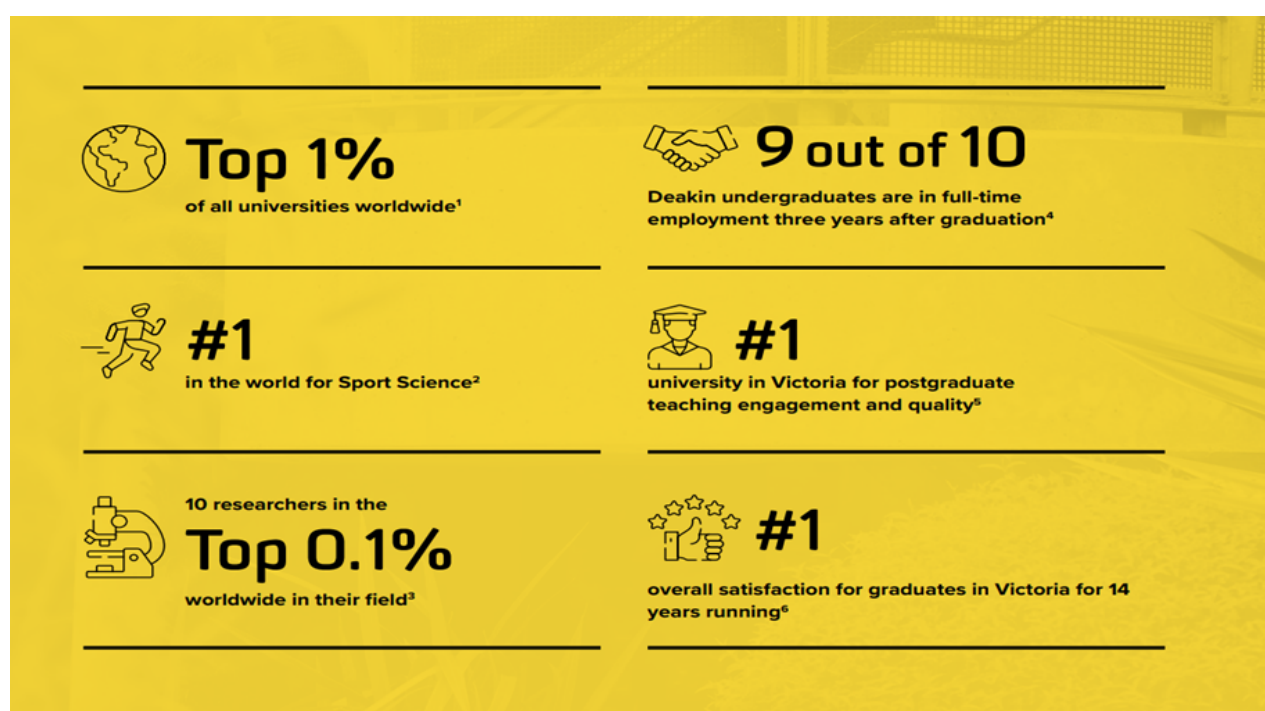
Rankings and Performance

Among the Top 1% of universities worldwide	Based on QS ranking divided by estimated number of institutions globally:	
ARWU (Shanghai)	258 (Band 201-300), National: 11, Victoria: 3	2024 ARWU (Shanghai) (released Aug 2024)
QS World University Ranking	197, National: 15, Victoria: 4	2025 QS WUR (released June 2024)
QS Sustainability Ranking	91	2025 QS WUR Sustainability (released December 2024)

Times Higher Education	244 (Band 201-250), National: 17, Victoria: 5	2024 THE WUR (released Oct 2024) – Deakin calculation applies the THE weighting to Deakin's raw scores to drive a position within the Ranked Group
AFR University Ranking	11, Victoria: 3	2024 AFR (released Nov 2024)
AFR BOSS (Best of Business Schools)	9, Victoria: 3	2024 AFR (released Nov 2024)

Deakin at a Glance

(Source: Deakin Annual Report 2024)



Student Experience (<https://www.deakin.edu.au/about-deakin/why-deakin/our-university-rankings>)

- **#1 Victorian university for graduate employment**

*Australian Graduate Survey 2010–2015, Graduate Outcomes Survey 2016–2023, Quality Indicators for Learning and Teaching (QILT). The #1 graduate employment is based on overall employment for domestic undergraduates of Victorian universities, 4–6 months after course completion, with an equal overall employment rate with Monash University.

