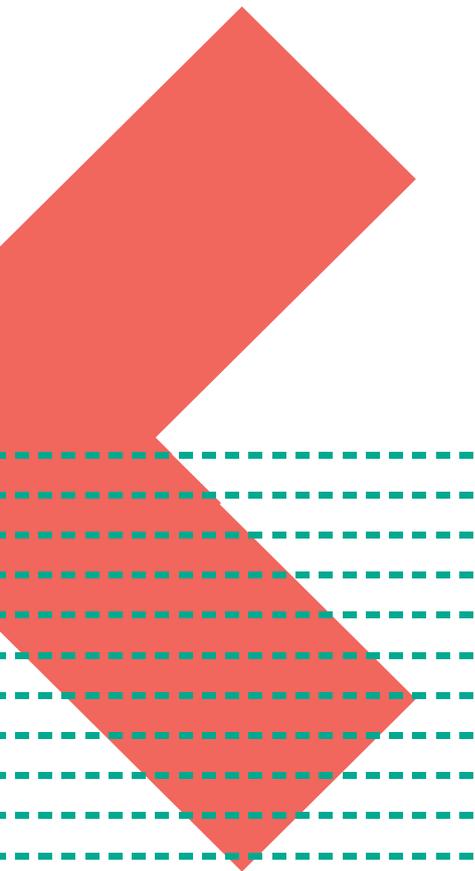
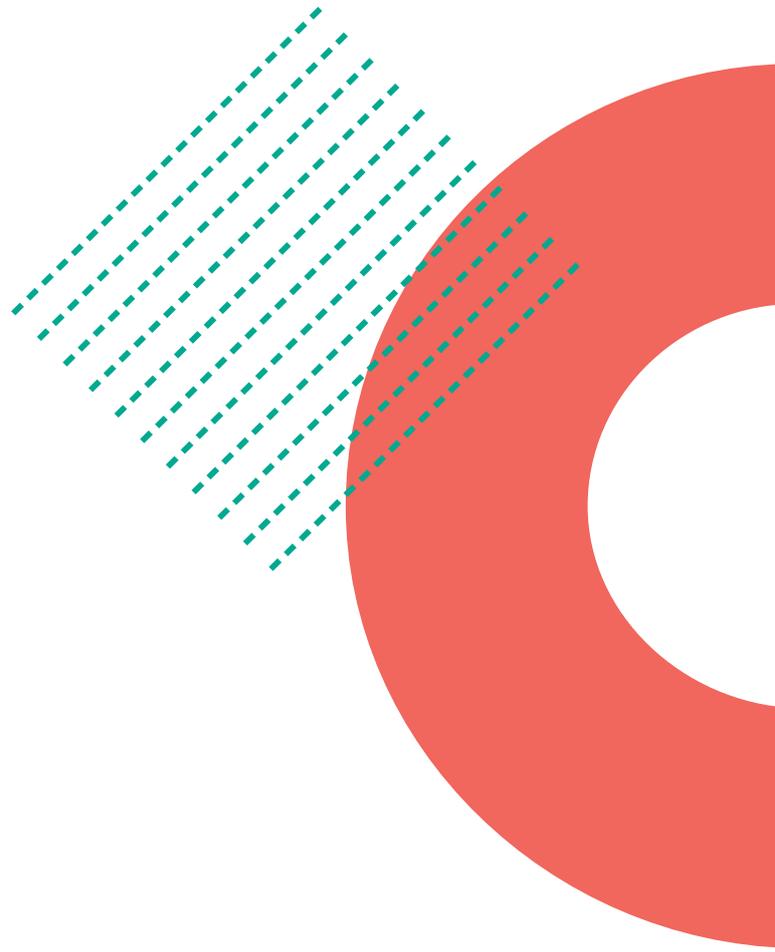


# Principles for Responsible Management Education

Report June 2019





**EU Business School**

# Letter of Renewed Commitment



EU Business School (EU) is an institution of higher education dedicated to developing future responsible business leaders with a skillset that is in line with global business needs. As stated in EU's values and objectives, EU is committed to developing 'an understanding of business ethics, focusing on the highest standards of quality and professionally oriented educational programs'. As such, we declare our intention to progress with the implementation of the Six Principles for Responsible Management Education. We report on our progress to our stakeholders through our website and social media channels and we exchange effective practices with other institutions. As a signatory of the Global Compact, EU Business School is committed to preparing and publishing the corresponding progress reports.

