2025 Sharing Information on Progress (SIP) Report

Abu Dhabi University

September 2025

Table of Contents

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. Graduates

330

2. Degrees Offered

- Bachelor of Business Administration (BBA), Bachelor of Business Administration in Accounting, Bachelor of Business Administration in Digital Marketing Communications, Bachelor of Business Administration in Finance and Fintech, Bachelor of Business Administration in Human Resources Management
- Doctor of Business Administration (D.B.A.)
- Master of Business Administration (M.B.A.)
- Master of Science (M.Sc. or M.S.)
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Science (B.Sc. or B.S.)

3. Faculty & Staff at the University

566

4. Faculty & Staff at the Institution

47

5. Student Enrollment at the University

9581

6. Total Student Enrollment at the Institution

2158

7. Undergraduate Student Enrollment at the Institution

1604

8. Graduate Student Enrollment at the Institution

443

9. Doctoral Student Enrollment at the Institution

99

10. Certificate, Professional Development, Continuing Education Student Enrollment at the Institution

12

Purpose

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

11. Define Purpose

At the College of Business, ADU, the Purpose Principle involves developing graduates capable of generating lasting value for both business and society. We strive to prepare leaders who drive an inclusive and sustainable global economy through ethical choices, innovative thinking, and responsible leadership.

12. Institutional Engagement

51% - 75%

Values

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

13. RME Lead

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

14. Define Values

At the College of Business, ADU, the Values Principle involves promoting ethics, integrity, and social responsibility. It emphasizes integrating sustainability, equity, and respect for diversity into education, research, and community activities, equipping students to lead in ways that harmonize economic achievement with positive social and environmental contributions.

15. Student Awareness

51% - 75%

16. Student Engagement

51% - 75%

Teach

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

17. Define Teach

At the College of Business, Abu Dhabi University, Teach means embedding Responsible Management Education into transformative, student-centric learning by integrating sustainability, ethics, and the UN SDGs into curricula, teaching approaches, and assessments. Through Socratic dialogue, inquiry-based case studies, collaborative projects, and critical pedagogy, we equip students with the knowledge, skills, and values to become responsible leaders who drive ethical, sustainable, and socially impactful business practices locally and globally.

18. Educator Recognition

- Annual teaching excellence awards
- Course evaluation scores
- Faculty promotion and tenure consideration
- Institutional recognition events
- Student-nominated teaching awards
- Professional development opportunities

19. Barriers to Innovative Curriculum

- Accreditation constraints
- Budgetary limitations
- Institutional culture
- Limited interdisciplinary collaboration
- Time constraints
- Curriculum inertia
- Faculty expertise gaps
- Compliance and legal concerns

20. Barriers to Innovative Pedagogy

- Accreditation limitations
- Administrative hurdles
- Budget constraints
- Classroom infrastructure limitations
- Faculty confidence gaps
- Faculty resistance
- Institutional culture

- Learning curve for faculty
- Limited faculty development opportunities
- Risk aversion
- Student engagement concerns
- Technology gaps
- Time constraints
- Overloaded faculty
- Resource constraints

21. Fostering Innovation

A lot

22. Experiential Learning

To a great extent

23. Learning Mindset

To a great extent

24. 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.

25. Define Research

At the College of Business, ADU, the Research Principle refers to generating high-quality, impactful knowledge that supports responsible management. It encompasses conducting ethical and innovative research addressing real-world issues, integrating sustainability, and contributing to academic excellence, policy advancement, and practical solutions for both business and society.

26. 2024 Publications

224

27. Research Barriers

- Administrative barriers
- Collaboration challenges
- Data access and management
- Funding challenges
- Institutional policies and bureaucracy
- Participant recruitment
- Publishing barriers
- Skills and expertise gaps

28. 2024 Publications on Sustainable Development and/or RME

124

29. Research Funding

- National
- International

30. Socializing Research

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

- Local media
- National media
- Open-access platforms

Partner

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

31. Partners, Accreditation Bodies, Associations, etc.

- AACSB (Association to Advance Collegiate Schools of Business)
- EFMD (European Foundation for Management Development)
- Quacquarelli Symonds (QS)
- Times Higher Education (THE)
- Ministries of Education, Higher Education, or similar national bodies

32. Define Partner

In the College of Business at ADU, partners are stakeholders from industry, government, and the community who collaborate with us in co-creating learning experiences, research, and initiatives that advance sustainability and responsible management education

33. Student Partners

- PRME Global Students

Practice

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

34. Define Practice

At the College of Business, ADU, the Practice Principle refers to embedding responsible management education into practical business contexts. It involves applying ethical, sustainable, and socially responsible approaches in teaching, projects, and collaborations, enabling students to translate academic knowledge into real-world actions that benefit both industry and society.

35. RME Practices

- Accreditation body recommendation documents
- Curriculum guidelines
- Carbon reduction or offset commitments
- Climate action plan
- Buildings/real estate

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

36. Define Share

At the College of Business, ADU, the Share Principle involves openly exchanging knowledge, experiences, and best practices with stakeholders. It emphasizes collaboration with academic, industry, and community partners to foster sustainability, ethical management, and innovation, thereby enhancing education and positively impacting society and the environment.

37. Transparent Engagement

- Public events and panel discussions
- Open faculty and student meetings and town halls
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Community events and consultation forums

38. Transparency Barriers

- Bureaucratic delays
- Data privacy regulations
- Engagement gaps
- Inconsistent updates
- Messaging clarity
- Media visibility

39. Audiences

- Accreditation bodies
- Alumni and donors
- Boards and advisory committees
- Faculty and staff
- Business and industry partners

SIGNATORY

Abu Dhabi University

Address

Zayed City, ABUDHABI, ABUDHABI, 0

United Arab Emirates

Website

https://www.adu.ac.ae/