

Principles for Responsible Management Education

Report July 2023



EU Business School

Letter of Renewed Commitment



The EU Business School 2023 Sharing Information on Progress (SIP) report comes as we step into the future with a focus on rethinking education, learning from the skills and methods used during the COVID-19 pandemic. EU Business School's mission is to prepare our students to drive change and thrive in the global business arena while instilling and upholding our values, which promote transformation, multiculturalism and diversity. We also look to create a culture of ethics, sustainability and responsible practices in all aspects of campus life.

We are pleased to renew our commitment to the Principles for Responsible Management Education and support the initiative of developing collaborative platforms for academic institutions around the world.

Carl and Luc Craen
Managing Directors
EU Business School

Our Rankings

Over the years, EU Business School has received recognition from leading international rankings for its innovation, entrepreneurship, cultural diversity and leadership in the field of business education.

#1



EU's Online MBA ranked #1 worldwide by CEO magazine

#1



Class & Faculty Diversity

EU's MBA program ranked #1 globally for class and faculty diversity by QS

#2



EU's MBA ranked #2 in Spain by Forbes

★★★★4



Awarded four stars for overall excellence in business education by QS Stars

#20



Ranked #20 worldwide by América Economía in its global MBA rankings

#24



EU's Online MBA ranked #24 in the world by QS Top MBA

Institutional Overview

Since 1973, EU Business School (EU) has been educating future entrepreneurs and business leaders. We are a high-ranking, international business school that offers foundation, bachelor's, master's, MBA, DBA and further education programs in English at our campuses in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our pragmatic and experiential learning approach, which includes case studies, business simulations, company visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provides networking opportunities around the globe. Intercampus and global exchange programs further enhance our students' international experience.

EU Business School joined the OMNES Education Group in January 2022.

MISSION STATEMENT

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.

The institutional vision of EU Business School is guided by the highest ethical standards and excellence in teaching, learning and research. We strive to create the environment and standards through which every EU Business School student receives an unrivalled quality of education and service that is intellectually stimulating, ethically sound and socially relevant.

CORE VALUES

Global and Connected

We are global in our approach. We are cosmopolitan and ethical in the way we uphold multiculturalism and plurality of ideas and values – the world is in EU. We are connected through our networks, partners and our interdisciplinary approach to the real world.

Pragmatic

We are pragmatic by focusing our teaching, learning and research on building and developing real-world skills that are easily transferable in the global marketplace across different sectors. We pride ourselves on focusing on the needs of students in the real world.

Transformational

We are transformational in the way we approach teaching and learning. We embrace a student-centric and experiential learning method by adopting a flexible and blended approach; by hiring a world class faculty; and through nurturing our students and following their development closely throughout their academic career and beyond.

Open

We are open and inclusive. We celebrate human diversity, as well as new ideas and diversity of thought. We embrace new challenges, as well as new ways of doing things.



EU Business School joined OMNES Education Group, the French leader in private higher education, in 2022.

EU Business School Joins OMNES Education Group

In January 2022, EU Business School joined forces with the OMNES Education Group (OMNES), formerly known as the INSEEC U Group. The acquisition by OMNES has enabled EU Business School to grow, develop its educational offerings and focus even more on student experience and employability. The redevelopment of programs has allowed for a deeper focus on future skills and greater flexibility of course delivery through new initiatives. With access to peer institutions, partnership opportunities have fostered shared extracurricular activities, enhanced library resources and responsible management practices.

The addition of the Business Immersion Week (BIW) initiative has enabled continued development of community across all campuses and programs. The aim of Business Immersion Week is to bring together students, alumni and business professionals through workshops, speaker sessions, projects and company visits.