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

A handwritten signature in black ink, appearing to read 'Dirk Craen', written over a white background.

**Dr. Dirk Craen**  
**EU Business School**  
**June 2019**



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**20%** OF OUR STUDENTS  
BECOME  
ENTREPRENEURS

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**93%** ACCEPTED A JOB OFFER  
WITHIN SIX MONTHS OF  
GRADUATION

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**95%** INTERNATIONAL  
STUDENTS

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**3.5** AVERAGE  
LANGUAGES  
SPOKEN

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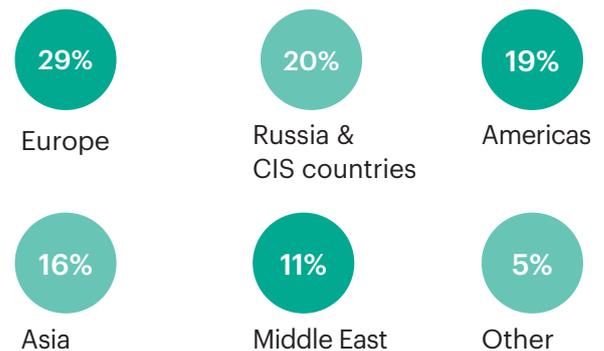
#### FEMALE TO MALE RATIO

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#### STUDENTS BY REGION

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# Institutional Overview

Established in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich as well as online. We offer foundation, bachelor's, master's, MBA, DBA and further education programs which focus on business administration, communication, tourism management, international business, marketing, finance, digital business and entrepreneurship, among others. We provide small, dynamic classes in English. Our pragmatic and experiential approach to business education including case studies, business simulations and company visits together with EU's global network prepares students for careers in today's rapidly evolving and globalized business world. Our student body of on average 100+ nationalities also adds to our students' multicultural learning environment and provides excellent networking opportunities. Our small class sizes promote personalized and cooperative learning. Students also have the opportunity to interact with international business leaders through guest lecture sessions and company visits. We also offer campus exchange programs between our campuses in Barcelona, Geneva, Montreux, Munich and Online.

At EU Business School, students can earn state-accredited degrees through our academic partners, the University of Derby in the U.K. and the University of Roehampton in London, U.K., and state-recognized degrees through the Universidad Católica San Antonio de Murcia (UCAM) in Spain.

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**International:** Our student body comprises more than 100 nationalities, with 98% of students speaking two or more languages.

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**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

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**All classes taught in English:** Including assignments, lectures, exams and the final business plan.

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**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

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**Outstanding faculty:** Our team is composed of highly qualified academics, entrepreneurs, consultants and business leaders.

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**Ranked among the best:** Programs within our network are consistently featured in the top tier of global and European rankings.

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**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.



**Students for Humans**  
Barcelona, 2019

# 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.

EU Business School continues in its endeavor to follow its institutional vision of serving the wider international business community through an interdisciplinary approach to business education, promoting real and applicable skills of the future and responsible leadership.

EU Business School maintains an updated, relevant and meaningful curriculum which reflects global concerns and incorporates a sustainable approach to business and business-related issues. Early in their program, students are introduced to sustainability as a strategic management approach and are required to incorporate this into their business plan or final dissertation.

To ensure students are prepared for the future environment, new majors and programs including Blockchain Management and Digital Business, Design & Innovation were developed and introduced in 2018.

## PRINCIPLE 2

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

EU has a strategy of making ethics and sustainability an active component of its programs. It has expanded its former approach (program courses and components on CSR and sustainability) into a more formalized organizational approach with a view to creating greater awareness and active participation among its students and stakeholders in general. This has involved an ethics component across all disciplines rather than a stand-alone course.

Therefore, EU bachelor's, master's, MBA and DBA programs contain a strong focus on ethics in business; bachelor's students are required to take a specific course on Ethics in Business and Environmental Sustainability. All students attend a series of seminars given by key guest speakers that embrace this issue.

