

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

University of Stirling Management
School

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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 University of Stirling Management School, including key details and basic institutional data.

Mission

Our mission

We advocate responsible and sustainable business (including organisations) by producing outstanding scholarship, research and education and working to maximise the impact of our expertise. We are committed to instilling an ethos of responsibility and a lifelong habit of learning and growth in our students and stakeholders.

<https://www.stir.ac.uk/about/faculties/stirling-management-school/about-us/vision-mission-and-values/>

Vision

Our vision

To be a place of opportunity

- Where learners at any stage come to develop based on ability, not background.
- Where academia, local and regional organisations and society connect to make business a positive force in the world.
- Leading the development of responsible, sustainable and growth-based business practices with an international outlook through our research, education and local and global connections.

<https://www.stir.ac.uk/about/faculties/stirling-management-school/about-us/vision-mission-and-values/>

Strategy

Strategy

The Stirling Management School is recognised as a centre of academic excellence that offers innovative research and a forward-thinking approach to business education.

We are interdisciplinary by nature, bringing innovative solutions to real world issues. Being integrated into the local business community, we act as a hub for knowledge creation and exchange, and we are proud that our industry collaborations and global partnerships benefit students, businesses and the community.

We offer a stimulating and diverse academic community, providing a broad range of undergraduate and taught Masters courses as well doctoral programmes and short courses.

<https://www.stir.ac.uk/about/faculties/stirling-management-school/about-us/>

Strategy Alignment

Strategy Alignment

Our values and impact

We want to change society for the better. Our work is supported by two ambitions: meeting high standards for sustainability and responsibility; and supporting our region to increase health and prosperity.

We have identified five areas of activity to achieve these ambitions:

- responsible management education and commitment to the Sustainable Development Goals;
- [equality, diversity and inclusion](#);
- entrepreneurship and regional development;
- transformational change to the health and social care of the region;
- sustainable economic growth.

<https://www.stir.ac.uk/about/faculties/stirling-management-school/about-us/>

Institutional History

UoS_MS_PRME_Report_2019 (1)

View document  Download document 

PRME-REPORT-2021-DIGITAL-QUALITY

View document  Download document 

Stirling-Management-School-2017-PRME-progress-report

View document  Download document 



Graduates & Enrollment

2024 Statistics	Number
Graduates	700

2024 Statistics	Number
Faculty & Staff at the University	1800
Faculty & Staff at the Institution	93
Student Enrollment at the University	17500
Student Enrollment at the Institution	783
Undergraduate Attendance	358
Masters-Level Postgraduate Attendance	415
Doctoral Student Attendance	10
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

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

Masters Programs

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

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.

Letter of Commitment



28th July 2025

University of Stirling
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Scotland UK

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To Whom It May Concern

As the Dean of Stirling Business School at the University of Stirling (formally, the Stirling Management School), I express our full support and commitment to the Principles for Responsible Management Education (PRME). At Stirling Management School, we believe that business education should focus on academic excellence and professional success, while also instilling a sense of responsibility towards society, the environment, and ethical governance. We recently obtained AACSB accreditation, as our efforts in the area of societal impact were commended.

The values espoused by PRME are deeply aligned with our vision of developing future leaders who are equipped to tackle the complex challenges of a rapidly changing world. We recognise the critical role that education plays in shaping the mindset and actions of tomorrow's business leaders. Therefore, we are dedicated to integrating the PRME principles into our teaching, research, and community engagement activities.

