

UIBS



United
International
Business
Schools

dedicated to cross-cultural education with a global perspective

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PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

July 2014

UIBS  United
International
Business
Schools

Amsterdam | Antwerp | Barcelona | Brussels | Lausanne | Madrid | Tokyo | Zurich

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Introduction

The **United International Business Schools** organization (UIBS) is an independent and accredited private higher education institution with campuses in Belgium, the Netherlands, Spain, Switzerland and Asia. UIBS offers flexible business and management studies at the Undergraduate, Graduate and Executive level.

Our **flexible study programs** are based on the American model of higher education, allowing students to choose their courses based on course requirements, previous studies, current interests and future ambitions. The modular course design and program structure allow students to choose between **multiple starting dates** and also allow them to **transfer between campuses** on a quarterly basis without prolonging or interrupting their studies. Our **truly global community** is made up of over 85 different nationalities from around the world with students showing great appreciation for cultural diversity and entrepreneurial initiative. Academically qualified and **professionally experienced professors** link theory and practice by bringing contemporary business case studies into the classroom through **interactive teaching methods**.

*"the inspiring excellence of a private university,
the stimulating advantage of a small-scale environment"*

Accreditation

Quality validation of our study programs through external organizations guarantees a minimum quality standard and demonstrates dedication to continuous improvement.

The Bachelor of Business Administration and Master of Business Administration degree programs at the Antwerp, Barcelona, Brussels, Madrid and Zurich campuses are accredited by the **European Council for Business Education** (ECBE), a registered affiliate of the European Association for Quality Assurance in Higher Education (ENQA).



The Antwerp, Barcelona, Brussels and Zurich campuses are a candidate for accreditation with the **Accreditation Council for Business Schools and Programs** (ACBSP), an organization recognized by the Council for Higher Education Accreditation (CHEA) in the United States of America.



The Zurich campus is certified by **EduQua**, the Swiss quality label for further education.



Mission statement

The **United International Business Schools** organization aspires to be acknowledged as a private and independent association of business schools of first choice for the quality of its undergraduate, graduate and executive programs and courses. We strive to provide students the inspiring excellence of a private university, combined with the stimulating advantage of a small-scale, cross-cultural and English-speaking environment.

Our study programs and teaching methods are in line with international standards in higher education and are undergoing a continuous process of self-evaluation and self-improvement by means of internal and external quality validation. Among our faculty and staff we give emphasis to such qualities as innovation, flexibility and a continuous sense of advancement.

Our organization, being internationally commended for its academic contributions to professional business and management education, serves a highly unique and culturally diverse student body and endorses both academic advancement and personal growth among its students. Our mission is accomplished through academic excellence, ingenious extra-curricular activities and distinguishing cultural alliances.

We are dedicated to the following educational resolutions:

- ✓ To offer highly-competitive career-oriented academic study programs at the undergraduate, graduate and postgraduate levels in a full-time, part-time and online format;
- ✓ To offer a range of flexible non-degree programs to meet the needs of individual students, companies and organizations in the framework of lifelong learning;
- ✓ To uphold excellent quality standards in our academic curricula, pragmatic teaching methods and personalized student services;
- ✓ To welcome qualified students, faculty and staff of all backgrounds, nationalities and religions;
- ✓ To equip students with well-developed analytical, conceptual, quantitative and interpersonal skills;
- ✓ To provide an opportunity to develop specific skills in accordance with one's interests and talents;
- ✓ To develop among students an understanding of cross-cultural management, global leadership and business ethics;
- ✓ To increase students' competence in global thinking by offering a dynamic and truly international study environment.

Word from the President

Our competitive and rigorous international study programs are designed to educate and train students to become well-versed in international business and management. Most importantly, our objectives are to encourage students to think globally and strategically beyond their own national borders and to convey an understanding of other cultures.

We form the new generation of managers who must be hands-on, action-driven, and inquisitive-minded. Development of leadership, management, language and inter-cultural communication skills are the main features of our high-quality career education. The study programs offered by the United International Business Schools organization meet the challenges of an ever-changing and complex international business environment.

Several factors have created a momentum towards globalization. As a quality-oriented educational institution, we respond by further internationalizing and regularly modernizing our study programs to meet the demands of the business community of tomorrow. More than ever, we are developing projects and exchanging ideas together with nationally and internationally renowned organizations and institutions.

