

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

Barcelona School of Management

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

Mission

The UPF-BSM's mission statement is: To prepare leaders and professionals in a research-based context with a global vision, capable of managing companies, institutions and projects; promoting innovation, social transformation, commitment to culture, and planetary well-being.

Vision




The School's vision is: To become an internationally recognized School with a positive social impact. We aim to be an international School with the purpose of positive social impact that focuses on training individuals who will become agents of change, able to transform society in an ethical and sustainable way.

Graduates & Enrollment

2024 Statistics	Number
Graduates	1700
Faculty & Staff at the University	1452
Faculty & Staff at the Institution	315
Student Enrollment at the University	17374
Student Enrollment at the Institution	11425
Undergraduate Attendance	0
Masters-Level Postgraduate Attendance	1970
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	9455

Degrees Offered

Masters Programs

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



Purpose

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

Definition of Purpose

In 2018 UPF launched the Planetary Wellbeing Initiative, a long-term institutional strategy driven by the United Nations Sustainable Development Goals (SDGs) that acknowledges the severity of the current global emergencies and shows a firm determination to internally transform the university to face the new challenges that those emergencies pose. This initiative states that Planetary Wellbeing might be defined as the highest attainable standard of wellbeing for human and non-human beings and their social and natural systems. As part of the UPF ecosystem, UPF-BSM adopted the definition of the term Planetary Wellbeing and integrated this term into its institutional definition of social impact: “Social Impact comprises initiatives undertaken across our School’s Four Pillars (governance, teaching, research and knowledge transfer) to pursue Planetary Wellbeing”.

Institutional Engagement

51% - 75% of faculty at Barcelona School of Management 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.



Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Vicedeanship of Social Impact
- ❖ Vicedeanship of Social Impact and Academic Innovation

Student Awareness

51% - 75% of students at Barcelona School of Management are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Barcelona School of Management 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 core pillar of an academic institution is teaching, and it should be designed to prepare professionals to face the main societal challenges. Teaching should be updated regularly to align their programs and processes to what the market is demanding. Besides, universities should offer transversal knowledge that provides students with the hard and soft skills needed in a constantly evolving world.

Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration

Fostering Innovation



Somewhat

Teaching and learning at our institution moderately support innovation.

Experiential Learning



Somewhat

Teaching and learning at our institution moderately support 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, Barcelona School of Management identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Budgetary limitations



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

35 Peer-reviewed articles were published by Barcelona School of Management from this past calendar year.

vs

8 Peer-reviewed articles were published by Barcelona School of Management from this past calendar year in support of RME.

Research Funding

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



Regional



National



International

Socializing Research

In 2024, Barcelona School of Management contributed research findings to:

- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Government and policy makers
- ❖ Community organizations

Research Projects

In 2024, Barcelona School of Management reported 7 research projects that implemented responsible or sustainable activities.

STOP: Suicide prevenTion in sOcial Platforms

Period Covering: January, 2021 - December, 2026

Department: Management | Computer Information Systems

STOP is a research project that studies mental health issues on social media through Artificial Intelligence.



ADOLESCENTES RECEPTORES Y CREADORES DE CONTENIDO SOBRE SALUD MENTAL EN REDES SOCIALES

Period Covering: September, 2023 - August, 2026

Department: Management | Computer Information Systems

El proyecto *Los adolescentes españoles como receptores y creadores de contenidos sobre salud mental en las redes sociales. Discurso, incidencia y propuesta de herramientas de alfabetización digital sobre los trastornos psicológicos y su estigma* tiene como objetivo general identificar y analizar el discurso y la incidencia de los contenidos sobre salud mental generados por los influencers españoles que tienen más impacto entre los menores de doce a dieciocho años, además de los contenidos creados por los propios adolescentes. Como objetivos específicos, quiere descubrir cuáles son los trastornos de salud mental que tienen más presencia en las redes sociales. Asimismo, quiere saber qué nivel de conocimiento y qué grado de credibilidad otorgan los menores a estos contenidos, y cuáles son los estereotipos y los estigmas presentes en el discurso sobre la salud mental en las redes sociales.