EU Business School and OMNES are also working together to develop new teaching and learning experiences through the development of asynchronous components that provide students with a digital platform for learning. These new teaching and learning methods and tools will ensure students' development of not only subject-specific understanding but also the technological, managerial and generic skills which remain critical in the business world. Other developments include the building of additional qualification programs, student exchanges across schools and campuses, as well as opportunities for students and faculty to participate in business plan competitions. For example, in May 2023, an EU Business School student, together with her team of external business professionals, was awarded the IUM Mark Challenge special entrepreneurial prize for their business start-up proposal. The IUM Mark Challenge business plan competition supports entrepreneurial activities with a positive social and environmental impact.

For the past decade, OMNES Education Group has placed social and environmental responsibility and the transition to a low-carbon economy at the heart of its concerns and teaching. OMNES actively structures its teaching and governance to incorporate social responsibility, not only to address issues of sustainability, but also with an eye towards inclusiveness. As part of the larger OMNES community, EU is able to incorporate best management practices and develop further tools that will positively impact its community.

As part of its transversal and participative vision of CSR, OMNES Education adheres to the framework of the Green Plan, resulting from the Grenelle de l'environnement (2009), which manifests in a commitment to incorporating green skills into the curriculum, encouraging engagement with the student body regarding green practices and actively developing resource saving practices such as energy efficient infrastructure and digitization. As an example of OMNES' commitment to energy efficiency, the EU campus in Barcelona is being expanded and is dedicated to SDG 7: Affordable and Clean Energy. OMNES Education Group publishes annual CSR reports available on their website at www.omneseducation.com/en/the-group/omnes-education-groups-csr-approach/.

Commitment to Sustainable Development Goals (SDGs) in Teaching and Research

EU Business School, as a leading provider of quality business education, is deeply committed to the United Nation's 2030 Agenda for Sustainable Development. Our objective is to continuously integrate the UN's 2030 Agenda into our research initiatives and programs in a meaningful and pragmatic way, while also increasing the learning and overall experience of students so that they embrace the SDGs.





Paul Polman, CEO & Chair of IMAGINE, and former CEO of Unilever, inspired students at a Learning From Leaders conference.

PRME Principles at EU Business School

PRINCIPLE 1: PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The objective of EU Business School is to contribute to the social, ethical and sustainable role of business in society while building opportunities and providing continuous support to the development and wellbeing of our students. EU encourages students to engage in ethical behavior and to apply sustainable business models.

The experience that students encounter at EU Business School is designed to be transformative, where faculty members teach applied skills required for future professionals. Our students are comprehensively exposed to the real world of business, through engaging guest lectures, innovative company and industry visits, simulations and placement programs. As can be seen from the extrapolation of the EU program format and pedagogical structure, the teaching philosophy consists of activities that are not limited to a mere transfer of knowledge, but which provide an activity where knowledge is attained through both formal study and continuous learning.

With the introduction of Business Immersion Week across all of our campuses, students have become more engaged with their communities through interactive workshops, company visits and guest panels. Each campus designs their own agendas and activities to create thematic experiences for the students. In addition, students are encouraged to participate in Business Immersion Week on either their home campus or as a visitor to another campus to further encourage international interaction. As a member of OMNES, EU students have been able to extend their reach to a peer university in either London, Monaco, San Francisco, or Paris, if they chose to do so. This year, MBA students from the Digital Campus were invited to attend the events in Geneva in November and Munich in February to obtain part of their professional development credits. Themes of the events

included: Sustainability; Future of Work From a Four Worlds Perspective; Reinventing Learning; Sustainable Cities; Rethinking City Branding: Coherent Strategies for Managing Future Resources; Contributing to Sustainable Oceans: The Blue Economy; and Empowering Women at Work.

In the spring of 2023, EU Business School students were invited to participate in the Mark Challenge with the International University of Monaco, which is part of the OMNES Education Group. This competition challenges students to create a luxury product or service business plan that focuses on innovative international projects, while also addressing environmental and social impacts. Several of the luxury entries were designed to respond to SDG 5 Gender Equality and SDG 12 Responsible Consumption and Production in addition to green best-management practices. Our students reached the finals with a Geneva-based company which supports sustainability solutions, with the long-term goal of becoming a member of the Responsible Jewelry Council (RJC). We were also proud to have seven teams competing in the semi-finals, together with the winner of the special prize in entrepreneurship from EU Business School in May 2023.



