

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Muscat University

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

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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 Muscat University, including key details and basic institutional data.

Mission

To empower individuals and communities through transformative learning and teaching, informative research and proactive industry engagement in Oman and the GCC region.

Vision

To be recognized as a leader in providing quality education and research that is relevant to the social and economic priorities of Oman and of the wider region.

Graduates & Enrollment

2025 Statistics	Number
Graduates	675
Faculty & Staff at the Institution	197
Student Enrollment at the Institution	5037
Certificate, Professional Development, or Continuing Education Attendance	350

Degrees Offered

Associate Programs

 Associate of Science (A.S.)

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.)



Purpose

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

Definition of Purpose

Purpose means preparing graduates to use business knowledge responsibly and create prosperity that benefits communities while protecting ecosystems. At Muscat University, we connect management education with Oman's development aspirations, enabling students to make ethical decisions and contribute to an inclusive, sustainable future.

Institutional Engagement

51% - 75% of faculty at Muscat University 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.



How We Define Values

Values means recognising that our responsibility extends to the people and environments affected by our work. We place this responsibility at the centre of our teaching, research and institutional decisions, holding ourselves accountable for how our actions contribute to society and the wellbeing.

Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across parent organization
- ❖ Senior leadership office

Student Awareness

51% - 75% of students at Muscat University are aware that we are a PRME Signatory Member.

Student Engagement

51% - 75% of students at Muscat University 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

Teach means preparing ethical, employable graduates by embedding responsibility, sustainability and the SDGs into our curriculum and pedagogy. Through experiential learning, professional accreditation, industry placements and practitioner engagement, our students learn to make decisions that create value for business, society and Oman.

Educator Recognition

At Muscat University, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Institutional recognition events
- ❖ Publication or research support
- ❖ Professional development opportunities

Teaching Voices

The following statement demonstrates ways in which educators at Muscat University support sustainability and responsible management in their classrooms.

Muscat University's commitment to responsible management education

Muscat University is committed to responsible management education by integrating **ethics, sustainability, social responsibility, entrepreneurship, and responsible leadership** into its teaching, learning, assessment, and student development activities. Within the Faculty of Business and Management, students are encouraged to apply business knowledge to real-world challenges, critically evaluate the social and ethical implications of managerial decisions, and develop solutions that contribute positively to organisations and society.

This commitment is demonstrated through curriculum content addressing areas such as **business ethics, sustainable and social entrepreneurship, responsible leadership, sustainability, and ethical decision-making**. Teaching and assessment approaches also promote critical thinking, teamwork, effective communication, innovation, and responsible professional behaviour. These principles are reinforced through Muscat University's Graduate Attributes, which aim to develop graduates who are **critical thinkers, effective communicators, innovative, lifelong learners, ethical, knowledgeable, responsible, and entrepreneurial**.

The University also supports experiential learning through entrepreneurship activities, business incubation, industry engagement, placement opportunities, applied projects, and collaboration with external stakeholders. Collectively, these activities help students connect academic knowledge with responsible business practice and prepare them to contribute to sustainable economic and social development in Oman and beyond.



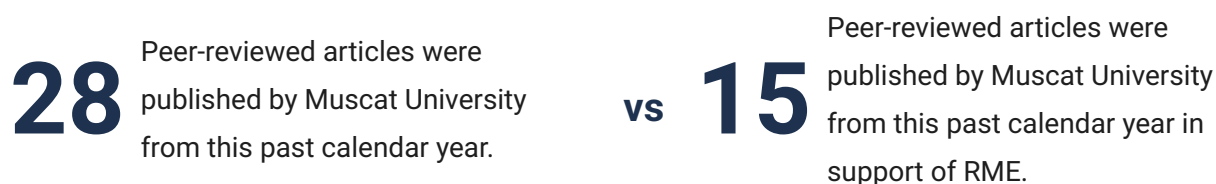
Research

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

How We Define Research

Research means connecting rigorous inquiry with the realities and aspirations of Oman and the region. We develop applied knowledge with government, industry and communities to address business, societal and environmental challenges, bringing findings into teaching and management practice to advance responsible innovation and contribute to Oman Vision 2040.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Muscat University was awarded funding for research that is:



National



Local



Institution
Specific

Socializing Research

In 2025, Muscat University contributed research findings to:

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



Partner

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

How We Define Partner

Partner means sharing responsibility for progress beyond the boundaries of our institution. By connecting academic knowledge with the experience of business, government and civil society, we learn from one another, address common challenges and shape management education and practice that serve people and the planet.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)
- ❖ Higher Education for Sustainability Initiative (HESI)
- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

Practice is the expression of our values through the way we lead, work and improve. It means making integrity, accountability and professionalism part of everyday institutional decisions and actions, so that responsible management is both taught and demonstrated.

Institutional Policies and Practices

- ❖ Curriculum guidelines
- ❖ Ethical data sourcing guides
- ❖ Ministry of education recommendation documents
- ❖ Campus operations guides



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

Share means making our learning, experiences and progress accessible to others. Through open communication and the exchange of knowledge, achievements and challenges, we encourage collective learning, accountability and continued improvement in responsible management and sustainability.

Engagement Opportunities

Muscat 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
- ❖ 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

Communication Audiences

Muscat University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Faculty and staff

SIGNATORY

Muscat University



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Muscat,Sultanate of Oman
Oman



Website

<https://muscatuniversity.edu.om/>