

PRiME

*an initiative of the
United Nations Global Compact*

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

American University of the Middle
East

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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 American University of the Middle East, including key details and basic institutional data.

Graduates & Enrollment


2024 Statistics	Number
Graduates	2241

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Business Administration (M.B.A.)



Purpose

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

Definition of Purpose

At AUM, Purpose refers to advancing responsible management education that develops ethical, socially conscious, and sustainability-oriented leaders. This purpose is embedded across teaching, research, and engagement activities and aligns with the UN SDGs to foster inclusive prosperity while respecting ecological limits.

Institutional Engagement

76% - 100% of faculty at American University of the Middle East 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 AUM, Values represent a shared commitment to ethics, sustainability, and social responsibility across teaching, research, and engagement. These values are embedded in curricula, research activities, and co-curricular initiatives, fostering broad student awareness of sustainability and active participation in responsible management and sustainable development challenges.

Who Champions Responsible Management Education at Our Institution

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

Student Awareness

76% - 100% of students at American University of the Middle East are aware that we are a PRME Signatory Member.

Student Engagement

76% - 100% of students at American University of the Middle East 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 AUM, Teach reflects our learner-centered educational philosophy, integrating responsible management, sustainability, and ethical reasoning across curricula and pedagogy. Teaching emphasizes experiential learning, critical thinking, interdisciplinarity, and real-world relevance, preparing students to address complex societal, environmental, and economic challenges.

Educator Recognition

At American University of the Middle East, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Professional development opportunities
- ❖ Publication or research support

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage 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



In person

Traditional classroom-based learning with face-to-face instruction.

Barriers to Innovative Curriculum

In 2024, American University of the Middle East identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Compliance and legal concerns

Barriers to Innovative Pedagogy

In 2024, American University of the Middle East identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Compliance concerns



Research

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

How We Define Research

At AUM, Research advances knowledge that supports responsible management, sustainability, and societal well-being. It emphasizes rigor, relevance, and impact, encouraging interdisciplinary inquiry and applied scholarship that informs teaching, policy, industry practice, and solutions to social, environmental, and economic challenges.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, American University of the Middle East was awarded funding for research that is:



No funding

Socializing Research

In 2024, American University of the Middle East contributed research findings to:

- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach
- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks

Research Barriers

In 2024, American University of the Middle East identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ Regulatory and legal restrictions



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 AUM, Partner refers to collaboration with universities, industry, and academic networks, supported by institutional and programmatic accreditations. These partnerships enhance quality assurance, joint research, experiential learning, and knowledge exchange, strengthening responsible management education and shared solutions to social, environmental, and economic challenges.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Local institutions and associations

Student Organization Partnerships

- ❖ Babson Collaborative for Entrepreneurship Education



Practice

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

How We Define Practice

At AUM, Practice refers to adopting responsible and accountable management principles in institutional governance and operations. It includes embedding sustainability, ethics, transparency, and inclusivity into policies, decision-making, and institutional practices, ensuring that the University models the values it promotes through education and research.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Professional training opportunities
- ❖ Ethical leadership or good governance policies
- ❖ Greenhouse gas emissions
- ❖ Ministry of education recommendation documents
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Curriculum guidelines
- ❖ Climate action plan



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

At AUM, Share refers to openly communicating knowledge, experiences, and outcomes related to responsible management and sustainability. Sharing occurs through research dissemination, academic and public events, partnerships, and digital platforms, promoting transparency, dialogue, and collective learning within the University and the wider community.

Engagement Opportunities

American University of the Middle East 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
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

American University of the Middle East communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Research and academic networks
- ❖ Prospective and current students
- ❖ Non-governmental organizations (NGOs)

SIGNATORY

American University of the Middle East



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