

UIBS



United
International
Business
Schools

dedicated to cross-cultural education with a global perspective

www.UIBS.org

PRME

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

PRME REPORT

AUGUST 2016



Global
Education
Corporation

Europe: Amsterdam | Antwerp | Barcelona | Brussels | Geneva | Lausanne | Madrid | Milan | Zurich

Asia: Tokyo

CONTENTS

Introduction	3
Mission Statement	4
Accreditation.....	4
Word from the Chairman.....	5
Major achievements.....	6
PRME Principle 1: Purpose	7
PRME Principle 2: Values.....	8
PRME Principle 3: Method	9
PRME Principle 4: Research	10
PRME Principle 5: Partnerships.....	11
PRME Principle 6: Dialogue	12
Key objectives	13
Curriculum updates	13
Student and faculty involvement.....	13
Social environment	13
Academic Council.....	13
Stakeholders.....	13
Contact	14
Notes	15
Disclaimer.....	16

INTRODUCTION

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



Our **flexible study programs** are based on the **American model of higher education**, allowing students to choose their courses based on program requirements, previous studies, current interests and future ambitions.



Students can choose between **multiple starting dates** in the **fall, winter, spring and summer** of each academic year. Our modular course design and program structure allows for optimal further education planning.



Students can **transfer between campuses** on a quarterly basis with **guaranteed program compatibility**. Our quarter-based academic calendar allows for a continuous study abroad experience across Europe and Asia.



Our **truly global community** of students, faculty and staff is made up of **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 case studies** into the classroom, preparing students to become the global leaders of the future.



Small class sizes of up to 30 students allow professors to use **interactive teaching methods**, thereby increasing group interaction, improving group dynamics and building long-lasting connections among students.

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

MISSION STATEMENT

The **United International Business Schools** organization aspires to be acknowledged as a private and independent business school of first choice for the quality of its undergraduate, graduate and postgraduate 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 in order to guarantee minimum quality standards. Among our faculty and staff we emphasize qualities such 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. Besides accomplishing our mission 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 full-time and part-time formats;
- ✓ 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.

ACCREDITATION

The Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) degree programs at the Amsterdam, Antwerp, Barcelona, Brussels, Madrid, Lausanne, Tokyo 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.



The Antwerp and Brussels campuses are certified by **Qfor**, a European quality label for training institutions.



The Antwerp and Brussels campuses are recognized by the "Agentschap Innoveren en Ondernemen" department from the Flemish Ministry of Economic Affairs as an education provider in the "KMO-portefeuille" subsidy program. (registration number DV.O104194)



WORD FROM THE CHAIRMAN

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

Chairman

Global Education Corporation

RENEWAL OF COMMITMENT TO PRME

As an institution of higher education involved in the development of current and future managers and business oriented individuals 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 an example of the values and attitudes we convey to our students.

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 crucial factors. 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 keep on questioning procedures and methodologies in search of improvement, or turn around. While fully understanding that different working methods proved to be successful in the past and may still be partly pertinent in education nowadays, it is imperative for us to highly focus on building constructive strategies for the future. For being truly efficient, they should be adapted to the new business challenges: tomorrow, and the day after tomorrow is our focus, preparing our main stakeholders, the students, for the challenging world that will be their playfield. A world where lifelong learning is the key to success.

To accomplish our mission, we require the full commitment of students and faculty. Keeping them all motivated is highly essential. Therefore, our programs should mainly focus on identifying and analyzing the real issues in the global business world, and propose pertinent, feasible solutions accordingly. This is a constructive 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 schools, we will continue using all possibilities offered by new technology to achieve pragmatic teaching methods.

Since the start of our first campus in 2002 we have continuously advanced all of our systems and practices, which has enabled us to increase our overall performance as an organization, and to adhere and comply with accreditation standards as well as PRME principles. The result is a well-organized business school that is run on the principle of lean management.

The overall goal is to create a stable and sustainable learning environment. Enhancing student, faculty, staff and management communication, without increasing traveling, is one of our goals to reduce the waste of resources.

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

Sincerely,

Prof. 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.

Since August 2014 UIBS has signed a partnership agreement with a local academic institution in New York, USA. Undergraduate and graduate students from UIBS can study abroad in New York for 3 to 12 months.

As of October 2014 onwards, undergraduate and graduate students are able to enroll for (or switch to, for those who are enrolled already) the new Global Bachelor and Global Master programs. These programs consist of the same course requirements as those of the regular Bachelor and Master programs offered at UIBS already, with the additional requirement of completing courses on three different continents, i.e. Europe, Asia and North America. Students in the Global Bachelor program and in the Global Master program need to complete a minimum number of credits at any of our campuses in Europe, at our Satellite Campus in Tokyo, Japan, and can transfer credits from the New York Extension Program.

