

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

EU Business School

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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 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. Strategy

1.1 EU Business School Strategy

Subjects

- Corporate Social Responsibility (CSR)

Provide supporting context

EU Business School's strategy is built on five pillars that guide our development and position us as a leading international business school.

Academic Excellence & Accreditation

We will raise academic standards to meet global benchmarks, ensure consistency across campuses and partner universities, and reinforce governance, quality assurance, and academic policies.

Student-Centric Learning

We are committed to enhancing teaching quality through faculty development, expanding experiential learning opportunities, and making employability and career outcomes central to the student experience.

Global Identity & Partnerships

We will strengthen EU's reputation as a multicultural and globally connected school, deepen collaborations with partner universities for dual degrees, and pursue new partnerships aligned with OMNES' international strategy.

Digital & Pedagogical Innovation

We will integrate digital tools, develop hybrid and online learning formats, and encourage innovation in curriculum and teaching to deliver modern and engaging learning experiences.

Sustainable Growth & Community

We will align admissions growth with academic capacity, reinforce student life and well-being, and embed sustainability, ethics, and responsible leadership across all programs and operations.

2. Strategy Alignment

2.1 EU Business School Strategy Alignment

Subjects

- Corporate Social Responsibility (CSR)

Provide supporting context

EU Business School's strategic priorities are fully aligned with our institutional vision and built on the same five pillars that guide our development.

Accreditation & Academic Excellence

Our commitment to academic excellence is reflected in the pursuit of international accreditations such as ACBSP, IACBE and CEEMAN IQA. These benchmarks ensure that our programs remain rigorous and competitive while reinforcing governance, quality assurance, and consistency across all campuses and partner universities.

Student-Centric Learning

Placing students at the heart of the learning journey, we align our teaching and program development with the goal of enhancing academic quality and employability. Faculty development, experiential learning opportunities, and career-focused initiatives are central to this approach, ensuring that learning outcomes are both relevant and impactful.

Global Identity & Partnerships

Our international character—welcoming students from more than 120 nationalities—supports a strong alignment between strategy and identity. Partnerships with leading universities and the expansion of dual-degree opportunities strengthen our global presence and enrich the educational experience we provide.

Digital & Pedagogical Innovation

Through the integration of digital learning formats, such as a complementary series of virtual masterclasses on topics related to AI and transformation, we deliver modern and engaging learning experiences. Curricular skills mapping projects currently underway will help to ensure that students are equipped with key future competencies in the areas of AI, sustainability and leadership in a rapidly-changing landscape.

Sustainable Growth & Community

We align growth with quality, ensuring that admissions expansion matches our academic capacity. At the same time, we foster student well-being, inclusion, and community life, while embedding sustainability, ethics, and responsible leadership into programs and operations—making them integral to our identity and long-term impact.

3. Institutional History

3.1 Our History

Subjects

- Business Administration

Provide supporting context

EU Business School (formerly European University) was founded in 1973 as a private higher educational institution. We provide students with a first-class business education through an innovative pragmatic teaching approach tailored to company needs to ensure a high level of employability for our students.

We offer business foundation, bachelor's, master's, MBA and DBA programs which are taught exclusively in English.

EU Business School (EU) has campuses in the European cities of Geneva (1987), Barcelona (1989), Munich (1991), as well as a Digital campus (2012). These cities were chosen for their cosmopolitan environments and thriving business sectors. EU has always worked hand in hand with companies and industry in its campus cities and beyond to provide students with unparalleled professional opportunities.

Dirk Craen, now honorary president of EU Business School, acquired the institution in 1999. After streamlining its activities, he immediately focused on attaining recognition from leading professional accrediting bodies to gain acknowledgement from the corporate world. Under his strong leadership, the school upgraded its range of programs earning recognition from leading international accrediting bodies. It became a member of the Association to Advance Collegiate Schools of Business (AACSB) in 2006, and, in 2010 was accredited by the Accreditation Council for Business Education (IACBE) and the Accreditation Council for Business Schools & Programs (ACBSP), both of which are recognized by the U.S. organization CHEA, the Council for Higher Education Accreditation. In 2011, EU Business School also achieved institutional accreditation with The International Association for Management Development in Dynamic Societies (CEEMAN IQA).

In 2014, to strengthen our business identity and in anticipation of changes in Swiss regulations, we changed our name to EU Business School. Furthermore, we signed a new academic partnership with the University of Derby in U.K. enabling us to extend our portfolio and include U.K. public university degrees across all our campuses. In 2017, we signed a partnership with Universidad Católica San Antonio de Murcia (UCAM), Spain, adding university degrees (*título propio*) to our portfolio. We also signed agreements with Dublin Business School, Ireland, and London Metropolitan University, U.K., in 2021 extending our offer of state-recognized degrees. In 2024, Universitat de Vic – Universitat Central de Catalunya (UVic-UCC) became our partner for university degrees (*título propio*).

Today, students graduating from EU Business School can earn ACBSP and IACBE accredited degrees from EU Business School Switzerland, which is institutionally accredited by IQA and certified by eduQa, but also university (*título propio*) and/or state-recognized degrees.