PRINCIPLE 2: VALUES

We will incorporate the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact into our academic activities, curricula and organizational practices.

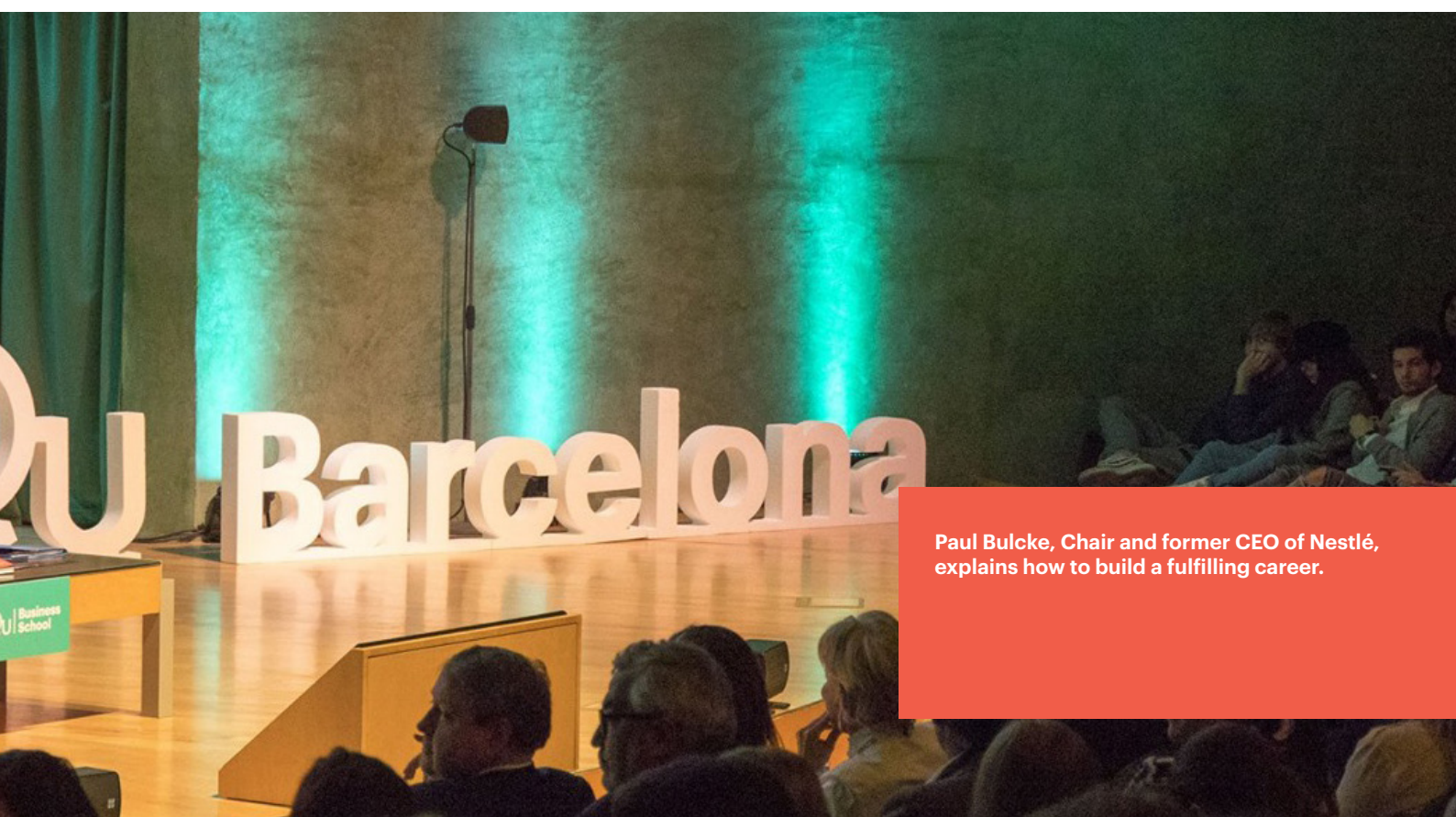
EU Business School continues in its endeavors to maintain current, meaningful curricula which reflect global concerns and incorporate a sustainable and ethical approach to business. The concepts of sustainability and sustainable development are integrated in multiple courses within the programs to ensure a strategic perspective and critical understanding of sustainability in all business processes.

