

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Rotterdam School of
Management, Erasmus University

June 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Values	11
5. Teach	13
6. Research	15
7. Partner	17
8. Practice	19
9. Share	21

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

Mission

In 2017, RSM adopted a new mission statement – ‘We are a force for positive change in the world’ – accompanied by a definition of its values, to guide the School. RSM supports students, academics and people in business to become critical, creative, caring and collaborative thinkers and doers. For education, RSM aims to ‘equip students with the knowledge, skills and attitudes needed to become active agents for positive change by fostering inclusive and responsible business around the world.’ In order to equip students to become positive change agents, the education portfolio needs to align with the needs of the learner, the industry and society. RSM embeds its mission throughout the education portfolio, by expanding the degree portfolio and augmenting faculty qualifications with recognition of innovation and impact in education. RSM also intends to build a profitable executive education portfolio, helping individuals and (their) organisations to make positive change. RSM is a full-service business school, offering programmes at BSc, MSc, MBA, PhD and executive level.

Vision

In 2017, RSM adopted a new mission statement – ‘We are a force for positive change in the world’ – accompanied by a definition of its values, to guide the School. RSM supports students, academics and people in business to become critical, creative, caring and collaborative thinkers and doers. For education, RSM aims to ‘equip students with the knowledge, skills and attitudes needed to become active agents for positive change by fostering inclusive and responsible business around the world.’ In order to equip students to become positive change agents, the education portfolio needs to align with the needs of the learner, the industry and society. RSM embeds its mission throughout the education portfolio, by expanding the degree portfolio and augmenting faculty qualifications with recognition of innovation and impact in education. RSM also intends to build a profitable executive education portfolio, helping individuals and (their) organisations to make positive change. RSM is a full-service business school, offering programmes at BSc, MSc, MBA, PhD and executive level.

Institutional History

RSM History

Rotterdam School of Management, Erasmus University (RSM) is one of nine academic units of Erasmus University Rotterdam (EUR), a public research university named after the 15th-century humanist Desiderius Erasmus. The university was founded by the Rotterdam business community in 1913. Today, as it celebrates its 113th anniversary, EUR is a leading international research institution with a strong focus on business and economics, social sciences, and medicine. The university’s

mission – which was influenced by, and is closely aligned with, RSM’s mission – is “to make a positive impact on societal challenges”. EUR’s education and research focuses on four domains: economics and management; medicine and health policy management; governance and law; and culture and society.

RSM, based at EUR’s main Woudestein campus in Rotterdam, is a full-service business school. RSM offers a comprehensive suite of 25 degree programmes, including tracks, at the bachelor, master, executive master, MBA and PhD levels, as well as a range of open-enrolment and customised executive education programmes. Founded in 1970 by a group of Dutch multinational companies and with an initial cohort of just 30 students, RSM has grown to be the largest business school in the Benelux. With a total of 8,722 degree students, approximately 2,000 executive education participants per year and over 47,000 alumni world-wide, RSM is also the largest faculty within Erasmus University. Across its two units – RSM faculty, the publicly funded part of RSM; and RSM B.V., a limited company that provides privately funded post-experience and executive education programmes.

RSM is a highly international school. More than 90% of its degree programmes are taught in English, attracting students from around the world. Over 100 nationalities work and study together on campus; in 2022 around 38% of students in RSM’s degree programmes, 43% of senior faculty members and 58% of junior to mid-career faculty were of non-Dutch nationality. RSM holds active partnership agreements with 175 leading business schools worldwide, and it runs several joint- and dual-degree programmes with other institutions.

Cooperating institutions include, amongst others: the prestigious CEMS programme; joint- or dual-degree programmes with Copenhagen Business School; ESADE; the University of St. Gallen; Bocconi University; and Peking University; and a joint Executive MBA programme with the University of Cologne. In addition to RSM’s national accreditations from Nederlands-Vlaamse Accreditatie Organisatie (NVAO) for all degree programmes and the Strategic Evaluation Protocol (SEP) for its research, RSM is triple-crown accredited by the three leading international accreditation organisations: AACSB; EFMD Quality Improvement System (EQUIS); and the Association of Master of Business Administration (AMBA). In 2020, RSM also conducted the EFMD BSIS evaluation. The school is an active member of several prestigious international business school associations and networks, including CEMS, PIM and PRME. Additionally, RSM is one of the eight founding partners of the European Common Online Learning (ECOL) initiative to facilitate the exchange of online modules amongst the participating schools. In recent years, in alignment with RSM’s mission and strategy, RSM became highly active in networks that emphasise impactful engagement, sustainable management education and responsible research, specifically GBSN, RRBM and the France and Benelux chapter of PRME.

Historical view and main developments since our foundation:

1970: RSM is founded by a group of Dutch multinationals with an initial class of just 30 students.

1972: The first cohort of students graduates with the new academic title of Doctorandus Bedrijfskunde (Drs.)