Global study trips to Tokyo and to New York have been organized by the school in 2015 and 2016 respectively. Students from all campuses had the unique chance to share their experiences and to learn about different cultures. The cultural visit in Tokyo, for example, gave students the chance to experience Japan's traditional culture through visits to the gardens at Happo-en and Chinzan-so, a tea ceremony demonstration, and a look at one of the best bonsai collections in Japan. During these trips they met with local representatives of national and international organizations, such as the Asahi Shimbun office (one of the five national newspapers of Japan) and the United Nations headquarters in New York.

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.

We believe that there cannot be real progress without social and environmental awareness. Therefore, we constantly work at facilitating the sharing of knowledge and experiences among staff, faculty and students.

We encourage our students, faculty and staff to participate in and organize relevant academic and non-academic activities aimed at supporting the development of social responsibility, such as fundraising activities, charity work and internships at NGOs.

We continuously review our academic curriculum to make sure that concepts such as business ethics, legal perspectives, social responsibility and global perspectives are covered in all courses. Other highly recommended topics include the environmental footprint and sustainability.

Several theses and capstone projects focusing on these topics have been submitted as well, as a result from an increased interest and initiatives from students. Following are some examples of theses, capstone projects and initiatives by our students during the past academic years:

- **“Full service apartments for seniors in Uruguay”** (Maria Clementina Pereira, Master Thesis, 2016)
- **“Corporate Social Responsibility: Can a best practice be defined?”** (Mirjam Schotanus, Undergraduate Capstone Project in International Relations, 2015)
- **“Design thinking in banking”** (Annelore Paredis, 2016, best Master Thesis of academic year 2015/2016)
- **“Urgent Care Clinic: export the convenient healthcare to Spain”** (Adrian Rainero Garcia, Master Thesis, 2016)
- In May 2015 an undergraduate student participated in a half marathon event in Uganda in order to promote the development of local schooling activities:
- <https://www.muskathlon.com/en-us/athletes/366/mirjam-schotanus/blog/1303/running-half-a-marathon.html>
- During the academic year 2015-2016 another undergraduate student launched the International Campaign for Africa (www.ic-africa.org), which aims at ensuring a culture of peace and security in Africa. Several representatives of African countries as well as UIBS faculty and staff members participated in the launching event that was sponsored by the school.

PRME PRINCIPLE 3: METHOD



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

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.

UIBS faculty members are combining academics with significant management practice allowing for the creation of an excellent learning environment, bringing real business concepts into the classroom. This is a key criterion taken into consideration when selecting new professors.:

- Prof. Marc Van Gastel is also Head of Department Invest at Flanders Investment & Trade;
- Prof. Therese Cornelis-Baptiste, former UN Ambassador, and currently also business consultant;
- Prof. Gour Saraff, Author and also Managing Director of the European - Indian Chamber of Commerce in Spain;
- Prof. Nancy Michels, Board Vice-Chair of United Planet International Corporate Volunteering Opportunity;
- ...

Faculty members employ interactive teaching methods, providing for close student-professor contact. Also, several courses each year are taught by visiting professors, offering a consistent level of quality across campuses.

Our aim at becoming a fully paperless environment is further implemented: during the past two years we have invested in the improvement of the existing web-based forum and the development of a new enhanced cloud-based infrastructure to facilitate the communication and the information sharing among staff, faculty and students. All documents, guides, templates, course materials and resources are easily accessible through the new platform. We also invested in campus improvements that reduce the use of electricity, as well as encourage students, faculty and staff to recycle and use environmentally friendly materials.

Internships are a good practice to link theory to reality. We recently increased the maximum duration of undergraduate internships from 3 to 6 months, enabling students to optimize their exposure to the world of business.

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.

The curriculum focusses on the creation of sustainable social, environmental and economic value. Although these topics are covered in almost all courses, UIBS decided to focus students' attention on the issues by specific specialization courses, such as "The Sustainable Enterprise", developed by Prof. Lorenza Caenazzo for our graduate students in Zurich. Operating a business in an environmentally sustainable manner is a consumer demand, and employee retention strategy and a financial imperative. This course explores ways to minimize emissions, energy use, waste and environmental impacts, using marketing, accounting, human resources and management strategies, including concepts such as cradle-to-cradle and circular economy, and addressing at the same time the importance of social and cultural sustainability.

Faculty members are provided access to a sizeable online library that consist of academic papers, scholarly work and other relevant publications.