- **#1 Victorian university for postgraduate educational experience**

2023 Student Experience Survey, Quality Indicators for Learning and Teaching

- **#1 Victorian university for postgraduate teaching quality**

2023 Student Experience Survey, Quality Indicators for Learning and Teaching

- ◦ **#1 Victorian university for course satisfaction**

2023 Graduate Outcomes Survey, Quality Indicators for Learning and Teaching

- ◦ **#1 Victorian university for student satisfaction**

2023 Graduate Outcomes Survey, Quality Indicators for Learning and Teaching

- ◦ **#1 Victorian university for student support**

2023 Student Experience Survey, Quality Indicators for Learning and Teaching

- ◦ **#1 Victorian university for facilities and resources**

2023 Student Experience Survey, Quality Indicators for Learning and Teaching

Deakin Business School:

Within Deakin, Deakin Business School (DBS) is one of two Schools in the Faculty of Business and Law (FBL) at Deakin University. DBS is in the top 1% of business schools globally and one of only 150 schools worldwide to hold both AACSB and EQUIS accreditations. We are one of only 11 EQUIS-accredited business schools in Australia. DBS was re-accredited by AACSB for 5 years from January 2021 and EQUIS for five years from 2022. Deakin Business School has been recognised for its quality, reputation and career impact by being ranked in the top 5 business schools in the country.

DBS is a signatory to PRME since 2012. It has been termed as a PRME champion for the fourth time in 2024-25 cycle. DBS is also an associate member of GRI and is strongly committed to the UN Sustainable development Goals (SDGs) as reflected in its mission and values.

DBS Mission: To be a catalyst for positive change.

We inspire, inform and enable positive change through:

- progressive learning experiences for our students
- the power of our ideas and innovations
- engagement with our communities and partners, and
- empowering our students, staff and partners.

DBS Values

- Inclusive: We value diversity, embrace difference, seek to engage and welcome all.
- Brave: We make bold decisions, demonstrate courage and ambition, and we support personal responsibility and accountability.

- Ethical: We conduct our business with the highest standards of professional behaviour and integrity.
- Sustainable: We care about our shared future, integrating economic, environmental and social dimensions of sustainability in all we do.
- Dynamic: We are innovative and entrepreneurial, solving problems with creativity and flexibility.
- Excellent: We strive for excellence in all aspects of our work

DBS is recognised as:

- a digital innovator in harnessing technology, particularly in teaching and learning,
- inclusive through embracing principles of access and equity
- student centred as evidenced by the highest student satisfaction in the State (and the highest in the country amongst research-intensive universities) and the best graduate employment in the State (and award-winning Deakin Talent);
- having distinctive research esteem and expertise across four key themes (Business and Society, Business and Technology, Capital Markets, and Small to Medium Sized Enterprises and Entrepreneurship);
- maintaining a global network, particularly in South Asia stemming from our 26-year presence and affiliation in India; and,
- having a global reputation for balanced excellence across teaching, research and connections with practice.

At DBS, we offer a supportive environment for students recognising the diverse range of backgrounds, experience and needs within our student community. DBS offers a broad range of business disciplines through six academic disciplines a). Management. b). Marketing; c). Finance, d) Accounting, e), Economics, and f). Information Systems and Business Analytics.

This brief video summarises who we are:

[Deakin Business School: This is who we are - Bing video](#)

DBS Ranking

- - Ranked in the [World's top 20 online MBAs by CEO Magazine \(#18\)](#) (published March 2025)
 - AFR BOSS (Best of Business Schools): 2024, 9th in Australia, 3rd in Victoria
 - QS World University Rankings: Ranked in Top 101-150, 8th nationally (published March 2025) for Accounting and Finance
 - Ranked in Top 151-200, 8th nationally (published March 2025) for Business and Management:
 - Ranked 196, 12th nationally (published March 2025) for Economics and Econometrics
 - Ranked 193, 10th nationally (published March 2025) for Social Sciences and Management

- Ranked in Top 201-250, 13th nationally (published March 2025) for Law and Legal Studies

Australian Financial Review Best Universities 2024

- #1 in Victoria, #5 nationally for teaching

AFR BOSS Best Business Schools 2024

- Top 3 business school in Victoria overall
- #2 in business school in Victoria for career impact
- #8 in business school in Australia for research quality.