Courses dedicated to sustainable value for business have been integrated in bachelor's, master's, MBA and DBA programs for a number of years. Topics include ethical thinking, corporate social and environmental responsibility, stakeholder management, professional ethics and ethical leadership.

Over the past two academic years, EU Business School has taken advantage of its programmed curriculum reviews to further incorporate sustainability into

the course outlines for its bachelor's and master's programs. Not only do the core classes now address the consumer demand for sustainable products, but students also learn how to focus on all facets of business management in a greener world of the future. Additionally, students are informed about various aspects related to diversity, inclusion and equity within organizational management and sustainable best practices for development beyond economic growth. Together with the programmatic changes to the course structures, we have also introduced a Responsible Management course for bachelor's students aimed at providing them with a holistic view of sustainability and ethical management in all areas of business.

Master's students are further introduced to corporate social responsibility by looking at environmental impacts of digital business, sustainable value creation in fashion and luxury, and responsible tourism in the face of climate change. Not only do the courses address social, ethical and legal aspects related to development, marketing and technology, students are taught to critically understand how developing technologies, such as digital financial transactions, could provide financial inclusion to underserved countries and populations.



Paul Bulcke, Chair and former CEO of Nestlé, explains how to build a fulfilling career.

PRINCIPLE 3: METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

In order to provide excellence in pragmatic business education, communicate visionary leadership and gain full commitment while continuously improving individualized processes, EU Business School implements a substantiated educational methodology that integrates and promotes a spirit of social responsibility, equity and accessibility within a framework of ethical conduct, security and privacy in all partners.

We base our teaching strategy on the constantly evolving global and geopolitical landscape, changing generational attitudes, manifest needs, and challenges and on future market demands.

As a higher educational institution, EU Business School has a duty to provide students with the most relevant knowledge that assists not only economic growth but also the development of society at large. The EU Business School program curricula have strong links with industry and aim to show students best industry examples of responsible leadership and sustainable business models.

Learning From Leaders

As part of its prestigious Learning from Leaders conference series, EU invites leaders and strong advocates of sustainability from global organizations to speak to its student body. These have recently included alumni, chief diversity & inclusion officers, chairmen, COOs and CEOs, among others.

Students are encouraged to attend these guest speaker lectures and to ask industry leaders questions about current and future trends in business. By attending EU's Learning From Leaders series, students gain a heightened awareness of the practical implications of morality within a solid business model from top worldwide business leaders. Business leaders address EU's student body to give their views on a range of current and rel-

evant subjects which include their company, its operations and industry development and concerns. Over the past year, SDGs have been part of the topics of conversation for many of our events. Selected talks included:

- Diversity and Inclusion, by Vanessa Mounzar, Chief Diversity & Inclusion Officer at LVHM.
- Responsible Innovation, by Andrea Wong, Responsible Innovation, Stakeholder Engagement Program Lead at Meta.
- Social Impact Investing by Mirjam Staub-Bisang, Country Head of BlackRock Switzerland.

TEDx and Other Initiatives

Hosted in Barcelona, EU Business School independently organized a TEDx event: The Future of Business. Guest speakers included the heads of product design, diversity & inclusion, external relations, business development and a general manager of a diverse group of local companies. Their topics ranged from development and networking to DEI. Students attended this series for credit and as part of the first edition of Business Immersion Week.