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.

Our organization's academic council, the Global Council for Management Education (GCME) is responsible for bringing together our doctorally qualified faculty members and managers and entrepreneurs from the business community. The members of GCME will take the final decision about changes to the curriculum.

Employer surveys and direct contact, also from other stakeholders, also allow us to gather input for curriculum-improvement so as to be in line with industry expectations.

PRME 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.

The small sizes, the interactive teaching methods, and the open door policy of staff and management facilitates the internal discussions and information exchange.

The international exchange of ideas is facilitated by the school's multiple campuses in different countries:

- We encourage students to transfer from one location to another;
- We give professors the opportunity to teach in different campuses;
- We engage professors with international business and governmental experience.

Regular guest speaker and company visit events are organized during which students have the chance to meet and discuss with company representatives on a variety of topics, including global social responsibility and sustainability. One recent example is from our campus in Antwerp where Jan Van de Laer, Director at Cisco, spoke about the digital environment and gave the students insight in the challenging applications using new technology that will soon be changing our world.

KEY OBJECTIVES

Proud to be part of the PRME initiative, we have planned the following projects for the next 2 academic years. These objectives are included in our Quality Assurance Plan.

CURRICULUM UPDATES

Continue reviewing and updating the curriculum and providing ample and sufficiently different extra-curricular activities relevant to sustainable business. Use the inputs from our business partners to better define the learning outcomes for graduates from our various programs. Our Academic Council members will continue to review the intended learning outcomes and the overall program outcomes assessment.

STUDENT AND FACULTY INVOLVEMENT

Encourage students to get involved in socially and environmentally sustainable projects within companies and NGOs, as part of their internship, and aimed at developing their consciousness of social responsibility.

Support the Principles as topics for undergraduate capstone projects, master theses and doctoral dissertations.

Encourage faculty and doctoral students to include sustainability and social responsibility in their research where possible and from different perspectives.

Investigate when and how cross-campus assignments can be organized between students from different campuses attending the same course.

Investigate how, in partnership with NGOs, high potential students from developing countries can be provided access to high quality education.

SOCIAL ENVIRONMENT

Continue fostering 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.

Further implement and upgrade the flexible communication systems between campuses, avoiding traveling in order to reduce the environmental footprint.

ACADEMIC COUNCIL

Expand the institution's Board of Advisors and the Academic Council to include additional experienced members from the business community with a mindset focused on social and environmental responsibility.

STAKEHOLDERS

Evaluate and develop additional platforms (e.g. social networks) for relevant discussions with our various stakeholders, including students, faculty, alumni, staff, employers and other stakeholders.

Additional regional platforms for discussion among stakeholders are currently being evaluated.

CONTACT



Main Campus Antwerp

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



Main Campus Barcelona

International Education Center
Rambla de Catalunya 2-4
08007 Barcelona, Spain
info@barcelona.uibs.org
+34 934522227



Main Campus Brussels

International Education Center
Rue Guimard 7
1040 Brussels, Belgium
info@brussels.uibs.org
+32 2 2037780



Main Campus Madrid

International Education Center
Calle de Goya 6
28001 Madrid, Spain
info@madrid.uibs.org
+34 913776796



Main Campus Zurich

International Education Center
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



Extension Campus Amsterdam

Spaces Business Center
Herengracht 124-128
1015 BT Amsterdam, Netherlands
info@amsterdam.uibs.org
+31 20 5219423



Extension Campus Geneva - SOON!

Regus Business Center
Rue du Rhône 14
1204 Geneva, Switzerland
info@geneva.uibs.org
+41 21 5605626



Extension Campus Lausanne

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

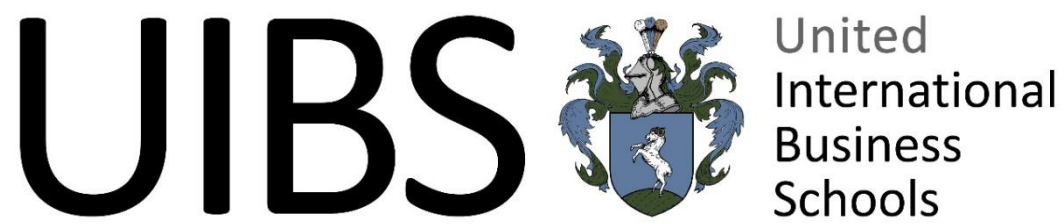


Extension Campus Milan

Regus Business Center
Via Santa Maria Valle 3
20123 Milan, Italy
info@milan.uibs.org
+39 0200681086

NOTES

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