1. Purpose. We are committed to developing the capabilities of our students to be future generators of sustainable value for business and society. Our curricula are designed to encourage critical thinking about the role of business in society, emphasising not just profit but also the social and environmental impacts of business decisions. We encourage our students to think broadly about their responsibilities as future leaders.
2. Values. The principles of ethics, sustainability, and social responsibility are at the core of our educational philosophy. We strive to create an environment where these values are not just taught but also lived. We actively promote responsible leadership and aim to instil in our students the importance of integrity, fairness, and respect for all stakeholders.
3. Method. We continually innovate our teaching methods to incorporate experiential learning, case studies, and interdisciplinary approaches that reflect the complexity of real-world business challenges. Our faculty members are encouraged to bring the latest research on sustainability, green Innovation, green IT, and corporate responsibility into the classroom, ensuring that our students are exposed to cutting-edge thinking in these areas.
4. Research. Stirling Management School is committed to advancing the understanding of sustainable development and responsible management. Our research agenda encompasses projects that explore the intersection of business, society, and the environment, aiming to contribute to solutions that address global challenges such as climate change, inequality, and social justice. We also encourage collaborative research with other institutions and stakeholders who share our commitment to these goals. Of note, we have pioneering work on social innovation, working with several development trusts.

The University of Stirling is a charity registered in Scotland, number SC 011159.

5. Partnership. We actively seek partnerships with businesses, non-profits, and other educational institutions that share our commitment to responsible management. These collaborations are crucial for providing our students with practical insights and opportunities to apply their knowledge in real-world settings, thus reinforcing the importance of ethical and sustainable business practices as a testament to our recent accreditation from AACSB and our commitment to social impact.

6. Dialogue. We recognise the importance of ongoing dialogue with our stakeholders, including students, faculty, alums, and industry partners. We are committed to fostering open discussions on the role of business in society and how management education can contribute to a more just and sustainable world.

In conclusion, Stirling Management School is proud to support PRME and its principles. We are committed to nurturing a new generation of business leaders who are skilled, knowledgeable, and deeply committed to making a positive difference in the world.

Yours faithfully

A handwritten signature in black ink, reading "Kevin Grant". The signature is fluid and cursive, with the first letters of "Kevin" and "Grant" being capitalized and prominent.

Kevin Grant
Dean of the Stirling Business School
Professor of Management (Technology and Innovation)

Definition of Purpose

We are committed to developing the capabilities of our students to be future generators of sustainable value for business and society. Our curricula are designed to encourage critical thinking about the role of business in society, emphasising not just profit but also the social and environmental impacts of business decisions.



Values

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



How We Define Values

We want to change society for the better. Our work is supported by two ambitions: meeting high standards for sustainability and responsibility; and supporting our region to increase health and prosperity. We have identified five areas of activity to achieve these ambitions: - responsible management education and commitment to the Sustainable Development Goals; - equality, diversity and inclusion; - entrepreneurship and regional development; - transformational change to the health and social care of the region; - sustainable economic growth.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Voices

The following narrative demonstrates how University of Stirling Management School has influenced students' academic journey and personal growth.

Student Feedback Responsible Business Postgraduate Module

"For me it's like a totally new territory, I learned a lot from the class. the whole class gives me a blueprint that how sustainable works and also the problems around this"

"A clear understanding of the topics and sections and what responsible business actually is. The lecture changed my perspective completely about sustainability in a good way. I had learnt things that I have no idea about prior to the course"

Values Voices

Associate Dean of EDI

- EDI dissertation awards, for both UG and PG – awarded to the student whose dissertation has the most impact on EDI. Supervisors can nominate students who have received a first. The highest graded dissertations are going to a panel, consisting of alumni, who are working in the field of EDI. They assess the dissertations by looking at 6 criteria:
 - Is the EDI challenge well-defined?
 - Is the EDI challenge topical?
 - Is the EDI challenge original?
 - Are the findings transferable?
 - Potential impact of findings?
 - Potential size of impact?
- ADWIDE uses social media (LinkedIn, Instagram and Facebook) to share/celebrate information about important milestones in various cultures, religions and specific 'awareness' days/months.
- ADWIDE has created the last 2 years a 'December Downtime', where staff receives every working day in December an image with quote by email, to remind them that their own wellbeing is important too.

Celebrating Values

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

Ethical Careers Policy

Ethical careers policy

Earlier in 2024, the University of Stirling Students' Union passed a motion for the university's Careers and Employability Service to divest from fossil fuels.