Additionally, as part of the Net Positive initiative, EU Business School hosted an in-person conference and web series as part of EU's mission to educate the responsible business leaders of tomorrow. Co-authors Paul Polman, CEO of Unilever (2009–2019) and Co-Chair and Co-Founder of Imagine, and Andrew Winston, thought leader and best-selling author on megatrends and sustainability, explained how courageous businesses can thrive by giving more than they take. The "net positive" approach was further defined in a series of thought-provoking masterclasses where they dove deeper into this revolutionary business approach, the aim of which is to ensure a better future for all.

Students from the bachelor's, master's and MBA programs actively participated in this 10-part masterclass program. Courses that gained credit from participating in this program included Business Management, Ethics in Business, Legal Issues, Human Resource Management and Entrepreneurial & Design Thinking, amongst others. The individual topics ranged from Leadership, Sustain-

ability & Courage to Organizational Culture for Sustainability to Five Core Principles for Being More Sustainable & Becoming Net Positive. These videos are available to students on their Moodle learning platform.

Company Visits

In addition to a strong guest speaker series, the EU Business School program also includes visits to relevant companies. During these visits, students have the opportunity to put business theory into practice while networking with top management and gaining business insights from the perspective of an industry insider. Students visit selected national and international companies such as BMW, Tesla, Amazon, Nestlé and UEFA, among others, where they observe how theoretical concepts are applied to real business situations. Coursework relevant to the visit is assigned and requires students to present oral and written reports.



Lotus Smits, Global Head of Diversity, Inclusion & Company Culture at Glovo, at TEDx.

PRINCIPLE 4: RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.

Interdisciplinarity is one of the foundational research values of EU Business School. It is manifest in our approach to program and curriculum development, teaching and learning methods and research.

ONResearch hosts EU Business School's very own biannual, online, open access and peer-reviewed journal of the same name – ONResearch. The first edition was released in fall 2018, with nine open access editions currently available at <https://onresearch.ch>. Since 2021, EU Business School has published the 7th, 8th, and 9th editions of the journal.

The 7th edition of the ONResearch Journal, entitled "(R) e ~", explored how to maximize resources sustainably for an increasingly uncertain but exciting future. Of special importance was the focus on reinvigorating commitment to COP 26 by reclaiming it as a priority and redesigning our tools and systems.

The 8th edition of the ONResearch Journal, entitled "Edge", focused on where we currently are as a society – our cumulative progress, the impact of recent global events, the challenges our world faces and the opportunities for creators and problem-solvers – and how businesses can help design our collective future.

The 9th edition of the ONResearch Journal, entitled "Blocks", focused on identifying the physical and mental barriers created by the skepticism of globalization as we emerge from the COVID-19 era. Research identifies "Freedom as a Value Based Strategy for Value Creation", "The Role of Soft Power in City Diplomacy" and "From Refugee to Entrepreneurship: Motivation Factors and Challenges of Three Women from the Mena Region".

The ONResearch labs feature a series of focal areas that reflect the research direction and orientation of EU Business School. The labs showcase the involvement of our faculty members in providing thought leadership through various projects and publications

under different themes. Through these research ventures, we take the lead in creating platforms for collaboration and engagement with eminent scholars worldwide to conduct research and to advance ideas that benefit both business and society.

The future of international collaboration will require stakeholders, both state and non-state, to build new synergies, transfer established capabilities and create new cross-cutting capacities. The 2nd edition of ONResearch Lab therefore focused on public-private partnerships for sustainable development.

We are proud to share that our faculty are further contributing to the body of knowledge with respect to Sustainable Development Goals by researching and publishing the following articles as part of their scholarly activities:

