

SUSTAINABILITY

Principles for Responsible Management Education

On 5 December 2023, Modern College of Business and Science (MCBS) joined over **800 leading business and management schools from 90 countries worldwide**, committed to building a more sustainable future by implementing the and supporting the achievement of the Sustainable Development Goals (SDGs). This report is a significant milestone for our institution, showcasing our commitment to the SDG globally.

Launched at the 2007 UN Global Compact Leaders' Summit in Geneva, the **Principles for Responsible Management Education (PRME)** initiative is the most significant organized partnership between the United Nations and business schools, with the PRME Secretariat housed in the UN Global Compact Office.

The mission of **PRME** is to transform management education, research, and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities, and promoting awareness about the **United Nations' Sustainable Development Goals**.

The **Principles for Responsible Management Education (PRME)** aims to raise the classroom's sustainability profile through the 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, environmental, and social 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.

The seven principles of PRME are allocated by internationally accepted values, such as the **United Nations Global Compact's Ten Principles**, and provide an engagement structure for academic institutions to advance social responsibility through incorporating universal values into curricula and research. They seek to

establish a continuous improvement process among institutions of management education to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.

This report is the **Modern College of Business and Science's (MCBS)** first report since becoming a signatory to the UN Principles of Responsible Management Education (PRME). MCBS plans to support and commit to the PRME principles, strengthening the vision to be a socially progressive, world-class business school within and integral to a leading higher education institute.

Social responsibility and sustainability are issues of concern for businesses, industry, professional bodies, and individuals. With increasing pressures and challenges worldwide in areas such as energy, the environment, financial regulation, living conditions, and inequality, universities must play their part in creating positive social Impact.

Recent MCBS programs have been created with PRME in mind, while our existing portfolio, from undergraduate to postgraduate, is periodically reviewed to ensure we address these critical business issues.

We provide our students with the relevant knowledge and understanding of the decisions made in industry that could affect society at large. We work with public, private, and third-sector organizations to produce responsible management education graduates and conduct research that promotes positive social Impact.

Dr Said Kittani, Associate Dean for Community Outreach, has taken over the Modern College of Business and Science role of PRME. Dr. Kittani appointed Ms. Aleksander Minic as PRME acting administrative lead.

In 2023, the MCBS signed the 'SDG Accord.' The Sustainable Development Goals align with MCBS's values, and much of what the College currently does in teaching, research, and operational activities aligns with a few SDG goals; details are attached to this report.

In line with the Modern College of Business's foundation in 1996 as a "place of useful learning," MCBS has a long-established commitment to making our skills,

knowledge, and resources available for the common good academically and in the form of broader community contributions.

We are committed to working with integrity, openly, and respectfully, and are delighted to renew our commitment to the PRME principles. Our latest report gathers examples to highlight the importance of corporate responsibility and our commitment to these principles in action.

Purpose

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

As a place of practical learning, the MCBS is committed to ensuring that our students work closely with private, public, and third-sector organizations to develop a practical understanding and a theoretical framing of challenges and opportunities facing business and society. Throughout their time at MCBS, students will meet business and civil society representatives in the classroom, through the site and field visits, during placements at home and overseas, and develop relevant skills to help them identify opportunities and empower them to take on challenges.

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.

Our academics are engaged in research across the business and economics department and the Mathematics and Computer Science department, which has a sustainable and inclusive focus. They work with industry partners on issues relating to global social responsibility, and what is learned from this is incorporated into our teaching programs, ensuring value for the triangle of academic staff, students, and business partners.

Method

We develop educational frameworks, materials, processes, and environments that enable compelling learning experiences for responsible leadership.

MCBS programs are reviewed annually to ensure we teach the best business ethics, corporate social responsibility, and responsible management and leadership practices. This is reflected in the content of both undergraduate and postgraduate programs, with emphasis on increasing the experiential elements. Many of our programs have reflection built into them, allowing students to think critically about the business world and responsible leadership.

Research

We will engage in conceptual and experiential research that advances our understanding of corporations' role, dynamics, and Impact in creating sustainable social, environmental, and economic value. Modern College of Business and Science conducts research that is both theory-driven and relevant for policy and practice.

Partnership

As an established higher education in Oman, MCBS aligns with business corporations to share knowledge of their challenges in meeting social and environmental responsibilities and to explore practical approaches to meeting these challenges jointly.

Modern College of Business and Science is committed to working with industry partners to provide bespoke solutions to their business needs and challenges, such as looking at sustainability in the hospitality and tourism industry. Through knowledge exchange, we work on projects with sustainability at heart.

Dialogue

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

A program of seminars and guest speaker events that facilitate dialogue between MCBS and its stakeholders is active throughout the college. Our academics are called on to impart their knowledge to private, public, and not-for-profit organizations, contributing to discussing global social responsibility and sustainability trends and challenges.

UN Principles and SDGs

There are 17 UN SDGs – most relevant to MCBS are:

SDG 4 – Quality Education

SDG 5 – Gender Equality

SDG 10 – Reduced Inequality

SDG 17 – Partnerships to Achieve the Goals

Contact Us

For further information about PRME-related activities at MCBS, please contact:

Dr. Said Al Kittani

Director MCBS Principles for Responsible Management Education

said.alkittani@mcbs.edu.om

Ms Alexandra Minic

PRME Administrative Lead

alexandra@mcbs.edu.om