Throughout our history, our mission has been to provide our multicultural student body a business education of the highest standard. Since 2013, EU Business School has been Sharing Information on Progress of responsible management practices with the UN-supported Principles of Responsible Management Education (PRME). The constant evolution of the programs we offer has been acknowledged by leading international rankings with prestigious QS currently rating EU Business School with five stars overall and ranks our Global MBA in the top 110 worldwide and our online MBA 16th in EMEA. In 2022, EU Business School joined OMNES Education Group to offer further academic and international opportunities to its students.

4. Graduates

960

5. Degrees Offered

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

- Doctor of Business Administration (D.B.A.)

6. Faculty & Staff at the University

601

7. Faculty & Staff at the Institution

601

8. Student Enrollment at the University

4486

9. Total Student Enrollment at the Institution

4486

10. Undergraduate Student Enrollment at the Institution

3302

11. Graduate Student Enrollment at the Institution

1159

12. Doctoral Student Enrollment at the Institution

25

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

0



Purpose

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

14. Letter of Commitment

14.1 Letter of Commitment

Upload or select a document

2025 PRME Letter of Renewed Commitment View document  Download document 

15. Define Purpose

EU Business School's mission is to contribute to the global community by providing a comprehensive and in-depth international business education to an inspired, culturally-diverse student body. Through implementation of the OMNES Education Group's Time to Act CSR strategy, we "train and support all profiles in order to build their success".

16. Institutional Engagement

51% - 75%



Values

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



17. RME Lead

- Interdisciplinary efforts across business school
- Interdisciplinary efforts across parent organization
- Individual leader
- Research or issue group, society, or club leading sustainability efforts
- Student contributor

18. Define Values

EU Business School has four core values: global & connected, open, transformational and pragmatic. We connect individuals from diverse backgrounds through experiential learning that addresses evolving societal and industry needs. Our student wellbeing program is one example of how DEI, safety and wellbeing are at the heart of our approach.

19. Student Awareness

0% - 25%

20. Student Engagement

0% - 25%



Teach

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

21. Define Teach

Through partnerships and collaboration with faculty, EU Business School focuses on preparing students to become responsible business leaders of the future by curricular integration of SDGs. Sustainability SMEs are currently engaged in an SDG mapping exercise to be accompanied by faculty development initiatives that reinforce linkages through proposed learning experiences.

22. Educator Recognition

- Professional development opportunities
- Publication or research support
- Student-nominated teaching awards

23. Barriers to Innovative Curriculum

- Accreditation constraints
- Compliance and legal concerns
- Scalability issues

24. Barriers to Innovative Pedagogy

- Administrative hurdles
- Budget constraints
- Learning curve for faculty

25. Fostering Innovation

A lot

26. Experiential Learning

A lot

27. Learning Mindset

To a great extent

28. 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.

29. Define Research

EU Research Hubs bring faculty together to conduct interdisciplinary research with the aim of converging socio-political issues, ecological concerns and contemporary business practices to understand the dynamic relationship between business and society, in order to generate actionable insights for businesses, policymakers and society.

30. 2024 Publications

18

31. Research Barriers

- Funding challenges
- Participant recruitment
- Time constraints

32. 2024 Publications on Sustainable Development and/or RME

6

33. Research Funding

- My institution has not received funding

34. Socializing Research

- Industry and business networks
- Public events and lectures
- Research collaborations



Partner

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

35. Partners, Accreditation Bodies, Associations, etc.

- CEEMAN (Central and East European Management Development Association)
- ACBSP (Accreditation Council for Business Schools and Programs)
- Quacquarelli Symonds (QS)

36. Define Partner

EU Business School partners with esteemed academic institutions, industry leaders and local organizations to enhance the student experience and ensure our graduates are equipped as responsible leaders of the future. Synergies created through these partnerships inform CSR skills. Our Alumni Hub fosters alumni engagement in local chapter and careers events.

37. Student Partners

- None



Practice

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

38. Define Practice

EU Business School is proud to have inaugurated and updated its facilities across all campuses to incorporate green building standards and as part of Time to Act, facilitating responsible procurement and social practices such as recycling and water conservation.

39. RME Practices

- Buildings/real estate
- Carbon reduction or offset commitments
- Climate action plan
- Curriculum guidelines
- Employee equity, diversity, inclusion
- Greenhouse gas emissions
- Student equity, diversity, inclusion
- Travel guides
- Water

40. RME Policies

40.1 TimeToAct EUBS Sustainable Impact Plan 2024-2027

Upload or select a document

TimeToAct_EUBS_2024-2027

View document  Download document 



Share

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



41. Define Share

EU Business School website hosts educational and informational resources for our community and prospective students. Therein, we report our strategy, student achievements and recognitions. Additionally, EU produces regular newsletters for our alumni, staff and the student body highlighting upcoming events and awards received.

42. Transparent Engagement

- Public events and panel discussions
- Student and staff volunteer programs
- Sustainability-focused research and collaboration Opportunities

43. Audiences

- Faculty and staff
- Prospective and current students

SIGNATORY

EU Business School



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