We collaborated with the Student Union to develop a careers policy that balances flexibility, impartial advice and actively championing organisations that promote sustainability.

One of the key takeaways from the policy is that "organisations from the fossil fuel, mining, arms or tobacco industries will not be permitted to attend our careers or employer-led events on campus".

<https://www.stir.ac.uk/about/sustainability/what-we-are-doing/sustainable-careers/>

#:~:text=Sustainability%20success%20for%20Student%20Skills%20and%20Employability&text=The%20accolade%20recognises%20our%20commitment,ethical%2C%20future%2Dfocused%20opportunities

Sustainable Recruitment Alliance

Sustainable Recruitment Alliance Pledge

Students Skills and Employability and the Careers Service have signed the [Sustainable Recruitment Alliance Pledge](#) - becoming the first university in Scotland to do so. We are working to put sustainability at the heart of everything we do - from the promotion of vacancies to careers events and we aim to work with organisations who share the same sustainability values.

The pledge asks signatories to promise to **review**, **reduce** and **report**.

- Review your early talent processes and operations and identify opportunities to be more sustainable.
- Reduce the emissions in your work.
- Report what you've changed to calculate the joint impact of all of the pledgers of the Alliance.

<https://www.stir.ac.uk/about/sustainability/what-we-are-doing/sustainable-careers/>

#:~:text=Sustainability%20success%20for%20Student%20Skills%20and%20Employability&text=The%200accolade%20recognises%20our%20commitment,ethical%2C%20future%2Dfocused%20opportunities

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LGBT Silver Charter

LGBT Charter

The LGBT Charter from LGBT Youth Scotland confirms that we proactively include LGBTQ+ people in every aspect of our work. We are a champion of inclusion where LGBTQ+ staff and students will be safe, supported and included.

<https://www.stir.ac.uk/about/sustainability/what-we-are-doing/sustainable-careers/>

#:~:text=Sustainability%20success%20for%20Student%20Skills%20and%20Employability&text=The%200accolade%20recognises%20our%20commitment,ethical%2C%20future%2Dfocused%20opportunities

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Teach

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



How We Define Teach

Teaching is an act of equipping students with both the knowledge and competencies to engage with complex problems of sustainability.

Courses that support RME

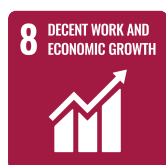
University of Stirling Management School reports 8 courses in 2024 that support responsible management education and sustainable development goals.

Accounting and Finance FINU9F4

| FINU9F4

our Level 9 Finance II module codes FINU9F4 and its derivatives FINUCF4 and FINUMF4 have a week's worth of Ethics, Environmental, Social, and Governance EESG plus these themes are embedded throughout the other aspects of the course and are assessed. there is a week's worth of Ethics, Environmental, Social, and Governance EESG plus these themes are embedded throughout the other aspects of the course and are assessed. In the FINU9F3 module, there is a workshop run by CFA that focuses on professional ethics.

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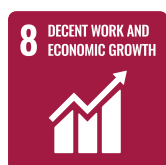


Entrepreneurship

| BUSU9EN

In the BUSU9EN Entrepreneurship module, we held a two-hour guest lecture on 'People, Planet, Profit: Sustainable Business' delivered by John Robertson from the Enterprise Programme. The lecture covered various sustainability oriented topics and even introduced the Sustainable Lean Model Canvas.

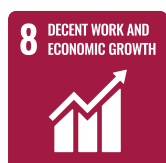
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Accounting and Finance ACCU9IS

| Issues in Accounting

Issues in Accounting (ACCU9IS) focuses on accounting for sustainability. The module looks at the state of current reporting practice in terms of its underlying principles and guidelines, as well as real examples. It also looks at the three main categories of ESG: environmental, social and governance, and examines an essential sub-category related to the environment, that is carbon accounting and corporate commitment to climate change.



Accounting and Finance ACCP002

| ACCP002

For ACCP002, the module focuses on the environmental sustainability practices and how this impacts the organizations in areas such as greenwashing and ESG reporting.

