

PRiME

*an initiative of the
United Nations Global Compact*

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

North West University Business
School

September 2025

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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 North West University Business School, including key details and basic institutional data.

Graduates & Enrollment

2024 Statistics	Number
Graduates	610
Faculty & Staff at the University	4266
Faculty & Staff at the Institution	79
Student Enrollment at the University	57610
Student Enrollment at the Institution	951
Undergraduate Attendance	604
Masters-Level Postgraduate Attendance	272
Doctoral Student Attendance	75
Certificate, Professional Development, or Continuing Education Attendance	2086

Degrees Offered

Masters Programs

- Master of Business Administration

Doctoral Programs

- PhD In Business Management

Additional

- Postgraduate Diploma in Management



Purpose

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

Definition of Purpose

We define Principle Purpose through our strategic alignment with PRME's vision, adapted to the African context to shape ethical leaders who drive positive change. Our purpose is embodied in our Vision of "Shaping Executive Minds in Africa".

Institutional Engagement

51% - 75%

of faculty at North West University 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

At our School, values are defined as the guiding principles that shape how we engage, learn, act, and lead within the PRME framework. Being relational, we foster open, approachable, and honest communication that builds trust and strengthens partnerships with stakeholders. Through learning, we embrace lifelong development and adaptability, ensuring our students and institution remain relevant in a dynamic business environment. With responsibility, we cultivate accountability and empower individuals to uphold ethical standards and make principled choices, even in challenging circumstances. Finally, by practicing empathy, we acknowledge and value diverse perspectives, fostering collaboration, inclusivity, and socially responsive leadership that contributes to sustainable impact in Africa and beyond.

Who Champions Responsible Management Education at Our Institution

- ❖ Disciplinary efforts within business school

Student Awareness

26% - 50% of students at North West University Business School are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at North West University 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

We define Teach as our commitment to equipping students with the knowledge, skills, and values necessary to become responsible leaders who can navigate complex global challenges with integrity and purpose. This involves embedding ethical reasoning, sustainability, diversity, equity, and inclusion into our curricula, while fostering critical thinking and innovation. Our teaching goes beyond imparting academic knowledge, it is about ensuring that our graduates are not only competitive in the marketplace but also capable of making meaningful, ethical, and sustainable contributions to society.

Educator Recognition

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

- ❖ Annual teaching excellence awards
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events

Fostering Innovation



A lot

Our institution supports innovation significantly through teaching and learning.

Experiential Learning



Somewhat

Teaching and learning at our institution moderately support experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



Hybrid

Combination of in-person and virtual learning methods.

Barriers to Innovative Curriculum

In 2024, North West University Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Collaboration barriers
- ❖ Change fatigue
- ❖ Compliance and legal concerns

Barriers to Innovative Pedagogy

In 2024, North West University Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance
- ❖ Classroom infrastructure limitations



Research

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

How We Define Research

The NWU Business School views Principle Research as an essential societal responsibility, foundational for teaching and collaboration, impacting stakeholders through high-quality research outputs and prioritising ethics, sustainability and diverse contributions.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, North West University Business School was awarded funding for research that is:



International



National

Socializing Research

In 2024, North West University Business School contributed research findings to:

- ❖ Government and policy makers
- ❖ Open-access platforms
- ❖ Community organizations
- ❖ Industry and business networks
- ❖ International media
- ❖ National media

Research Barriers

In 2024, North West University Business School identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management

❖ Funding challenges



Partner

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

How We Define Partner

For us, principle Partnership is the intentional collaboration with stakeholders including academia, industry, government, and society to advance responsible management education and sustainable development. For us, partnerships are built on our values of being relational, responsible, and empathetic, enabling open dialogue, mutual respect, and shared accountability. These collaborations allow us to co-create knowledge, enhance the relevance of our programmes, and extend our impact beyond the classroom by addressing real-world challenges. Partnerships are not only strategic but also purpose-driven, ensuring that our collective efforts contribute to ethical leadership, social transformation, and the achievement of the SDGs.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

Practice for NWU Business School embodies adopting responsible and accountable management principles in governance and operations, promoting transparency, integrity, and ethical leadership. This is achieved through structures like the Executive Committee (ExCo), Business School Board, and Advisory Board, aligning with PRME to foster sustainable practices and prepare ethical leaders.

Institutional Policies and Practices

- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Professional training opportunities



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

We define Principle Share as the proactive and transparent communication of our successes, challenges, and lessons learned in sustainable development and responsible management education. This involves disseminating various reports, such as our newsletter, annual report, social media posts and the website reaching thousands of stakeholders, and insights from international forums all accessible via our website (www.nwu.ac.za/business-school) and social media platforms such as LinkedIn and Facebook. Through public discussions like Think Tanks and Pitsos, we host stakeholder dialogues to promote collective learning and accountability, ensuring our partnerships increase shared knowledge, inspire continuous learning and awareness and contribute to broader societal impact.

Engagement Opportunities

North West University 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:

- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Annual reports
- ❖ Boards and advisory committees
- ❖ Open faculty and student meetings and town halls

Communication Audiences

North West University Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

North West University Business School faces the following barriers in transparent communications:



**Data privacy
regulations**



**Feedback
loops**

SIGNATORY

North West University Business School



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Website

<https://www.nwu.ac.za/business-school>