Sport Business Postgraduate course Rankings 2024

- #17 worldwide, Master of Business (Sport Management)

Universities Australia 2024

- #1 sport provider in Australia (Commencing Enrolments sum 2018-2023)

Graduates & Enrollment

2024 Statistics	Number
Graduates	1869
Faculty & Staff at the University	5045
Faculty & Staff at the Institution	223
Student Enrollment at the University	59906
Student Enrollment at the Institution	12453
Undergraduate Attendance	7285
Masters-Level Postgraduate Attendance	4828
Doctoral Student Attendance	102
Certificate, Professional Development, or Continuing Education Attendance	238

Degrees Offered

Bachelor Programs

- Bachelor of Commerce
- Bachelor of Sport Development
- Bachelor of Business
- Bachelor of Human Resource Management (Psychology)
- Bachelor of Marketing (Psychology)
- Bachelor of Business Analytics
- Bachelor of Property and Real Estate
- Bachelor of Business (Sport Management)

Masters Programs

- Master of Business Administration
- Master of Business Administration (Global)
- Executive Master of Sport Business
- Master of Information Systems
- Master of Professional Accounting
- Master of Business (Sport Management)
- Master of Finance
- Master of Business Administration (International)
- Master of Commerce
- Master of Business Analytics
- Master of Human Resource Management
- Master of Business (Arts and Cultural Management)
- Master of Leadership
- Master of Business (Research)

Doctoral Programs

- Doctor of Philosophy (PhD)

Additional

- Graduate Certificate of Business Administration ● Graduate Certificate of Professional Accounting
- Graduate Certificate of Property ● Graduate Certificate of Recruitment and Talent Acquisition
- Graduate Certificate of Human Resource Management ● Graduate Certificate of Commerce
- Graduate Certificate of Business (Sport Management) ● Graduate Certificate of International Finance
- Graduate Certificate of Business Administration (International) ● Graduate Certificate of Digital Finance
- Graduate Certificate of Marketing Technology ● Graduate Certificate of Business Analytics
- Graduate Certificate of Leadership ● Graduate Diploma in Business Administration
- Graduate Diploma in Human Resource Management ● Graduate Diploma of Commerce
- Graduate Diploma of International Finance ● Graduate Diploma of Business Administration (International)
- Graduate Diploma of Business Analytics ● Graduate Diploma of Business (Arts and Cultural Management)
- Graduate Diploma of Professional Accounting

Undergraduate Degree Programmes

- 📄 Bachelor of Property and Real Estate

Masters Degree Programmes

- 📄 Master of Finance

Certificates, Professional Development, or Associate Programmes

- 📄 Graduate Diploma of Finance



Purpose

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

Definition of Purpose

Purpose refers to the intentional alignment of business education, research, and practice with values that promote inclusive prosperity, ethical leadership, and sustainable development. It goes beyond profit maximization to embrace a broader responsibility toward people, communities, and the planet. At Deakin Business School, this means equipping future leaders with the capabilities to make decisions that foster equity, social inclusion, and ecological resilience—consistent with the UN SDGs and the principles of the PRME.

Institutional Engagement

26% - 50% of faculty at Deakin University 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 at DBS guide us as a catalyst for positive change. We champion ethical responsibility, social justice, and environmental stewardship—placing accountability to society and the planet at our core. These values drive education and research that create meaningful societal impact and foster inclusive, sustainable business leadership.

Who Champions Responsible Management Education at Our Institution

- ❖ PRME team led by Director and two-Codirectors
- ❖ Interdisciplinary efforts across business school
- ❖ Senior leadership office
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Interdisciplinary efforts across parent organization

Student Awareness

26% - 50% of students at Deakin University are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Deakin University 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 at DBS means cultivating transformative learning experiences that embed responsible management principles into curriculum and pedagogy. We empower students with global mindset to think critically, act ethically, and manage oneself and others with purpose—driving positive societal and environmental impact through inclusive, values-driven and globally-relevant business education.

Teaching Awards

In 2024, 1 award was given to faculty and educators at Deakin University.

Deakin University Award for Teaching Excellence

Granter: Vice-Chancellor, Deakin University

Grantee: Dr Alison Ringer, Dr Peter Vuong, Dr Reza Kachouie, Associate Professor Sagarika Mishra, Dr Wendy Webber

Award Description:

The Deakin University Vice-Chancellor's Award for Outstanding Contribution to Education and Employability recognises and celebrates outstanding teaching and learning, founded on the experience we create for our learners and guided by graduate outcomes and successful lives and careers. This award recognises the BusLaw Skills Toolkit team for co-creating with students as partners a peer-to-peer, open-access, repository of Excel, Mathematics, Law, Teamwork, and Communication skills. Supporting both early and advanced learners, the Toolkit prepares business and law students for professional success and enhances their employability. The toolkit includes an SDG Awareness Module which provides a background the SDGs and the critical role of businesses for achieving the SDGs.