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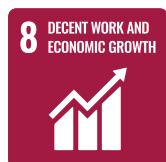


Accounting and Finance DBAP026

| DBAP026

For (DMan module) DBAP026, The module demonstrates how responsible companies can adapt the basic principles of valuation to include monetary values for environmental and social factors, creating a new concept of integrated value that combines financial value (FV), environmental value (EV) and social value (SV).

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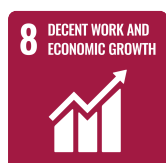


Amplify Trading

| Amplify Trading

All (UG and PG) students are eligible for the Amplify Trading bootcamp, where they have an ESG trading session (focuses on identifying ESG scores and then building an appropriate portfolio

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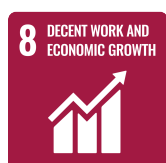


HRM - HRMU9PP, HRMU9ER, CIPD

| HRM - HRMU9PP, HRMU9ER, CIPD

HRMU9PP (HR Professional Practice), which looks at ethical decision-making, inclusivity and employee welfare within HR practice. HRMU9ER (Contemporary Employment Relations) also looks at employee welfare, as well as collective representation, and employee voice. The programme is accredited by the CIPD, and is designed with reference to the CIPD profession map, therefore incorporates EDI, ethical practice, and employee voice and wellbeing. Students in Year 3 and 4 of the programme become student members of the CIPD. The CIPD requires all members to uphold their code of conduct and ethics, which includes civic virtue and stewardship.

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Business Analytics MSc

| Business Analytics MSc

Business Analytics nowadays has access to vast amounts of pertinent data, from which companies must make careful strategic decisions. Our Master of Science programme in Business Analytics at the university of Stirling has four key management themes: sustainability, disruption, ethics, and risk management. We teach the importance of sustainability in business particularly in terms of the other three themes. A key learning outcome for the programme asks students to “demonstrate creativity in evaluating evidence-based analytical outcomes and forming sustainable and ethical business solutions”. We work with real-world situations from our local business environment, e.g. with our local authority as it responded to city flooding and preparing for the effects of climate change, or with our local NHS board as it pursues its innovation plans.

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Teaching Awards

In 2024, 1 award was given to faculty and educators at University of Stirling Management School.

Sustainability in Talent and Education

Granter: Target Jobs Awards

Grantee: Work Based Learning and Employer Engagement, and Careers Service

Award Description:

Student Skills and Employability (SSE) have won the ‘Sustainability in Talent and Education’ category at the 2025 Target Jobs Awards. The accolade recognises our commitment to embedding sustainability in career development and building meaningful partnerships with employers. This ensures our students and graduates have access to ethical, future-focused opportunities. Key projects

that helped secure the win include a professional clothing bank and a dedicated 'Green Leaf' sustainability strand within the My Stirling Award. The professional clothing bank allows students access high-quality, second-hand workwear donated by the University community. Green Leaf recognises sustainability-focused activities by students participating in the My Stirling Award. Other contributing initiatives include the team's Ethical Careers Policy and our membership of the Sustainable Recruitment Alliance. The teams in SSE are Work-Based Learning, Employer Engagement and Careers.

Educator Recognition

At University of Stirling Management School, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards

Teaching Voices

The following statement demonstrates ways in which educators at University of Stirling Management School support sustainability and responsible management in their classrooms.

Responsible Business Postgraduate

The BUAP032 Responsible Business module is delivered to MBA and MSc International Business students. The course takes a case study approach of focussing on two competing manufacturers which underpins each session on the module.

The following concepts are covered:

- Net Zero and Climate Change
- Circular Economy
- Human Rights and Supply Chain Management
- Ethics
- NGO Partnerships
- Governance and CSR reporting
- ESG
- Strategy and Risk Management

The concepts are taught and applied to the context of the two competing firms. Seminars are used to revisit the case study organisations again and again throughout the semester. The purpose of this is to get them to update and debate complex ethical and strategic challenges in the face of complex ethical and organisational issues. Each firm has their own advantages and disadvantages. The purpose is to equip the students to debate these differences and challenges.

