

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

The American University of Ras Al  
Khaimah

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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. Mission

## 1.1 Research Seminars

### Subjects

- Business Administration

### Provide supporting context

several research seminars have conducted with the school of business at the AURAK.

The seminars cover several sustainability-related topics.

## 1.2 Description of the relationship between the PRME Signatory Member and the identified institutions

### Subjects

- Business Administration

### Provide supporting context

The school of business at the AURAK is accredited by the AACSB from 2023.

To stay relevant in the ever-changing marketplace, we have consolidated our undergraduate programs into a single Bachelor of Science in Business Administration with multiple majors, including Accounting, Finance, Human Resource Management, Marketing, Business Analytics, and Hospitality and Tourism Management. Our CAA-accredited graduate programs, the MBA and EMBA, are designed to enhance the career goals of executives. To further our quest for international recognition, we have become accredited members of AACSB International (Association to Advance Collegiate Schools of Business). This membership provides us with a valuable platform to actively engage with a distinguished network of world-class business schools. We perceive this endeavor as an ongoing journey of continual improvement, allowing us to better serve our students and stakeholders.

## 1.3 Office of Research & Community Service

### Subjects

- Accounting
- Business Administration

- Entrepreneurship

### **Provide supporting context**

The Office of Research and Community Service (ORCS) at the American University of Ras Al Khaimah is vital in managing and overseeing all research and community service endeavours.

ORCS is committed to supporting and enhancing high-impact research and scholarly activities at AURAK by providing research mentoring and professional development opportunities and fostering collaborations among faculty members within and outside the University. Moreover, by offering services that address community needs, ORCS strives to strengthen the connection between AURAK's faculty, staff, and students and the broader community for societal impact. Its ultimate goal is to establish mutually beneficial partnerships between the University and the community, which will contribute to the growth and development of both.

As part of its community service, ORCS engages with society, promotes social responsibility, and fosters civic engagement by actively connecting with and addressing the community's needs and sustainability goals. Through impactful initiatives and partnerships, ORCS strives to make a positive difference in the lives of individuals and communities.

## **2. Vision**

### **2.1 Research Seminars**

#### **Subjects**

- Business Administration

#### **Provide supporting context**

several research seminars have conducted with the school of business at the AURAK.

The seminars cover several sustainability-related topics.



## 3. Strategy Alignment

### 3.1 Research Seminars

#### Subjects

- Business Administration

#### Provide supporting context

several research seminars have conducted with the school of business at the AURAK.

The seminars cover several sustainability-related topics.

## 4. Graduates

14

## 5. Degrees Offered

- Bachelor of Business Administration (B.B.A.)

## 6. Faculty & Staff at the University

0

## 7. Faculty & Staff at the Institution

207

## 8. Student Enrollment at the University

0

## 9. Total Student Enrollment at the Institution

1429

## **10. Undergraduate Student Enrollment at the Institution**

1396

## **11. Graduate Student Enrollment at the Institution**

0

## **12. Doctoral Student Enrollment at the Institution**

0

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

0



# Values

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



## 14. RME Lead

- Interdisciplinary efforts across business school



# Teach

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



## **15. Fostering Innovation**

To a great extent

## **16. Experiential Learning**

To a great extent

## **17. Learning Mindset**

To a great extent

## **18. 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.

## **19. 2024 Publications**

116

## **20. 2024 Publications on Sustainable Development and/or RME**

80

## **21. Research Funding**

- Local

## **22. Socializing Research**

- Government and policy makers
- Community organizations
- Industry and business networks





# Partner

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

## **23. Partners, Accreditation Bodies, Associations, etc.**

- AACSB (Association to Advance Collegiate Schools of Business)

## **24. Student Partners**

- Alpha Beta Gamma
- None



# Practice

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

## 25. RME Practices

- Curriculum guidelines
- Climate action plan
- Accreditation body recommendation documents



# Share

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



## 26. Transparent Engagement

- 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

## 27. Audiences

- 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

SIGNATORY

# The American University of Ras Al Khaimah

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## Website

<https://aurak.ac.ae/en/my-aurak-portal/>