Since our organization is involved in the development and the improvement of current and imminent business leaders and executives, we reaffirm our commitment, our engagement, and our respect regarding all PRME principles, and we continue to develop our academic curricula supporting the cause of sustainability in business and management.

We thank you for your interest in our organization and invite you to contact us to schedule an appointment and visit our school. Perhaps join a few classes to experience the quality first-hand and talk with current students and faculty to get to know us better.

Sincerely,

Freddy Kirschstein

President

United International Business Schools

Renewal of commitment to PRME

As an institution of higher education involved in the development of current and future managers we hereby declare our willingness to progress in the implementation, within our institution, of the following principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

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.

Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

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.

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.

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.

As the Dean of the United International Business Schools organization (UIBS), I am proud to keep up the commitment to the 6 PRME principles. Our participation in the PRME initiative has helped us to review and improve our strategic plans meant to bring UIBS further on its way to become one of the top world-class institutes for higher education in business and management studies.

We strongly believe in continuous quality improvement, which typically is established through the step-by-step implementation of educational control systems. However, change and innovation are also to be considered. We are living in a fast-moving small world and we are committed to align our teaching, both content and methods, to the world of tomorrow. If the industrial world is adapting its working methods, a business school should be prepared to do so as well. We will question procedures and methodologies in search of improvement, or turn around. Education must not get stuck in theoretical discussions about working methods that were successful in the past. Tomorrow, and the day after tomorrow is our focus.

To accomplish our mission, we require the full motivation of students and faculty. Therefore our programs should focus on real problems of businesses worldwide. In our opinion, this is the only way to challenge students to get the best out of themselves. A lot of effort is spent on and will be committed to ethics in all aspects of our work, professional behavior, active evaluations, and acknowledgment of achievements. As a growing group of international business school, we will continue using all possibilities offered by new technology to achieve pragmatic teaching methods.

If you wish to improve the world, start by improving yourself!

Sincerely,

Jan Vanherck

Dean

United International Business Schools

Major achievements

PRME 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.*

Principle 1 is incorporated into our mission statement:

- To develop among students an understanding of cross-cultural management, global leadership and business ethics
- To increase students' competence in global thinking by offering a dynamic and truly international study environment

Coming from around the world, our students are part of a vibrant and truly international community, showing great appreciation for cultural diversity, and developing a lasting understanding of different views, beliefs and values. The ability for students to complete courses at multiple campuses during their studies adds to this result as well.

PRME Principle 2



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

Principle 2 is implemented through the incorporation of a guaranteed minimum coverage of business ethics and global perspectives into each of our undergraduate and graduate core courses.

Moreover, we encourage our students, faculty and staff to participate in and organize relevant academic activities aimed at supporting the development of social responsibility, such as fundraising activities, charity work and internships at NGOs. In addition, students are encouraged to participate in a variety of extra-curricular activities such as company visits, study trips, and participation in local chapters of international organizations such as Junior Chamber International (JCI). Students are further encouraged to embrace these values when preparing their final projects or theses.

PRME Principle 3



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

Through close student-lecturer contact and classes in relatively small groups, UIBS provides for a professional academic atmosphere to meet students' individual needs in a truly international environment. To prevent business theory from remaining abstract and inapplicable, most courses are based on the case method and provide students with a practical, hands-on problem-solving approach to contemporary business and management issues. Group assignments and class presentations are an integral part of the overall student evaluation for each course. Several of our courses cover responsible leadership in-depth such as Principles of Management at the undergraduate level and Leadership and Management at the graduate level.

Faculty and staff members are encouraged to take responsibility and to contribute to an academic environment in which ethical behavior is given the appropriate amount of attention. Doing small things right is seen as the first step towards successful leadership.

PRME 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.*

Our faculty members are drawn from around the world, are highly qualified in their field(s) of expertise, and combine a solid academic background with ample professional experience as business leaders, industrialists, entrepreneurs and/or consultants. Our doctorally qualified professors and doctoral students are continuously engaged in research activities that are considered an integral part of their academic and professional lives. As an example of ongoing research, the following doctoral dissertations have recently been submitted:

- Philosophical Counseling, *Expanding the human awareness*, by M. Paustian
- Organizational Culture and Family Dynamics integrated in Business, *How emotional and rational approaches work hand in hand in a family business environment*, by M. Yüzer

PRME Principle 5



Partnerships: *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.*

We believe that there cannot be real progress without social and environmental awareness. Therefore, we try to facilitate the sharing of knowledge and experiences among staff, faculty and students. As an example, when organizing company visits, we ask our hosts to include topics like social responsibility and sustainability in their presentations.

