

PRiME

an initiative of the
United Nations Global Compact

Sharing Information on Progress 2026

UBD School of Business and
Economics

October 2026

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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 UBD School of Business and Economics, including key details and basic institutional data.

Vision

To develop innovative and digitally competent leaders fostering positive and sustainable societal impact.

<https://sbe.ubd.edu.bn/about.aspx?val=About&val2=About%20Us%20%3E%20About%20UBDSBE>

Strategy

UBDSBE Strategic Action Plan

View document  Download document 

Strategy Alignment

Core Values and Expected Outcomes

CORE VALUES OF UBDSBE

In pursuing its mission, UBDSBE is guided by five core values that shape its approach to education, research, engagement and societal impact: **Creativity, Integrity, Compassion, Teamwork and Collaboration.**

- **Creativity:** We embrace creativity, innovation and continuous learning in responding to emerging opportunities and challenges. We encourage our students and staff to apply knowledge, technology and digital capabilities to develop innovative solutions that create value for business and society.
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- **Integrity:** We uphold high standards of integrity, ethics and professionalism in education, research and engagement. We promote honesty, accountability and responsible decision-making, guided by academic integrity and the values of the University.
-
- **Compassion:** Guided by UBDSBE's Social Responsibility Pillars, we recognise our responsibility to contribute positively to society and the environment. We seek to develop leaders who are empathetic, socially responsible and mindful of the wider and long-term consequences of their decisions.
-
- **Teamwork:** We value teamwork and recognise that complex challenges require diverse perspectives and collective effort. We foster an inclusive environment in which students, staff and partners learn from one another, communicate constructively and work together towards shared goals.

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- **Collaboration:** We build meaningful and mutually beneficial partnerships with academia, industry, government, professional bodies and communities, locally and internationally. Through collaboration, we strengthen education, research, knowledge exchange and our contribution to positive and sustainable societal impact.

EXPECTED OUTCOMES

To fulfil its mission, UBDSBE focuses on three Expected Outcomes (EOs):

EO1: To provide high-quality education that prepares graduates for the future.

EO2: To contribute to society through high-quality research and consultancy with industry.

EO3: To develop and broaden collaborative initiatives with reputable business schools and industry stakeholders.

Together, these Expected Outcomes translate UBDSBE's mission into its key areas of **education, research and collaboration**. EO1 focuses on maintaining a high-quality educational experience that prepares graduates to respond to changing economic, technological and societal needs. EO2 focuses on contributing to society through high-quality research and industry consultancy. EO3 strengthens the School's educational and research activities, global engagement and wider impact through collaboration with reputable business schools and industry stakeholders.

Collectively, the Expected Outcomes provide a framework through which UBDSBE pursues its mission and contributes to positive and sustainable societal impact.

<https://sbe.ubd.edu.bn/about.aspx?val>About&val2>About%20Us%20%3E%20About%20UBDSBE>

Graduates & Enrollment

2025 Statistics	Number
Graduates	232

Degrees Offered

Bachelor Programs

-  Bachelor of Business Administration (B.B.A.)

Masters Programs

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

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

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Rujukan kami:

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UBD SBE
UBD SCHOOL OF BUSINESS
AND ECONOMICS

28 September 2026

Adoption of the Principles for Responsible Management Education

To our stakeholders,

I am pleased to confirm that UBD School of Business and Economics reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share. In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations goals, particularly in the Sustainable Development Goals.

Sincerely yours,

[DR WARDAH AZIMAH HJ SUMARDI]

Dean

UBD School of Business and Economics

Definition of Purpose

We aim to facilitate opportunities for staff, students and partner institutions to make a positive impact to society, be it in teaching, research, operations or community projects.



Values

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



How We Define Values

We aspire to institutionalize the following values to create a positive impact: Integrity, Compassion, Collaboration, Teamwork, & Creativity.

Who Champions Responsible Management Education at Our Institution

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



Teach

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



How We Define Teach

We incorporate sustainability topics and related assessments in modules; ethical decision-making is also embedded into the Assurance of Learning process within the School.



Research

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

How We Define Research

We support faculty staff and students to conduct research linked to sustainability, and to promote their research findings to stakeholders through presentations and publications.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, UBD School of Business and Economics was awarded funding for research that is:



**Institution
Specific**



International



National

Socializing Research

In 2025, UBD School of Business and Economics contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Community organizations



Partner

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

How We Define Partner

We strive to foster collaboration with partners to accelerate the outcome and drive towards sustainability and responsible management, given the core strengths of our institutions.

Institutional Partnerships

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

Student Organization Partnerships

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



Practice

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

How We Define Practice

To live as responsible individuals, we encourage all staff to participate in sustainability efforts through reducing paper usage, incorporating green initiatives and re-use initiatives.

Institutional Policies and 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.

How We Define Share

The School will share our activities through social media and publications, to increase awareness of sustainability and expand future partners towards pursuing similar goals.

Engagement Opportunities

UBD School of Business and Economics offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

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

Communication Audiences

UBD School of Business and Economics communicates its policies and progress on sustainable development and responsibility with:

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



SIGNATORY

UBD School of Business and Economics



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Website

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