

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

MacEwan University

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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 MacEwan University, including key details and basic institutional data.

Vision

MacEwan University School of Business has continued with the University's "Strategic Vision 2030: Teaching Greatness". The vision creates opportunities for growth and reinforces the values that have always been the fabric of MacEwan's culture. The School of Business has continued our commitment to our values as reflected in the [Strategic Directions of the University](#):

- Teaching Greatness – by energizing MacEwan's commitment to exceptional undergraduate learning.
- Smash the Calendar – by maximizing flexibility to meet students where they are.
- Grand as a Griffin – by preparing MacEwan graduates who are versatile and future-ready through experiential learning.
- Perpetual Motion – by pursuing deliberate growth to help shape Alberta's future.
- Trendsetters and Trendbreakers – by strengthening the value MacEwan add to community through leadership and scholarship.
- Honouring our Place in O-day'min – by increasing the percentage of Indigenous student population and equity-deserving faculty.

In honouring the Place, MacEwan University occupies within the city of Edmonton (O-day'min) the university is committed by observing five guiding principles:

- Indigeneity and Reconciliation – to provide exceptional undergraduate education to Indigenous learners and contribute to economic reconciliation.
- Equity, Diversity, and Inclusion – to respectfully encourage and include diverse perspectives.
- Connections, Partnerships, and Place – to leverage our place and positively impact our community.
- Sustainability – to make ecological and fiscal choices with longevity in mind.
- Innovation and Entrepreneurship – to embrace new and different approaches to drive and improve our pedagogy.

Our University's Strategic Vision centers on exceptional undergraduate learning as the defining strength of our institution. The vision emphasizes that in a rapidly changing world characterized by shifting economies, emerging technologies, and expanding information, students need a flexible, well-rounded education supported by caring faculty who help them connect their passions to future pathways. The University reinforces its commitment to high-quality teaching across all programs, ensuring students gain practical, adaptable, and future-ready skills that transcend traditional academic boundaries.

Our Strategic Vision also prioritizes flexibility, student experience, and lifelong learning, recognizing that learners enter, leave, and return at different points in their lives. MacEwan aims to "smash the calendar" by expanding scheduling options, integrating virtual learning, and allowing students to build individualized combinations of degrees, diplomas, and certificates. This same spirit of adaptability

extends to experiential learning—leveraging MacEwan’s downtown location to provide hands-on, community-engaged opportunities that prepare graduates to be practical, inquisitive, empathetic, and job-ready.

Finally, MacEwan University Teaching Greatness Strategic Vision outlines the university’s commitment to strategic growth and community impact through scholarly excellence, partnership development, and intentional contributions to Alberta’s future. The University seeks to strengthen its role in addressing social, economic, and environmental issues while honouring its place in O-day’min through commitments to Indigeneity, Equity, Diversity, Inclusion, Sustainability, Innovation, and Entrepreneurship. These principles guide MacEwan’s pursuit of thought leadership, meaningful research, and connections that enhance undergraduate learning and enrich the broader community.

Strategy

MacEwan University Strategy -Strategic Dashboard

Here is a link to MacEwan University Strategic Vision Dashboard

[Teaching Greatness: Strategic Visions 2030](#)

Graduates & Enrollment

2024 Statistics	Number
Graduates	3,015
Faculty & Staff at the University	2205
Faculty & Staff at the Institution	129
Student Enrollment at the University	19,976
Student Enrollment at the Institution	4,367
Undergraduate Attendance	4,367
Masters-Level Postgraduate Attendance	0
Doctoral Student Attendance	0

2024 Statistics	Number
Certificate, Professional Development, or Continuing Education Attendance	4,390

Degrees Offered

Bachelor Programs

- ☒ Bachelor of Commerce



Purpose

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

Definition of Purpose

Under the Purpose Principle of United Nations Principles for Responsible Management Education (PRME), MacEwan University School of Business, defines Purpose as advancing responsible management education to foster inclusive prosperity in a world of thriving ecosystems. Thus, we engage in educating students to be ethical, inclusive, culturally aware and globally minded business professionals who integrate social responsibility, community impact and sustainability into decision-making.

