

PRiME

*an initiative of the
United Nations Global Compact*

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

Dr Hasan Murad 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 Dr Hasan Murad School of Management, including key details and basic institutional data.

Graduates & Enrollment

| 2024 Statistics | Number |
|-----------------|--------|
| Graduates | 406 |

Degrees Offered


Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Business Administration (B.B.A.)


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

-  Executive MBA



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

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



Teach

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



Courses that support RME

Dr Hasan Murad School of Management reports 7 courses in 2024 that support responsible management education and sustainable development goals.

Principles of Management | MG-125

This course provides you with an opportunity to develop a better understanding of contemporary issues managerial functions in detail. In reality, management is what managers do and this course deals with applied or practical side of management rather than theories alone. For this purpose, examples from Pakistani and international context of business and management are presented which represent real life situations. Another aspect which adds depth to this course is the extensive use of cases, ted talk videos and managerial situations so that the students acquire the skills and knowledge to encounter these issues in real life context. Two hundred years ago, before the industrial revolution, the concept of professional management and managers did not exist. Today millions of people around the world are managers. These managers coordinate and control organizational resources, lead their people into the future, and help their organizations respond to everything from technological changes to social expectations. Management touches everyone's daily lives in a variety of ways: managers run the largest and smallest businesses, hospitals and schools, charities and art organizations, government and military organizations. Even for a manager as experienced as Bill Gates (Chairman of Micro Soft), management is a complex, challenging activity. To keep Microsoft on top, Gates needs excellent management skills and a solid understanding of his role and responsibilities within the company, and he needs to share his goals and his vision with everyone else in the organization.



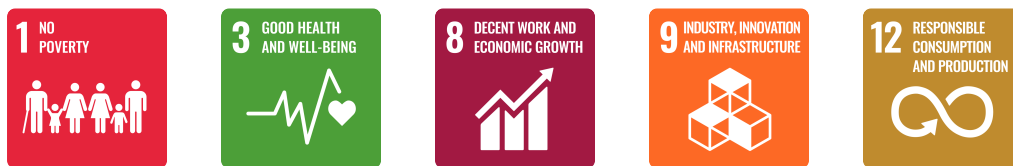
Leadership Skills | MGT-360

This course is designed to provide a basic introduction to leadership by focusing on what it means to be a good leader. Emphasis in the course is on the practice of leadership. The course will examine topics such as: understanding leadership; recognizing leadership traits and skills; key theories of leadership; power and influence tactics; leading groups and teams; leadership and change management; managing conflict; and leadership ethics. Students will assess their leadership traits and skills to improve their own leadership performance.



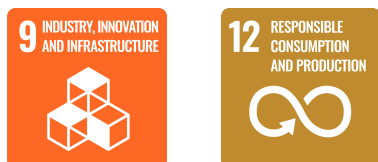
Financial Management | FN-440

The course aims to provide students with an understanding of finance theory and the ability to implement effective financial strategies. It will develop in students the abilities to use various financial models and tools for economic decision-making, and they will gain expertise in financial decision making of businesses in an environment for investments, credit, business and management decisions. The course integrates ethics, internationalization and sustainability within the context of finance.



Fundamentals of Accounting | AC-125

The course emphasizes the theoretical foundations of accounting and analytical skills needed by business and accounting students. This course emphasis is on the application of Generally Accepted Accounting Principles (GAAP) to the recording and reporting of financial information, the underlying theoretical foundations of accounting, and the analytical skills needed by business and accounting students.



Principles of Marketing | MK-210

Marketing provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The marketer's role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver attractive value packages. New media i.e. digital is influencing consumers and businesses.

Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing concepts/terminologies and issues to the students from various perspectives. An opportunity to study several situations in which effective marketing strategies can be developed is provided through group discussion and case studies.



Economics | EC-202

In economics, we analyzed the behavior patterns of individual agents like consumer, producer, and a bystander. This course Microeconomics provides another dimension of the economy where the individual behavior also matters within the major agents like consumer, producer and government.



Human Capital Management | MG - 350

Human Resource management is a central function of any organization. Generally, 50 percent or more of an organization's operating budget is used to pay the people who work there. HR management can be defined as the effective use of human capital in an organization through the management of people-related activities. It involves leadership, values, employment planning, recruiting and selecting employees, training and compensating them, and evaluating their performance. It also significantly influences the corporate culture and norms. The general purpose of this course is to familiarize students with the basic principles and techniques of human resource management. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the 'real world.' Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles.

Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department





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

128

Peer-reviewed articles were published by Dr Hasan Murad School of Management from this past calendar year.

vs **64**

Peer-reviewed articles were published by Dr Hasan Murad School of Management from this past calendar year in support of RME.

Research Funding

In 2024, Dr Hasan Murad School of Management was awarded funding for research that is:



**Institution
Specific**



National



International

Socializing Research

In 2024, Dr Hasan Murad School of Management contributed research findings to:

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



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)
- ❖ ACBSP (Accreditation Council for Business Schools and Programs)
- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ University Councils

Student Organization Partnerships

- ❖ Societal Impact Club, MBA Leadership Club, and Entrepreneurship Club.



Practice

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



Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Ministry of education recommendation documents
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ 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.



Engagement Opportunities

Dr Hasan Murad 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
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Dr Hasan Murad 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
- ❖ Research and academic networks
- ❖ Prospective and current students
- ❖ Non-governmental organizations (NGOs)

SIGNATORY

Dr Hasan Murad School of Management



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