Students continue to participate in international extra-curricular programs which promote PRME principles. Most notably, our student representatives continue to perform very well when participating in Change the World Model United Nations and return to campus with fresh perspectives which they share with their peers.

Students are also active in a variety of initiatives for charity; Students for Humans is an activity organized by EU Business School students for various pressing issues such as the Syrian refugee crisis. This involves bringing different cultures together in sports days to create crisis awareness and, at the same time, raise funds for these causes.

By attending EU's Learning from Leaders series, students gain heightened awareness of the practical implications of morality within a solid business model from leading worldwide business leaders.



**Jim Hageman Snabe,**  
**Chairman of Siemens and Mærsk,**  
gives an in-depth presentation  
to students.

## PRINCIPLE 3

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

The EU Business School environment is international and culturally diverse with an open discussion forum which, when linked to small class size, enriches learning experiences by providing a wide range of different perspectives, experiences and practices from around the globe.

A significant percentage of the EU student body comes from emerging economies where the reality of the challenges to responsible leadership is brought to the fore. In this environment and as future managers, students become aware of their role as creators of shared value.

Bachelor's students receive a program-long seminar series on personal and professional development. They are advised on personal brand management which includes CV development, developing LinkedIn profiles and social media presence as well as interview preparation. The graduate program includes a strong guest speaker series and also relevant company visits. In its Learning from Leaders series, business leaders address EU's student body to give their views on a range of current and relevant subjects which include their company, its operations and industry development and concerns. Recent examples are:

- Jim Hagemann Snabe, Chairman of Siemens and Mærsk, with Mikael Trolle, former CEO of Volleyball Denmark. This conference focused on the radical new management business model, Dreams and Details.

- Thierry Geerts, CEO Google Belgium and Luxembourg, who spoke of transformation through technology and digitalization.
- Paul Bulcke, Chairman of Nestlé, focusing on the conglomerate Nestlé, its development and values, whose aim is to contribute to a healthier future.

Each academic year, a multinational company with global impact is selected by the Academic Council to be the MBA class mentor for one academic year. The mentor may be campus-specific or selected for all campuses. The initiative is intended to give EU Business School's MBA students an opportunity to combine academic learning and research with an experience of the corporate world based on a long-term applied research collaboration. This project is designed to strengthen the links between industry and the new generation of business leaders. Mentor companies are constantly present in the EU MBA students' agenda throughout the entire academic year and:

- offer real-life applied research projects and assignments;
- present several best practices from its respective industry sector;
- provide case studies to be solved by EU students;
- potentially give employment opportunities to our graduates.

EU Business School  
Research Forum  
Switzerland, 2018



## 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.**

EU Business School strives to deliver cutting-edge research that is applicable, accountable and relevant to the wider business and international community.

As a business school, our pragmatic approach is to blend basic research with applied research to focus on fundamental research with practical applications. We adopt an interdisciplinary approach to our research and are very dynamic, adapting to changes in the broader external environment that affect the business world. We deliver this through a three-pronged approach:

- by embedding a spirit of discovery and delivering a world-class and research-backed curriculum, and providing systems and research support to both our faculty and students;
- by producing new and applicable knowledge for the wider world, providing a platform for engagement between different stakeholders;
- by conducting events (conferences, seminars, roundtables and forums) through which we increase the visibility and outreach of our research.

In 2017 EU Business School created the position of Head of Research. This new professional figure oversees ON Research, EU Business School's own research platform, which was established in 2018 to increase visibility and outreach of our research output. ON Research is a platform through which EU Business School showcases its research to the wider world. It is hosted independently and is funded under the auspices

of EU's own independent, not-for-profit and public foundation – allowing our research strategy, focus and commitments to remain independent, non-partisan and neutral.

ON Research 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.

Furthermore, the platform showcases our activities whose goal is to boost our research. We host various research conferences throughout the year, the subjects of which are determined by the changing dynamics of the business world and interests of our partners. Our flagship research event, the Research Forum, is held in October. The objective of this day-long research forum is to assemble leaders and experts from different sectors to jointly discuss, deliberate and generate new ideas for EU's research vision. Through the forum, EU Business School provides a platform for different stakeholders to engage on topics and create synergies between them.

