

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

EU Business School

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 EU Business School, including key details and basic institutional data.

Strategy

EU Business School Strategy

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.

Strategy Alignment

EU Business School Strategy Alignment

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.

Institutional History

Our History

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 eduQua, 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.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1169
Faculty & Staff at the University	557
Faculty & Staff at the Institution	557
Student Enrollment at the University	4491
Student Enrollment at the Institution	4491
Undergraduate Attendance	3402
Masters-Level Postgraduate Attendance	1093
Doctoral Student Attendance	15
Certificate, Professional Development, or Continuing Education Attendance	0

Degrees Offered

Bachelor Programs

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

Masters Programs

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

Doctoral Programs

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



Purpose

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

Letter of Commitment

Letter of Renewed Commitment



At EU Business School, we believe that preparing future business leaders also means preparing them to understand the impact of the decisions they make – on their organizations, on society and on the world around them.

It is therefore with conviction that I renew EU Business School's commitment to the Principles for Responsible Management Education (PRME).

Our 2026 Sharing Information on Progress Report reflects the progress we have made in advancing responsible management education, while also helping us identify where we can go further. Our ambition is to ensure that responsibility is not treated as a separate topic, but increasingly becomes part of how our students learn to think, decide and lead.

This year, our students worked alongside world-renowned explorer Nacho Dean on the Portugal Azul expedition, contributing directly to ocean conservation through beach clean-ups, sponsored swims and microplastic monitoring. Experiences such as these reflect an important part of our educational approach: connecting learning with action and giving students opportunities to understand their own capacity to create impact.

Across EU Business School, we will continue to strengthen the integration of sustainability, ethics, inclusion and responsible leadership into our learning experiences, partnerships and everyday practices.

I am proud to renew our commitment to PRME and to contribute to a global community of institutions working towards the same ambition: developing leaders capable of combining business performance with responsibility and long-term value creation.

Mireille Messine
CEO
EU Business School

Definition of 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".

Institutional Engagement

51% - 75% of faculty at EU Business School 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

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.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

0% - 25% of students at EU Business School are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at EU Business School 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

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.

Educator Recognition

At EU Business School, we recognize educators for quality of teaching in the following ways:

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

Barriers to Innovative Curriculum

In 2025, EU Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Accreditation constraints
- ❖ Compliance and legal concerns
- ❖ Scalability issues

Barriers to Innovative Pedagogy

In 2025, EU Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Administrative hurdles
- ❖ Budget constraints
- ❖ Learning curve for faculty



Research

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

How We 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.

Research vs Research for RME/Sustainable Development

20	Peer-reviewed articles were published by EU Business School from this past calendar year.	vs	6	Peer-reviewed articles were published by EU Business School from this past calendar year in support of RME.
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Research Funding

In 2025, EU Business School was awarded funding for research that is:



No funding

Socializing Research

In 2025, EU Business School contributed research findings to:

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

Research Barriers

In 2025, EU Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Participant recruitment
- ❖ Time constraints



Partner

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

How We 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.

Institutional Partnerships

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

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.

Institutional Policies and Practices

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

Policy Documents Related to RME and/or Sustainability

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.



How We 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.

Engagement Opportunities

EU Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

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

Communication Audiences

EU Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Faculty and staff
- ❖ Prospective and current students

SIGNATORY

EU Business School



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