

**PRiME**

*an initiative of the  
United Nations Global Compact*



**Queen Margaret University**  
EDINBURGH

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

Queen Margaret Business School

September 2025

## Table of Contents

1. About PRME .....	3
2. About SDGs .....	5
3. Getting Started .....	6
4. Purpose .....	14
5. Values .....	16
6. Teach .....	18
7. Research .....	21
8. Partner .....	23
9. Practice .....	25
10. Share .....	27

## 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 QMU Purpose

### Subjects

- International Hospitality, Tourism and Events Management
- Business Management

### Provide supporting context

Our mission is to foster intellectual capital with both a theoretical and practical focus, giving students and staff the confidence to make a real difference to the world around them.

We view our purpose as helping to create a better society through education, research and innovation, and by providing a supportive and creative learning environment in which students and staff thrive.

In seeking to fulfil this purpose, we are clear and realistic about our strengths, focused on strategic goals, persistent in pursuing opportunities and overcoming barriers, and guided by our values

# 2. Vision

## 2.1 QMU Vision

### Subjects

- Business

### Provide supporting context

Our vision is to be a university of ideas and influence.

In pursuit of our vision and mission, we will aspire to be:

- Ambitious, confident and inspiring to instil staff and students with a sense of belonging to the QMU community.
- Committed to social justice, recognising equality and diversity in all that we do.
- Excellent in research, teaching and knowledge exchange.
- Supportive and enterprising.
- Focused on meeting the needs of students, staff, employers and our communities.
- Committed to all forms of sustainability.

- A university without borders that embraces partnership working with the local, national and international communities.

## 3. Strategy

### 3.1 QMU Strategic Goals

#### Subjects

- International Hospitality, Tourism and Events Management
- Business Management

#### Provide supporting context

#### Strategic Goals

To fulfil our purpose we have developed a set of strategic goals, with associated outputs, that are underpinned by our values.

- Provide distinctive, accessible and high quality education
- Deliver transformative research and innovation
- Seek out partnership and collaboration
- Invest in the long-term future of the University
- Embed sustainability across our portfolio and practices

These goals are explored in more detail throughout this plan and the achievement of the associated outcomes will be supported by a separate, detailed delivery plan.

Provide distinctive, accessible and high quality education

*Attractive, Relevant and Market Responsive Academic Portfolio*

Become the university of choice for students in our key markets and core academic disciplines.

Provide our graduates with relevant and future focused knowledge, skills and professional qualifications, enabling them to make a real difference around the world through a sustained and meaningful contribution to society. Taking advantage of the necessary adaptations to learning in light of the Covid-19 pandemic, ensure we have the infrastructure in place to offer a flexible choice in methods of learning that are appropriate to students' circumstances and make the best use of emerging technologies.

#### Outcomes:

- A portfolio that encourages people to study with us and partners to work with us.
- An increase in our overall student population, optimising the balance of different student cohorts.
- An increase in the percentage of students gaining work experience as part of their programme.
- An increase in our graduate employment measure.



## [Our Academic Portfolio](#)

### [See the Deputy First Minister talk about the social value of a new addition to our course provision](#)

### [Our distinctive course offering](#)

### [Hear what our students and graduates have to say about QMU](#)

#### *Accessible and Inclusive Lifelong Learning*

Enhance further access for students from under-represented groups, designing and implementing new approaches to flexibility in the learner journey in order to offer each student a journey that is appropriate to their needs.

#### **Outcomes:**

- An increase in the number of students from under-represented groups.
- An increase the number of students articulating into the later years of our programmes from college.
- A high retention rate of students across all programmes.

#### *A Wellbeing University*

Maintain and develop our distinct, people centred environment to ensure that students feel safe and supported in their studies by staff who feel confident, motivated and inspired. Provide a learning environment adapted to the post Covid-19 world, that is attractive to work in and designed to support a wide variety of learning styles. Promote a culture of respect and resilience in students and staff across the University.

#### **Outcomes:**

- An increase in student satisfaction with the campus, its facilities and the learning environment.
- An increase in staff satisfaction with their job and development opportunities.
- Further facilities on the University estate that are attractive to students, staff and the wider community.