Institutional Engagement

26% - 50% of faculty at MacEwan 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

Under the Values Principle of United Nations Principles for Responsible Management Education (PRME), MacEwan University School of Business, define Values as putting organizational responsibility and accountability to society at the core of what we do. Our values also mean integrating other related ethical conduct such as integrity, equity, indigeneity, inclusion, and sustainability in our professional practices.

Who Champions Responsible Management Education at Our Institution

❖ Senior leadership office

Student Awareness

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

Student Engagement

26% - 50% of students at MacEwan 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

The Teach Principle of the United Nations Principles for Responsible Management Education (PRME) enables institutions to transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy. At MacEwan University School of Business, Teach means delivering high-quality, student-centred undergraduate education that integrates ethics, experiential learning, and community engagement, equipping students with practical skills, critical thinking, and responsible leadership capabilities aligned with real-world business challenges. We also integrate ethics across the curriculum to equip students with practical skills, critical thinking, and responsible leadership capabilities.

Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events

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



A lot

Our institution supports a lifelong learning mindset significantly through teaching and learning.

Method of Teaching and Learning



In person

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

Barriers to Innovative Curriculum

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

- ❖ Time constraints

Barriers to Innovative Pedagogy

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

- ❖ Time constraints
- ❖ Administrative hurdles



Research

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

How We Define Research

The Research Principle of the United Nations Principles for Responsible Management Education (PRME) enables institutions to study people, organizations, institutions, and the state of the world to inspire responsible management and education practice. At MacEwan University School of Business, Research means conducting and producing research that advances knowledge (i.e., discovery), synthesizes information across disciplines (i.e., integration), combines education with community development (application) and involves the advancement of teaching and learning processes (teaching). Through these different categories of research processes and community- and industry-connected inquiry, we advance responsible management, enhance the quality of education and ethical practice, while addressing real-world business and societal challenges.

Research vs Research for RME/Sustainable Development



Research Funding

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



Local



National

Socializing Research

In 2024, MacEwan University contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Barriers

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

- ❖ None



Partner

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

How We Define Partner

The Partner Principle of the United Nations Principles for Responsible Management Education (PRME) enables higher education institutes to engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice. At MacEwan University School of Business, the Partner Principle means actively collaborating with business, government, community, and academic partners to co-create learning, research, and experiential opportunities that advance responsible management education, strengthen community impact, and prepare students to lead ethically in a global context.

Institutional Partnerships

- ❖ EFMD (European Foundation for Management Development)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)

Student Organization Partnerships

- ❖ Muslim Student Association
- ❖ Christian Students of MacEwan University
- ❖ MacEwan University United Nations Club



Practice

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

How We Define Practice

The Practice Principle of the United Nations Principles for Responsible Management Education (PRME) commits institutions to adopt responsible and accountable management principles in governance and operations. At MacEwan University School of Business, Practice means embedding responsible, ethical, and sustainable management principles into our governance, operations, teaching, and partnerships, and modeling the behaviors we expect of our students by demonstrating accountability, transparency, and social responsibility.

Institutional Policies and Practices

- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Employee equity, diversity, inclusion
- ❖ 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

The Share Principle of the United Nations Principles for Responsible Management Education (PRME) commits institutions to share our successes and failures with each other to enable our collective learning and best live our common values and purpose. At MacEwan University School of Business, Share means exchanging practices and knowledge from teaching, research, and community engagement—both successes and lessons learned—with peers, partners, and stakeholders to strengthen collective learning, advance responsible management education, and uphold our shared values of integrity, collaboration, and social impact.

Engagement Opportunities

MacEwan University 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
- ❖ Student and staff volunteer programs
- ❖ Partnerships with local organizations
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

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

- ❖ Government and policy makers
- ❖ Faculty and staff
- ❖ Chamber of commerce and local communities
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Prospective and current students

Communication Barriers

MacEwan University faces the following barriers in transparent communications:



**Donor
sensitivities**

SIGNATORY

MacEwan University



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