

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

UBD School of Business and  
Economics

October 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 your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

## 1. Strategy

### 1.1 UBDSBE Strategic Action Plan

Upload or select a document

UBDSBE Strategic Action Plan

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## 2. Strategy Alignment

### 2.1 Core Values and Expected Outcomes

#### Subjects

- Accounting
- Business Administration
- Entrepreneurship
- Finance

#### Provide supporting context

##### CORE VALUES OF UBDSBE

Towards facilitating the mission of UBDSBE, the School aspires to foster an environment of learning, facilitated by an emphasis on five core values:

- Creativity: The globalized nature of today's businesses, economies and financial systems requires creative and innovative solutions, in both seeking opportunities and managing challenges. Students are expected to not only seek knowledge but be able to apply them, by transferring knowledge into creative solutions.
- Integrity: Knowledge without integrity leads to short-lived gains. Students are expected to uphold high levels of ethical conduct and academic integrity during their time in UBDSBE. This includes among others adherence to effective academic writing, avoidance of plagiarism and and strong adherence to the university's code of conduct.
- Compassion: Guided by [UBDSBE's Social Responsibility Pillars](#), the School is committed to playing a key role in community development, and preparing students to be compassionate leaders in their community.

- **Teamwork:** The development of communities and societies can only be sustained through collective effort. In UBDSBE, students are provided opportunities to sharpen their teamwork skills, learn constructive dialogue and criticism, in the way that societies normally expect. Synergistic efforts in research from both academic and non-academic stakeholders can lead to significant research impact and societal development.
- **Collaboration:** UBDSBE strives to collaborate with key institutions such as professional associations, universities, research groups and industry players, both local and abroad, to enhance students' learning experience and to prepare them for their active and effective role in the work environment as well as the community development. Collaboration in research is pivotal to the development of knowledge; where opportunities arise, research staff are encouraged to collaborate with researchers and research centres to expand their research expertise.

### EXPECTED OUTCOMES

To fulfill the mission of UBDSBE, the School centerson four expected outcomes (EO).

**EO1:** Produce innovative leaders, entrepreneurial individuals, productive and responsible members of society

**EO2:** Contribute to society through high quality research and consultancy with industry

**EO3:** Provide globally competitive teaching and learning experience

**EO4:** Establish and expand collaborations with leading business schools and industry stakeholders

The strategic plan diagram shown earlier articulates the School's focus in key areas that it aspires to strengthen, namely in teaching and research. For instance, EO2 focuses largely on research and intellectual contributions whilst teaching is mainly focused in EO3. Furthermore, given the importance of entrepreneurship and innovation, this is covered in its own classification, that is under EO1. All these activities can only be achieved efficiently through collaborations with the industry and other business schools, leading to the classification of EO4.

## 3. Graduates

## 4. Degrees Offered

- Doctor of Philosophy (Ph.D.)
- Doctor of Business Administration (D.B.A.)
- Master of Business Administration (M.B.A.)
- Master of Arts (M.A.)
- Master of Science (M.Sc. or M.S.)
- Bachelor of Business Administration (B.B.A.)

## 5. Faculty & Staff at the University

5000

## 6. Faculty & Staff at the Institution

52

## 7. Student Enrollment at the University

5000

## 8. Total Student Enrollment at the Institution

848

## 9. Undergraduate Student Enrollment at the Institution

523

## 10. Graduate Student Enrollment at the Institution

278

## 11. Doctoral Student Enrollment at the Institution

40



# Purpose

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

## 12. Letter of Commitment

### 12.1 PRME Letter of Commitment

Upload or select a document

PRME Letter of Commitment

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# Values

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



## 13. RME Lead

- Centralized sustainability office
- Research or issue group, society, or club leading sustainability efforts
- Senior leadership office
- Student contributor
- Interdisciplinary efforts across parent organization
- Interdisciplinary efforts across business school
- Disciplinary efforts within business school
- Individual leader



# Teach

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



## **14. Fostering Innovation**

To a great extent

## **15. Experiential Learning**

To a great extent

## **16. Learning Mindset**

A lot

## **17. Method of Teaching and Learning**

In person



# Research

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

## **18. 2024 Publications**

71

## **19. 2024 Publications on Sustainable Development and/or RME**

45

## **20. Research Funding**

- Local
- International
- National

## **21. Socializing Research**

- Government and policy makers
- Open-access platforms
- Public events and lectures
- Research collaborations
- Social media and digital outreach
- Industry and business networks
- International media



# Partner

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

## **22. Partners, Accreditation Bodies, Associations, etc.**

- AACSB (Association to Advance Collegiate Schools of Business)
- United Nations Global Compact non-business signatory
- Times Higher Education (THE)
- Quacquarelli Symonds (QS)

## **23. Student Partners**

- ASEAN University Network for Business and Economics Network
- Babson Collaborative



# Practice

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

## 24. RME Practices

- Accreditation body recommendation documents
- Ethical data sourcing 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.



## 25. Transparent Engagement

- Annual reports
- Public events and panel discussions
- Sustainability-focused research and collaboration Opportunities
- Partnerships with local organizations
- Community events and consultation forums
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- We are currently working to offer engagement opportunities

## 26. Audiences

- Accreditation bodies
- Faculty and staff
- Government and policy makers
- Alumni and donors
- Business and industry partners
- Prospective and current students
- Non-governmental organizations (NGOs)
- Research and academic networks

SIGNATORY

# UBD School of Business and Economics

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## Address

Universiti Brunei Darussalam, Jalan Tungku Link  
Brunei



## Website

<http://sbe.ubd.edu.bn/>