Educator Recognition

At Deakin University, we recognize educators for quality of teaching in the following ways:

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

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



To a great extent

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

Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, Deakin University identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Assessment challenges
- ❖ Change fatigue
- ❖ Collaboration barriers
- ❖ Faculty resistance
- ❖ Industry misalignment
- ❖ Time constraints
- ❖ Risk aversion
- ❖ Resource allocation challenges

Barriers to Innovative Pedagogy

In 2024, Deakin University identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance
- ❖ Assessment rigor concerns
- ❖ Administrative hurdles
- ❖ Faculty resistance
- ❖ 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

Research at DBS explores people, organizations, institutions, and global systems to advance responsible management knowledge and practice. Grounded in societal relevance, our research aims to drive positive impact by addressing complex challenges, informing policy, and shaping inclusive, sustainable futures through interdisciplinary, values-driven inquiry.

Research vs Research for RME/Sustainable Development

227	Peer-reviewed articles were published by Deakin University from this past calendar year.	vs	48	Peer-reviewed articles were published by Deakin University from this past calendar year in support of RME.
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Research Funding

In 2024, Deakin University was awarded funding for research that is:



International



National



Regional



Local

Socializing Research

In 2024, Deakin University contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Community organizations

Research Awards

In 2024, Deakin University was awarded 1 research award for responsibility- and/or sustainability-related research.

Vice-Chancellor's Early Career Researcher Awards for Career Excellence

Granter: Vice-Chancellor, Deakin University

Grantee: Dr Hemant Pullabhotla

Award Description:

This award acknowledges outstanding contributions in research and innovation by an individual researcher commencing their research career. Dr Hemant Pullabhotla was awarded a Discovery Early Career Researcher Award (DECRA), one of only three projects awarded in economics in Australia and the only project awarded in environmental economics.

Research Barriers

In 2024, Deakin University identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Collaboration challenges
- ❖ Data access and management
- ❖ Funding challenges
- ❖ Time constraints
- ❖ Ethical concerns



Partner

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

How We Define Partner

Partnership at DBS means building collaborative relationships with business, government, civil society, and academia to co-create knowledge, drive innovation, and drive sustainable change. These partnerships are mutually beneficial, grounded in shared values and a commitment to societal impact, enabling us to act as a catalyst for positive change.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ GRLI (Globally Responsible Leadership Initiative)
- ❖ Global Business School Network (GBSN)
- ❖ United Nations organs other than the UN Global Compact

Student Organization Partnerships

- ❖ Sikh Students Association
- ❖ Muslim Student Association
- ❖ Sustainable Development Solutions Network (SDSN) Youth
- ❖ PRME Global Students
- ❖ Deakin Multi-Faith offerings

Partnerships

The following provides more details on 1 key partnership at Deakin University.

Global Business School Network

Membership of GBSN builds on the Deakin Business School's strengths in sustainability, SMEs and entrepreneurship, particularly women entrepreneurs, and experience delivery education with partners through initiatives such as COIL. It also provides us with broad global visibility of the Deakin Business School as a champion and change maker for economic and social development.



Practice

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

How We Define Practice

Practice at DBS means embodying responsible and accountable management principles in our own governance, operations, and institutional culture. It reflects our commitment to ethical conduct, transparency, sustainability, and continuous improvement—ensuring that our actions align with the values we teach and the societal impact we seek to create

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Greenhouse gas emissions
- ❖ Ethical data sourcing guides
- ❖ Local staff/student/faculty transportation
- ❖ Water
- ❖ Travel guides
- ❖ 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

Share at DBS means exchanging insights, experiences, and reflections—including both successes and failures—to foster collective learning. It strengthens our community, deepens our commitment to shared values and purpose, and enables us to continuously improve our practice.

Engagement Opportunities

Deakin 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
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Community events and consultation forums
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Deakin University communicates its policies and progress on sustainable development and responsibility with:

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

Communication Barriers

Deakin University faces the following barriers in transparent communications:



**Data privacy
regulations**



**Audience
reach**

SIGNATORY

Deakin University



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Australia



Website

<http://www.deakin.edu.au/buslaw/>