Student feedback 2024/5:

"For me it's like a totally new territory, I learned a lot from the class. the whole class gives me a blueprint that how sustainable works and also the problems around this"

"A clear understanding of the topics and sections and what responsible business actually is. The lecture changed my perspective completely about sustainability in a good way. I had learnt things that I have no idea about prior to the course"

Barriers to Innovative Curriculum

In 2024, University of Stirling Management School identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Uncertain return on investment

Barriers to Innovative Pedagogy

In 2024, University of Stirling Management School identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Measurement difficulties



Research

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

How We Define Research

Approaching 30% of our outputs are related to PRME.

Research vs Research for RME/Sustainable Development

30	Peer-reviewed articles were published by University of Stirling Management School from this past calendar year.	vs	9	Peer-reviewed articles were published by University of Stirling Management School from this past calendar year in support of RME.
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Research Funding

In 2024, University of Stirling Management School was awarded funding for research that is:



National



International



Regional



Local

Socializing Research

In 2024, University of Stirling Management School contributed research findings to:

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



Partner

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

How We Define Partner

As the only university in our region within Scotland we have a responsibility to partner and work within our region.

Institutional Partnerships

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

Student Organization Partnerships

- ❖ None

Partnerships

The following provides more details on 1 key partnership at University of Stirling Management School.

Small Business Charter

We have made great strides and have moved from the 12 standards/dimensions, which usually secures a three-year accreditation, to 25 dimensions out of the maximum of 27, which means we have been awarded five years of accreditation,



Practice

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

How We Define Practice

We have commitment to our values, and share practice with school and institutional aims and practice.

Institutional Policies and Practices

- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

University-of-Stirling-sustainability-plan

View document  Download document 

Practice Awards

In 2024, University of Stirling Management School received 3 awards for responsible and/or sustainable practices.

Sustainability in Talent and Education

Granter: Target Jobs Awards

Grantee: Work Based Learning and Employer Engagement, and Careers Service

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Times Higher Education Impact Rankings

Granter: Times Higher Education Impact Rankings

Grantee: University of Stirling

Award Description:

The University of Stirling has been ranked among the top 200 institutions in the world for its contribution to meeting the United Nations Sustainable Development Goals (SDGs). A record 2,389 universities submitted evidence to the Times Higher Education (THE) Impact Rankings 2025 – which assesses performance against the SDGs. The SDGs were adopted in 2015 by all United Nations Member States as an urgent call to action to improve health and education, reduce inequality, and spur economic growth while tackling climate change and working to preserve our oceans and forests. In a comprehensive review by THE, universities receive a score and a rank for their activities relating to each of the 17 SDGs that they submit data for, reflecting research, learning and teaching, stewardship, and civic engagement. As well as being placed in the top 10% of universities globally, Stirling was ranked in the top 100 in the world for its contribution to SDG 2 (Zero Hunger), SDG 10 (Reduced Inequalities), SDG 14 (Life Under Water), and SDG 15 (Life On Land). The THE Impact Rankings is one of the first global exercises to analyse university progress around the SDGs. This year, Stirling submitted data for assessment against 13 SDGs, an improvement on 11 last year and six in 2023.

Athina Swan Bronze Award

Granter: Athena Swan

Grantee: Stirling Management School

Award Description:

<https://www.stir.ac.uk/about/faculties/stirling-management-school/about-us/equity-diversity-and-inclusion/>



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

Sharing our progress on SDGs. This is done at an institutional level through the Times Higher Education Impact Rankings.

Engagement Opportunities

University of Stirling Management School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

University of Stirling Management School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies

SIGNATORY

University of Stirling Management School



Address

University of Stirling, Stirling, FK9 4LA
United Kingdom



Website

<https://www.stir.ac.uk/about/faculties/stirling-management-school/>