The 2018 edition of the Research Forum was entitled 'Humanizing Development: A Case For Public-Private Collaboration' and served as a knowledge-sharing platform for leaders from the worlds of academia, politics, business and civil society, with the inaugural edition focused on the medium of public-private collaboration for development.

Finally, the ON Research platform also promotes EU's own bespoke research activities and is used as a medium through which all can access EU's research projects.



TAXI

**Student Activities with UITP**  
Munich, 2017



## 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 jointly effective approaches to meeting these challenges.**

To support dialogue, debate, access to current materials and expertise, EU Business School recognizes the need to work in conjunction with well-established organizations in this field. To this end, EU Business School is a member EFMD and the Drucker Society, Europe.

We are proud to be the representing partner for 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 exciting opportunities to see the inner workings of CCIG through conferences and seminars, while also offering students a wealth of networking opportunities.

The third annual Leadership Seminar organized in partnership with CCIG, took place in academic year 2018–2019. This annual seminar is held over three days and gathers experts and public figures from business, politics and academia. The theme of the seminar changes every year to reflect the most innovative and up-to-date trends in business and public policies.

The seminar involves third-party industry visits from selected industries/institutions and presentations given by outstanding experts and faculty from diverse areas and specializations. Master's, MBA and doctorate students at EU Business School particularly benefit from the seminar not only because of its substance but also because it allows for interaction between different stakeholders and fosters knowledge and idea sharing and generation.

EU Business School signed a Memorandum of Understanding (MoU) with the International Association of Public Transport (UITP) in June 2017 to develop research projects that contribute to the development of public transport and organize educational programs to build capacity within the public transport sector. The first project that took place in 2018 was dedicated to research and development of public transport possibilities in support of the Nationally Determined Contributions (NDCs) under the Paris Agreement. The Paris Agreement, now in force, is an agreement within the United Nations Framework Convention on Climate Change (UNFCCC) dealing with greenhouse gas emissions mitigation, adaptation and finance. The agreement confirms a framework for each member country to propose and implement a set of NDCs summarizing their contribution.





**Geneva Centre for Human Rights  
Advanced and Global Dialogue**  
Geneva, 2018

## PRINCIPLE 6

**Dialogue: We will facilitate and support dialog 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.**

EU Business School also maintains a close relationship with CEEMAN, an organization deeply involved with these subjects, and closely follows their initiatives; attendance at CEEMAN annual conference ensures that EU is able to participate in dialogue and debate with educators from a wide range of backgrounds and experiences.

EU representatives also regularly attend conferences and seminars offered by EFMD, the Drucker Society, ACBSP, IACBE and RABE to maintain current with best practices and trends.

EU Business School has signed Memorandums of Understanding with business, international organizations, NGOs, etc., in applied research projects.

This enables students to get a first-hand experience of conducting practical research, where they apply classroom-acquired knowledge to real world business

issues. Students are involved in conducting market research, product design, pricing strategy, business plans, etc., for business and organizations located nationally and internationally.

Recently, EU has signed Memorandums of Understanding to work with the Geneva Centre for Human Rights Advancement and Global Dialogue to focus on the promotion of human rights in the Arab region through research and advanced educational programs. Africa 21 is a Geneva-based think tank created in 2011 to promote a better understanding of sustainable development in Africa, particularly in terms of the implementation of the UN 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs). Its primary mission is to inform, analyze and develop knowledge of sustainable development applied to Africa, to generate innovation in solutions, to make known the problems of implementation in the field and disseminate the solutions found in Africa.





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## Key Objectives for the Next 18-Month Period

Over the next 18 months, EU wishes to reinforce its commitment to the PRME principles. These key objectives include:

- to continually increase faculty, student and organizational awareness so that, along with ethics, sustainability becomes embedded in a wide range of core courses and internal management practices.
- to extend collaborative interactions with both institutions and companies which actively promote sustainable, responsible management practices, thus increasing students' exposure and interaction in this field.
- to be a leader in interdisciplinary research, committed to creating and disseminating fundamental knowledge that benefits society at national and international levels, finding solutions to the most pressing challenges of the 21st century, and being the focal point between business and education.

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