Deliver transformative research and innovation

#### *Internationally Recognised Research*

Build on our strengths in applied research to support the social, economic and cultural wellbeing of our global society through interdisciplinary work, collaboration and excellence. Focus our activity and investment in research and knowledge exchange on areas of potential growth, demonstrable strength, and greatest likely benefit to society. Become a leader in addressing the priority challenge areas of healthy ageing, food production, audience of the future and next generation services. Contribute to relevant areas of research resulting from the Covid-19 pandemic.

#### **Outcomes:**

- An optimised percentage of research active staff creating a critical mass with the ability to drive research strategy.
- An increase in the overall quality profile of research publications.
- An increase in externally secured research income.

- A clearly defined research collaboration strategy that facilitates and supports all levels of partnership working.

#### *Innovation*

Build on our existing strengths in new product development in food and drink, creative enterprise, social innovation and female entrepreneurship. Further embed enterprise and innovation across the academic portfolio and staff culture. Being cognisant of the disruption resulting from Covid-19, continue to be an anchor institution in the Edinburgh and South East Scotland City Region Deal, providing strategic leadership, connectivity and coherence in innovation strategically integrated into the regional growth agenda.

#### **Outcomes:**

- An increase in the number, range and survival rates of graduate start-up companies.
- An increase in the number of female staff and student entrepreneurs.
- An increase in income from innovation activity.
- City Deal funding secured and construction of an Innovation Hub well under way.
- New industry-facing programmes.
- A new pipeline of industry facing collaborative PhDs.
- An increase in demand led innovation activity across the academic portfolio.

[Find out more about our research and knowledge exchange work](#)

[Learn about how our work in speech is transforming lives](#)

Seek out partnership and collaboration

Be the partner of choice for academic, government and other organisations around the world in our areas of expertise contributing to the global recovery from the Covid-19 pandemic.

Facilitate this through the development of an Innovation Hub and by ensuring that we are attractive to potential partners, both in our areas of expertise and in our transparent and straightforward approach to partnership development.

#### **Outcomes:**

- A clearly visible and highly promoted cross-university approach to partnership working.
- An increase in the number of research partnerships.
- An increase in the quality and scale of transnational education partnerships.
- A key university in partnering with Government and delivering on its priorities.
- Small and medium enterprise Innovation Hub partners ready to take up residency.

[Find out more about some of our partnerships](#)

[Discover how City Deal funding and partnership is supporting innovation around the campus](#)

Invest in the long term future of the University

Recognising the significant financial impact of the Covid-19 pandemic, develop a financial recovery plan to secure our long term future as a thriving university with the financial resources to invest in learning and teaching, research and innovation, and the services and infrastructure that support these endeavours. Ensure that the right funding is in the right place to support identified priorities.

### **Outcomes:**

- A managed recovery from the financial impact of the Covid-19 pandemic.
- Financial surplus achieved and projected to be maintained in the long term.
- An increase in investment in staffing and infrastructure.
- A clear set of investment priorities.

### **Embed sustainability across our portfolio and practices**

Promote and incorporate sustainable practices into all of our activities in order to be at the forefront of sustainability and provide an exemplar for other organisations. Take advantage of the learning from the Covid-19 pandemic regarding environmental sustainability. Recognise this environmental priority but ensure that the social and economic aspects of sustainability are also given prominence.

#### **Outcomes:**

- A reduction in CO2 emissions and carbon footprint from activities both in the physical operation of the University campus and the working practices of staff and students.
- Academic programmes with sustainability elements embedded.
- Graduates entering society with a rounded understanding of the sustainability challenges facing the world and the tools to contribute to solutions.

### **Key enablers**

In order to deliver our plan we must have the right support in place, in particular through:

- **Our People:** We are a people centred university which invests in staff and student development and in effective systems and processes to support them.
- **Good Leadership:** We aim to lead the University with clarity, ambition and integrity.
- **Our Infrastructure:** We invest to improve and enhance our estate and support systems so that we provide a stimulating, safe and supportive environment in which to study and work.
- **Our partners:** We draw on the resources and expertise of our external partners to enhance our learning and teaching, and research and innovation, for mutual benefit.