Seminars and workshops are regularly organized to give the opportunity to our students to learn how companies deal with social and environmental awareness. Students are also encouraged to experience these themes through participation in internship programs.

PRME Principle 6



Dialogue: *We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

Our organization's academic council, the Global Council for Management Education (GCME) is responsible for bringing together the UBS board of trustees and the board of advisors comprised of prominent personalities from the business community as well as our doctorally qualified faculty members. Additional regional platforms for discussion among stakeholders are currently being evaluated.

Key objectives

Proud to be part of the PRME initiative, we have planned the following projects for the coming academic years:

- Continue reviewing and updating the curriculum and providing ample and sufficiently different extra-curricular activities relevant to sustainable business.
- Encourage students to get involved in socially and environmentally sustainable projects within companies and NGOs, aimed at developing their consciousness of social responsibility.
- Encourage faculty and doctoral students to include sustainability and social responsibility in their research where possible and from different perspectives.
- Continue to foster a social environment whereby students, faculty and staff can openly communicate about curriculum content, current developments and social impact, either in-class, during student meetings or elsewhere.
- Expand the reach of our board of advisors to include additional members who we believe have a strong motivation to do well on social and environmental responsibility.
- Evaluate and develop additional platforms for relevant discussions with various stakeholders.

Contact



MAIN CAMPUS ANTWERP
International Education Center
Meirbrug 1
2000 Antwerp, Belgium
info@antwerp.uibs.org
+32 3 2835126



SATELLITE CAMPUS AMSTERDAM
Regus Business Center
Herengracht 282
1016 BX Amsterdam, The Netherlands
info@amsterdam.uibs.org
+31 20 5219423



EXECUTIVE CAMPUS EUPEN
Quantum Business Center
Hütte 79
4700 Eupen, Belgium
info@eupen.uibs.org
+41 44 2011224



MAIN CAMPUS BARCELONA
Rambla de Catalunya 2-4
08007 Barcelona, Spain
info@barcelona.uibs.org
+34 934522227



SATELLITE CAMPUS LAUSANNE
Regus Business Center
Voie du Chariot 3
1003 Lausanne, Switzerland
info@lausanne.uibs.org
+41 21 5605626



EXECUTIVE CAMPUS ZUG
Regus Business Center
Baarerstrasse 14
6300 Zug, Switzerland
info@zug.uibs.org
+41 44 2011224



MAIN CAMPUS BRUSSELS
International Education Center
Avenue des Arts 10-11
1210 Brussels, Belgium
info@brussels.uibs.org
+32 2 2037780



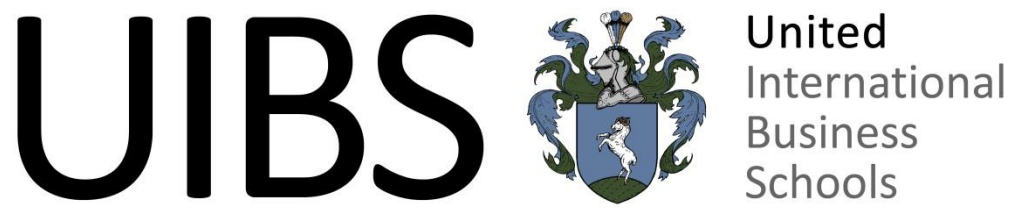
SATELLITE CAMPUS MADRID
Regus Business Center
Carrera de San Jerónimo 15
28014 Madrid, Spain
info@madrid.uibs.org
+34 914547281



MAIN CAMPUS ZURICH
Brandschenkestrasse 38
8002 Zurich, Switzerland
info@zurich.uibs.org
+41 44 2011222



SATELLITE CAMPUS TOKYO
Regus Business Center
Park Tower 3-7-1 Nishi-Shinjuku
163-1030 Tokyo, Japan
info@tokyo.uibs.asia
+81 3 53263477



www.UIBS.org

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