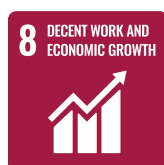


AI Leaders: Ethical AI for Future Business Leaders

Period Covering: January, 2024 - December, 2025

Department: Management

As part of the project a number of deliverables will be developed, such as research reports, case studies and open educational resources (OER), which will address issues related to the ethical use of artificial intelligence in business and teaching. The goal of the project participants is to conduct hackathons and validate the developed materials with stakeholders, which will then be applied in teaching both students and business leaders.



Responses against Foreign information manipulation and interference in minority languages

Period Covering: April, 2024 - December, 2024

Department: Management

This project focus on an understudied aspect of research related to disinformation campaigns, namely how foreign manipulation efforts often seek to sow discord and generate polarization by focusing on minorities or particularly vulnerable groups within society. Identifying appropriate responses to foreign interference and manipulation efforts in minority languages is crucial because, traditionally, authorities, media and internet platforms seem to have been significantly less effective at combating disinformation in languages other than mainstream ones. Since disinformation is a systemic problem, tackling all aspects of the issue is key to minimizing its negative effects for our democracies.



Garantías institucionales y regulatorias. Autoridades electorales y de supervision digital ante interferencias, narrativas hostiles, publicidad segmentada y polarización (Dir-Politics)

Period Covering: September, 2023 - August, 2026

Department: Management

Institutional and regulatory guarantees. Electoral and digital oversight authorities in the face of interference, hostile narratives, segmented advertising and polarization.



Proyecto para impulsar la implementación de la Carta de Derechos Digitales en el ámbito de los derechos de participación (23/26)

Period Covering: April, 2024 - December, 2026

Department: Management

The project, funded by the Recovery, Transformation and Resilience Plan (PRTR), seeks to promote the implementation of the Digital Bill of Rights in the area of participation rights. Specifically, it focuses on component 19, 'National Digital Skills Plan', and carries the reference (23/26).

The Charter of Digital Rights, presented by the Spanish government, establishes a framework to guarantee access, use, creation and publication of digital media, as well as access to and use of electronic devices and communication networks. This specific project focuses on participation rights, seeking to ensure that citizens can exercise their rights in the digital environment, promoting active and informed participation in the digital society.

Digital rights, in general, seek to extend human rights to the online environment, guaranteeing freedom of expression, privacy and access to information in the digital age. The Digital Bill of Rights is based on the UN Universal Declaration of Human Rights.



Assessing and evaluating remote learning practices in STEM

Period Covering: November, 2022 - December, 2025

Department: Management

The main concrete objectives of the project are the following three:

- **Objective 1:** Provide an understanding of current assessment and remote learning and assessment practices provided by HEIs in southern Europe -Spain, Italy and Portugal- in STEM disciplines, and provide a benchmark with actionable and user-friendly guidelines about efficient and effective assessment and remote learning practices that would be recommended to be implemented in order to improve the students' learning experience and the provisions of teaching, particularly in emergency situations. Guidelines will foresee to be replicable for different disciplines and geographic contexts. It is crucial that these guidelines consider the gender issues, but also issues related to students/learners with special needs.

- **Objective 2:** Provide user-friendly guidelines and benchmarks, supported by the EQAAs, to be used by HEIs and the rest of stakeholders (professors, program coordinators, etc.) for implementing and evaluating successful methodologies in remote assessment. Regarding the transnational dimension of the project, it is necessary to make the guidelines and their implementation effective and successful by meeting the needs of different types of HEIs across EHEA in the STEM disciplines and considering the gender issues.
- **Objective 3:** Provide a roadmap and a sustainability plan that directly addresses how to implement the normative actions. The roadmap will include suggestions on how HEIs governance and management boards, administrative staff, students, teaching staff and researchers, can deliver and promote the assessment contained in the guidelines. An additional effort will need to be done to describe how the guidelines and the roadmap work, and how they can be operationalized.





Partner

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

Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Local institutions and associations
- ❖ United Nations Global Compact non-business signatory
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Financial Times
- ❖ Sulitest
- ❖ Positive Impact Rating (PIR)

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Ethical leadership or good governance policies
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Ethical data sourcing guides



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

Barcelona School of Management 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
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls

Communication Audiences

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

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

SIGNATORY

Barcelona School of Management



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