

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Brunel Business School, Brunel
University of London

September 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 Brunel Business School, Brunel University of London, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1453
Faculty & Staff at the University	2194
Faculty & Staff at the Institution	121
Student Enrollment at the University	13696
Student Enrollment at the Institution	2516
Undergraduate Attendance	1784
Masters-Level Postgraduate Attendance	633
Doctoral Student Attendance	99
Certificate, Professional Development, or Continuing Education Attendance	77

Degrees Offered

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

UN PRME Principle 1 requires business schools to develop students' capabilities to become future generators of sustainable value for business and society. Brunel Business School adopted the UN Principles for Responsible Management Education through its 2019 PRME membership and has since embedded responsible management education across its curriculum, research, organisational practices, and stakeholder engagement activities. The School aligns its programmes with the UN Sustainable Development Goals, promotes diversity and social responsibility, and prepares graduates to become ethical, entrepreneurial, and globally responsible leaders capable of generating sustainable value for business and society.

Institutional Engagement

76% - 100%

of faculty at Brunel Business School, Brunel University of London 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

BBS is committed to values of ethical and compassionate culture which we continually model as a golden thread that runs through the way we engage, communicate, approach and develop businesses, community engagement and teams within the School.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

51% - 75% of students at Brunel Business School, Brunel University of London are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Brunel Business School, Brunel University of London 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

At BBS teaching involves integrating RME, sustainability, entrepreneurship into our curriculum and pedagogy. Our partners are also an integral part of teaching, for example, our Executives -in Residence, who are business expert contribute as guest lecturers while our SMEs partners provide student projects and mentoring. This equips our students and partners to be responsible business leaders.



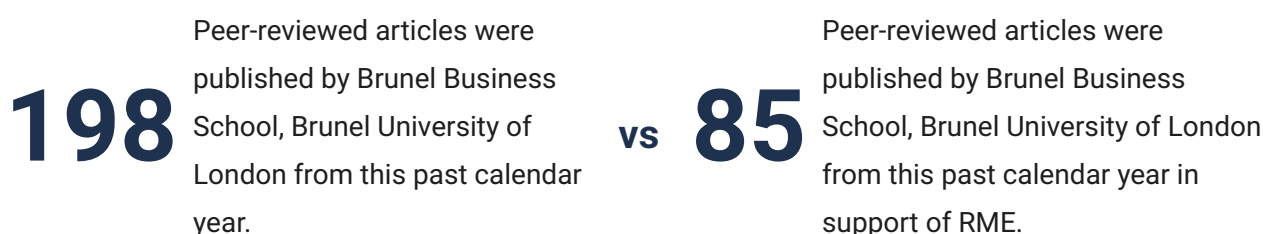
Research

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

How We Define Research

In line with UN PRME Principle 4, at Brunel Business School (BBS), research is defined as the creation, dissemination, and application of knowledge that generates positive impact for businesses, policymakers, communities, and society. The School positions its research as both academically rigorous and practically relevant, with a strong focus on responsible leadership, sustainability, entrepreneurship, diversity and inclusion, artificial intelligence, digital transformation, social innovation, and inclusive economic development. Research is designed to inform business practice, public policy, and organisational decision-making while contributing to the United Nations Sustainable Development Goals. See: Brunel Business School | Brunel University of London.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Brunel Business School, Brunel University of London was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2025, Brunel Business School, Brunel University of London contributed research findings to:

- ❖ 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.

How We Define Partner

At Brunel Business School, the UN PRME Partnership Principle is interpreted as collaborative engagement with businesses, professional bodies, SMEs, community organisations, policymakers, and employers to co-create knowledge, enhance student learning, and address societal challenges. Through partnerships such as the Small Business Charter, local business networks including the Hillingdon Chamber of Commerce, employer placement schemes, and professional organisations such as the Institute of Student Employers, the School creates opportunities for dialogue, knowledge exchange, entrepreneurship, and sustainable economic development. These partnerships contribute to responsible management education by connecting academic knowledge with real-world business practice and societal impact.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Quacquarelli Symonds (QS)

Student Organization Partnerships

- ❖ Enactus



Practice

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

Institutional Policies and Practices

- ❖ AI use guide
- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Ethical leadership or good governance policies
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Zero-waste guides



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

Brunel Business School, Brunel University of London 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

Brunel Business School, Brunel University of London 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
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Brunel Business School, Brunel University of London



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Website

<https://www.brunel.ac.uk/business-school>