- Abio, G., Patxot, C., Solé, M., Rentería, E. & Souto, G. (2021), "Intergenerational equity as a guarantee of social well-being", La Caixa Foundation, The Social Observatory. <https://elobservatoriosocial.fundacionlacaixa.org/en/-/intergenerational-equity-as-a-guarantee-of-social-well-being>
- Arici, H. E., Cakmakoglu Arici, N., & Altinay, L. (2022), "The use of big data analytics to discover customers' perceptions of and satisfaction with green hotel service quality", *Current Issues in Tourism*, pp.1-19. doi: <https://doi.org/10.1080/13683500.2022.2029832>
- Arici, H. E., & Uysal, M. (2022), "Leadership, green innovation, and green creativity: A systematic review", *The Service Industries Journal*, 42(5-6), pp.280-320. doi: <https://doi.org/10.1080/02642069.2021.1964482>
- Escursell, S. (2021), "Packaging y sostenibilidad en el e-commerce", *OmniaBooks*, UPC, pp.63-78.
- Paz, E. (2022), "Women disrupting late-night comedy: Female voices and their role in late night talk shows", *Historia Actual Online*, 57(1), pp.145-158. doi: <https://doi.org/10.36132/hao.vi57.2170>
- Rubasundram G.A. (2021), "Green Criminology, Environmental Crimes and Corruption: An ASEAN Perspective", in Chin, Kok Fay & Ravichandran, Moorthy (Eds.) *Governance For Sustainable Development in Southeast Asia*, 1st edition, pp.8-37. *Kebangsaan, Malaysia: Penurity University.*

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Guillermo Cernuda, Operations Director at Do Good People, shares insights on sustainable business strategies at Career Day 2023.



Marta Domínguez, Head of HR and Business Partner at Lucas Fox, explains the latest trends in talent development at Business Immersion Week.

PRINCIPLE 5: PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore effective joint approaches to meeting these challenges.

The current global landscape is beset with challenges that transcend national boundaries. The future of international collaboration will require stakeholders, both state and non-state, to build new synergies, transfer established capabilities, and create new transversal capacities.

The new operating landscape created by the forces mentioned above presents both an opportunity and a challenge. Partnerships will have a key role to play in fostering these innovative synergies. In fact, the Sustainable Development Goals (SDGs) call for a quintuple bottom line: people, profits, planet, peace and partnerships.

We are proud to be the partner representing the educational sector in the Geneva Chamber of Commerce, Industry & Services (CCIG). The CCIG is a private group representing over 2,000 Geneva-based businesses and organizations whose aim is to ensure that Geneva's economy remains powerful and competitive, and that local businesses can survive and prosper in the future. This partnership has given students privileged insights into the inner workings of CCIG through conferences and seminars, while also offering students a wealth of networking opportunities.

In 2020, EU Business School partnered with Choson Exchange to develop cutting-edge business education and methodologies to enhance entrepreneurship in North Korea. Choson Exchange is a Singapore-based non-profit that supports entrepreneurs and business-minded individuals through workshops, internships, mentorships and scholarships. Through this partnership, EU Business School and Choson Exchange deliver business and entrepreneurship training programs that enhance knowledge of best practices for sustainable business and responsible leadership through an online webinar series. In April 2022, EU Business School and Choson Exchange hosted the Green Growth and Global Sustainability Trends workshop. This two-day course was intended to

introduce knowledge on innovation and changes in the green economy before, during and post-pandemic by looking at applications of green strategies and developments in sustainability through the lens of entrepreneurship, innovation and policymaking.

Since 2021 EU Business School has worked with Dublin Business School (DBS) as one of its validating academic partners. With this agreement, EU reinforces its sustainability commitment by joining forces with an institution dedicated to equality, diversity and inclusion, and a continued dedication to leading Sustainable Development in the region.

EU Business School continues to expand its network of university partners to offer new programs to EU students and provide additional opportunities for learning, research and mobility. In 2022, EU Business School signed an agreement with London Metropolitan University (LMU), which became one of its validating academic partners from January 2022. With this agreement, EU joins forces with a top 10 UK university for quality of teaching. London Metropolitan University is committed to gender equality/reducing inequality through an access and participation plan, together with SDG 15, life on land, through a biodiversity action plan.

Additionally, EU has partnered with University of California Santa Barbara (UCSB), who are well-known for their sustainable practices and leading the charge for SDG 14 Life Below Water through their Sea Level Rise Adaptation Strategy.