1978: First international exchange programme is implemented at RSM

1984: The School is transferred back from the city of Delft to Rotterdam and the new Woudestein campus, now part of the Erasmus University Rotterdam

1985: Introduced a two-year full-time International MBA programme

1986: Introduced its PhD programme in management

1989: A doctoral programme is introduced and RSM BV launches the Executive Education department which provides open courses and customised programmes backed by experienced research faculty members, for postexperience executives On Wednesday, 30 August

1989: RSM's English-language MBA programme is featured in The Wall Street Journal 1989: The school joins the CEMS alliance, and the first degrees are awarded in 1991, boosting the School's international position further 1993: RSM forms the Erasmus Research Institute for Advanced Studies in Management (ERASM) and the Erasmus School of Economics launches its research institute, Rotterdams Instituut voor Bedrijfseconomische Studies (RIBES)

1995: Launched the part-time Doctorandus in Business Administration (PTO) and the Executive MBA Programme 1996: The School In collaboration with international computer company Compaq and Dutch telecoms provider KPN developed a pioneering distance-learning project named Drs.2000 1998: RSM achieves triple crown accreditation

1999: The Erasmus Research Institute of Management (ERIM) is founded as a joint venture of RSM and the Erasmus School of Economics: ERIM supersedes RIBES, the research institute of the Erasmus School of Economics, and ERASM, and becomes one of Europe's most prestigious management research facilities and enters the FT MBA rankings top 10 2000: BSc International Business Administration - fully taught in English

2002: The Global Executive OneMBA programme, designed and delivered by a unique consortium of five leading international business schools, launches.

2005: All RSM's master courses are offered in English, making them accessible to international students and Mandeville building inaugurated.

2007: ERIM celebrates the publication of 100 PhD dissertations

2010: RSM launched the I WILL campaign

2013: RSM's MSc International Management programme reaches 5th place in the Financial Times global ranking of business schools.

2014: The Erasmus Centre for Women and Organisations launches

2017: RSM adopts a new mission statement: RSM is a force for positive change in the world and formulates its new strategic plan

2018: The Department of Business-Society Management celebrates its 20th anniversary

2019: The ERIM celebrates its 20th anniversary with 309 researchers 2019: Implementation of HOKA (the Higher Education Quality & Innovation Agenda)

2020: RSM's 50th anniversary

2023: AACSB accreditation renewed, the Associate Dean of Diversity and Inclusion position established, PRME collaboration continued.

2024: EQUIS and AMBA accreditations renewed, new Educational Strategy developed and extra emphasis given on IDEA policies, Executive Education portfolio restructured.


2025: The School continues to thrive despite global challenges and maintains its high quality education, triple crown accreditation and high ranking degree programmes.

Graduates & Enrollment

2025 Statistics	Number
Graduates	456

Degrees Offered


Bachelor Programs

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

Masters Programs

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

Doctoral Programs

 Doctor of Philosophy (Ph.D.)

Additional

Customizable Executive Education Programmes Others



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

- ❖ No dedicated leadership



Teach

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



Courses that support RME

Rotterdam School of Management, Erasmus University reports 1 course in 2025 that support responsible management education and sustainable development goals.

Online Master Sustainability Management | MSc Online Master Sustainability Management

The online MSc in Sustainability Management is a two-year journey designed not only to deepen your knowledge, but to transform the way you show up as a sustainability professional. Built around eight immersive learning blocks, the programme blends academic excellence with practical skills, personal growth, and real-world impact. In the first six blocks, you move through a powerful 10-week rhythm that mirrors the realities of leading change: Skills Crash Course (1 week): Begin each block by developing capabilities you can use immediately, such as persuasive communication, critical research literacy, systems thinking, or leveraging AI as a sustainability professional. Core Course (8 weeks): Dive into the theoretical foundations of sustainability management and apply them to real organisational challenges with industry relevant cases. Inner Development Week (1 week): Close the block with guided reflection and leadership development, strengthening the mindset, resilience, and positionality as a conscious changemaker. In the final two blocks, you transition into your thesis journey, supported by dedicated skills crash courses that help you shape, design, and communicate a rigorous research project. You'll be guided through formulating your research question, structuring your methodology, and crafting compelling visuals to deliver a powerful, professional level presentation. This unique structure ensures that you graduate not only with thematic expertise, but with the practical skills, leadership maturity, and self-awareness needed to tackle complex sustainability challenges.

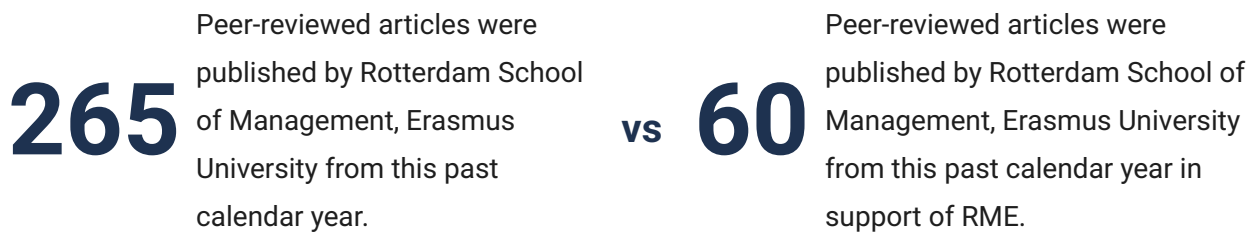




Research

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



Research Funding

In 2025, Rotterdam School of Management, Erasmus University was awarded funding for research that is:



**Institution
Specific**



Local



Regional



National



International

Socializing Research

In 2025, Rotterdam School of Management, Erasmus University contributed research findings to:

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



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)
- ❖ AMBA (Association of MBAs)
- ❖ CEMS (The Global Alliance in Management Education)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Graduate Management Admission Council (GMAC)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ University Councils
- ❖ NVAO

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
- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Curriculum guidelines
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Professional training opportunities

Policy Documents Related to RME and/or Sustainability

eur_sustainability_report_eng

View document  Download document 



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

Rotterdam School of Management, Erasmus 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
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Rotterdam School of Management, Erasmus University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Rotterdam School of Management, Erasmus University



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