### **Our targets**

#### **By 2025:**

- We will be the top modern university in Scotland for graduate employment.
- We will be a sector leader in access for students from under-represented groups.
- We will be the top modern university in Scotland for student satisfaction.
- We will be amongst the top in the UK for staff recommending their university as a good place to work.
- We will have increased our international research quality profile.
- We will have secured our position as a leading modern university in Scotland for research and innovation.
- Our partnerships (including research and transnational education) will become an increasingly significant area of our business, enhancing our domestic and global footprint.

- We will be delivering a year-on-year surplus allowing for significant investment.
- We will have a reduced carbon footprint and be one of the best performing universities in the UK on this measure.
- More than ever before, as we look forward from 2020, we recognise the power of technology to drive excellence and innovation across the University and to enable our ambition to reach out to communities locally and globally. We are committed to investing in technological development to support our strategic goals.

## **4. Graduates**

155

## **5. Degrees Offered**

- Bachelor of Arts (B.A.)
- Master of Science (M.Sc. or M.S.)
- Doctor of Philosophy (Ph.D.)

## **6. Faculty & Staff at the University**

603

## **7. Student Enrollment at the University**

11500

## **8. Total Student Enrollment at the Institution**

378

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

284

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

102

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

124



# Purpose

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

## 12. Define Purpose

"We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems." In light of the lack of progress we have made on achieving the SDGs as a global community, we must make every effort to embrace this purpose fully and question whether inclusive prosperity is possible within a thriving ecosystem, or rethink what inclusive prosperity entails.

## 13. Institutional Engagement

0% - 25%



# Values

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





## 14. RME Lead

- Senior leadership office
- Research or issue group, society, or club leading sustainability efforts
- Disciplinary efforts within business school

## 15. Define Values

"We place organizational responsibility and accountability to society and the planet at the core of what we do." We recognise the desire for economic growth and its importance in business survival. However, this can only happen in balance with planetary boundaries and must never compromise the dignity, prosperity and safety of others.

## 16. Student Awareness

0% - 25%

## 17. Student Engagement

0% - 25%



# Teach

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



## 18. Define Teach

"We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy." As a Business School we strive towards integrating responsible management concepts and practices into our curriculum and pedagogy, while recognising that we are in the early stages of achieving this goal.

## 19. Educator Recognition

- Student-nominated teaching awards
- Course evaluation scores
- Module Feedback
- AdvanceHE Fellowship support
- Faculty promotion and tenure consideration
- Professional development opportunities

## 20. Barriers to Innovative Curriculum

- Time constraints
- Assessment challenges
- Resource allocation challenges

## 21. Barriers to Innovative Pedagogy

- Time constraints

## 22. Fostering Innovation

A lot

## 23. Experiential Learning

A lot

## 24. Learning Mindset

A lot

## 25. 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.

## 26. Define Research

"We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice." We are enabling our students to learn from real-life business problems, to recognise the complexity of systems, and to critically evaluate contemporary challenges while developing creative solutions to overcome these.

## 27. 2024 Publications

21

## 28. Research Barriers

- Funding challenges
- Administrative barriers
- Time constraints

## 29. 2024 Publications on Sustainable Development and/or RME

5

## 30. Research Funding

- Institution Specific

## 31. Socializing Research

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



# Partner

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

## 32. Partners, Accreditation Bodies, Associations, etc.

- None

## 33. Student Partners

- None





# Practice

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

## 34. RME Practices

- Carbon reduction or offset commitments
- Sustainability strategy or strategic plan (school or university level)
- Student equity, diversity, inclusion
- Professional training opportunities
- Faculty hiring, tenure, and promotion guidelines
- Employee equity, diversity, inclusion
- Curriculum guidelines
- Climate action plan
- Campus operations guides
- Greenhouse gas emissions
- Responsible procurement policies
- Open-access guides



# Share

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



## 35. Define Share

Transparency in our successes and setbacks is essential for real progress and to guard against greenwashing.

## 36. Transparent Engagement

- Boards and advisory committees
- Public events and panel discussions

## 37. Transparency Barriers

- Messaging clarity
- Transparency hesitation
- Media visibility

## 38. Audiences

- Prospective and current students
- Faculty and staff
- Media and public relations channels
- Alumni and donors
- Business and industry partners
- Research and academic networks



SIGNATORY

# Queen Margaret Business School

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## Address

Queen Margaret Drive, Edinburgh, Scotland, EH21 6UU  
United Kingdom



## Website

<https://www.qmu.ac.uk/>