The EU Business School Foundation honors the contributions and efforts made by individuals and organizations who work to change the world for the better. Each year at the commencement ceremonies in Switzerland, Spain and Germany, we present awards to those who have made a difference in their organizations, communities and beyond. These awards recognize substantial efforts in the areas of leadership, family business, entrepreneurship, corporate social responsibility, sustainability, and innovation.

In partnership with the Freude Herrscht Foundation, EU Business School strives to recognize individuals

and businesses from around the world who are genuinely making a change. Specifically, the Sustainability Award recognizes businesses or individuals that have demonstrated a commitment to environmental excellence through outstanding and innovative sustainability practices, and the Corporate Social Responsibility Award recognizes businesses or individuals that consistently make positive contributions to their communities through a clear corporate social responsibility strategy.

In 2021, the Sustainability Award was given to Sea2See for its premium, eco-disrupting accessories produced entirely from marine plastic waste and to Eco Intelligent Growth services in Cradle to Cradle Certification for sustainable manufacturing.

The 2022 Sustainability Awards were bestowed on Impact 17, for promoting multi-sector, multi-national partnerships with sustainable development and humanitarian organizations, and Siemens, for its B2S (Business to Society) approach, amongst other initiatives.

In 2023, the Corporate Social Responsibility Award was given to Google, for their work with empowering historically marginalized communities around the world. Sustainability Awards were granted to DoGood People for helping multinational companies manage successful SDG implementation; to Impact Hub for their work promoting inclusive and sustainable innovation at scale; and to Community Kitchen München, for finding innovative solutions to reducing food waste.



PRINCIPLE 6: DIALOGUE

We facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

At EU Business School we encourage interaction and engagement between different disciplines and stakeholders. We are open to contrasting ideas and approaches, and actively encourage synergies between different worldviews and methodologies to promote a holistic understanding of the complexities of the real world. One of our greatest resources is our Alumni Hub.

EU Business School's network of more than 30,000 alumni span the globe, holding top positions in multinational corporations, growing SMEs and innovative start-ups. This international network brings together like-minded professionals who share similar business values and visions that stem from the same root: an exceptional global business education.

The alumni community of EU Business School, as one of the main stakeholders, has been engaged in an important dialogue on adaptability, diversity and inclusion. As part of the EU Alumni Association's annual activities, the Alumni Relations Department organizes two, semi-annual virtual conferences (in summer and winter) for alumni to meet like-minded professionals across the globe, connect with old friends and fellow alumni for enhanced networking opportunities and to inspire the next generation of leaders.

The Alumni Success Talks, a lecture series that takes place every month, has inspired two volumes of collected stories published by EU Business School for the next generation of entrepreneurs. These publications are available digitally on our website at www.euruni.edu/en/Prospective-Students/Success-Stories/Success-Stories.html

Our Alumni Success Talks have included:

"The Rise of Sustainability and ESG in Business" by Markus Strangmüller, wherein he outlined the growing importance of sustainability and ESG policies with Siemens manufacturing.

"The Importance of Setting up HR in a Start-up," in which Lisa Woelfle spoke about the risk of failure due to not surrounding yourself with the right people, and the real costs of poor recruitment. The session provided practical tips for providing a solid foundation in talent management in order to drive success as a start-up grows.

The Virtual Alumni Reunion looked at new trends within HR and the world of business at large. Alumni panel members discussed how new HR practices can add value and how new ways of working are changing the landscape.

Key Objectives

Over the next two years, EU wishes to reinforce its commitment to the PRME principles. These key objectives include:

- Strengthening industry representation at Business Immersion Week sessions.
- Launching of the Research Scholarship for Faculty to encourage SCOPUS academic publications.
- Further improvements of the management structure: a transformation to more responsible management.
- Updating the MBA program to be more in line with sustainability and responsible management.
- Opening new programs which will address sustainability and responsible management through partnerships at the graduate level.

We commit to dedicating the necessary funds, personnel and infrastructure to achieve set objectives and increase the integration of PRME principles into EU Business School programs, teaching, learning and research.



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