

**POSITIVE
IMPACT
RATING**
FOR BUSINESS SCHOOLS

FROM BEING THE
BEST *IN* THE WORLD
TO BEING THE BEST
FOR THE WORLD!

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EMPOWERING IMPACT EXCELLENCE

The Dual Value Proposition of the PIR

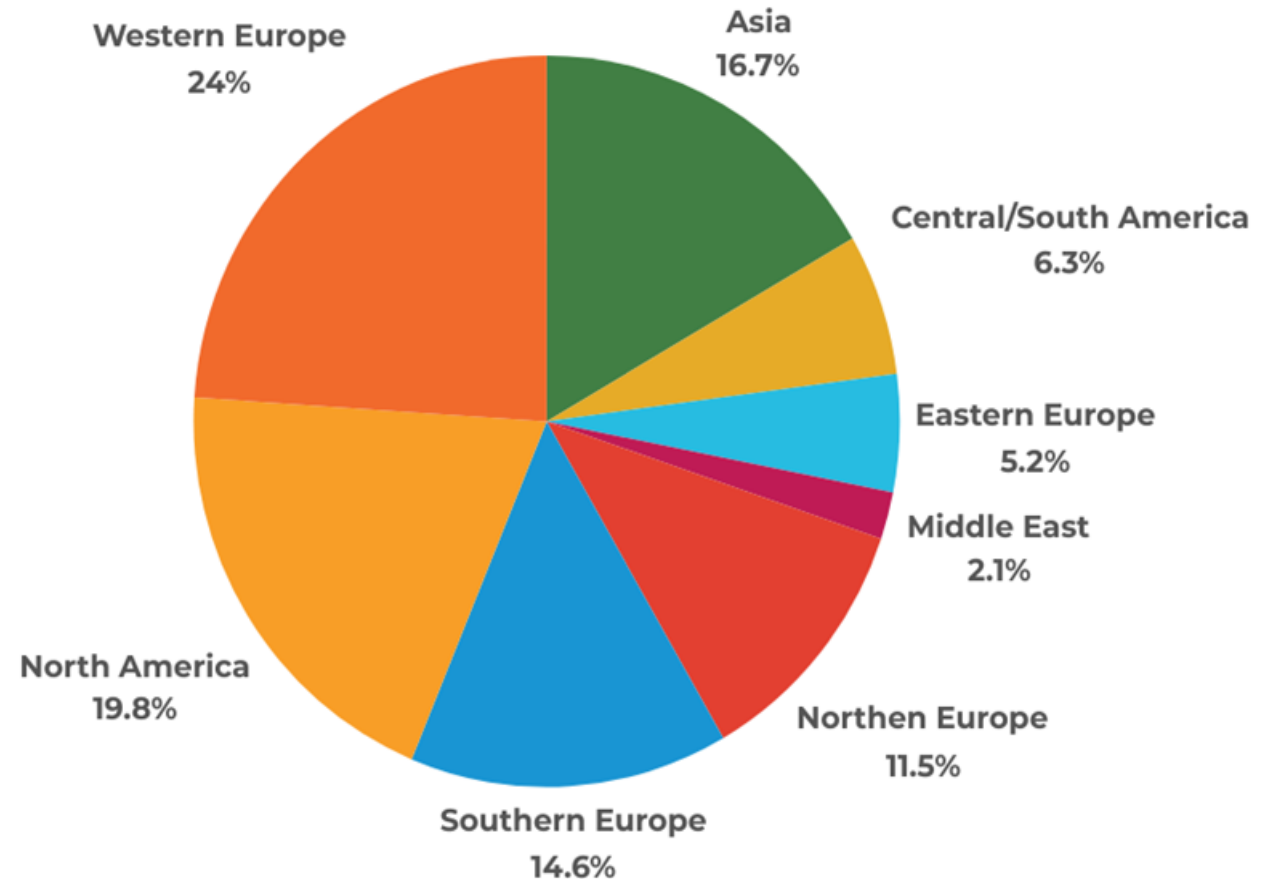
- Business School Rating
- Tool for Business School Development and Transformation

Capturing the voice of 15'222 students (+19%)

PIR Participation in 2024

- 88 schools participated (+24%)
70% are from developed economies
30% are from developing economies
- 77 schools rated (+12%)
from 30 countries (+5) and 5 continents
- 193 student responses per school
(min. required: 100)
- Memberships & accreditations of rated schools:
91% are PRME Signatories
79% are AACSB accredited
47% of rated schools: EQUIS accredited

Participating Schools by Region



The Positive Impact Rating Model

3 areas, 7 dimensions, 20 questions, scale 1 to 10

Best, **average** and **lowest** performing dimensions (small differences!)



Energizing



Governance



Culture



Educating



Programs



Learning Methods



Student support



Engaging



Institution as a role model



Public Engagement

What do students want from their schools?

Stop using single-use plastics and excessive paper on campus

Using outdated, rigid, lecture-based teaching methods

Ignoring student feedback on teaching and administrative practices

Stop Doing

Putting profit-driven education before student and environmental well-being

Partnering, investing in, and promoting unethical companies

Focusing on theoretical knowledge

What do students want from their schools?

Expand practical learning with real-world projects and local partnerships

Broaden and deepen sustainability across the whole curriculum

Prioritize sustainability across all campus operations

Start Doing

Enhance transparency, responsiveness and student involvement in school decisions

Foster inclusivity and diversity among students and faculty

Integrate experiential learning into the curriculum

Level 5: Pioneering Schools

6 schools – Ø Score 9.1 – listed in alphabetic order



CENTRUM PUCP Business School, Peru

IIM Bangalore, India

IIM Indore, India

INCAE Business School, Costa Rica

S. P. Jain Institute of Management & Research, India

Woxsen University School of Business, India

2024 average Score of all rated schools: Ø 7.7 (stable since 2022)

Level 4 Transforming Schools

43 schools – Ø Score 7.8 – listed in alphabetic order



Antwerp Management School, Belgium
Audencia Business School, France
BSB Burgundy School of Business, France
Colorado State University College of Business, USA
Deusto Business School, Spain
Drake University Zimbleman College of Business, USA
Drexel University LeBow College of Business, USA
EADA Business School, Spain
EAE Business School, Spain
Excelia Business School, France
Fordham University Gabelli School of Business, USA
GIBS Business School, University of Pretoria, South Africa
Goa Institute of Management, India
HKUST Business School, China
IESEG School of Management, France
IMC Krems University of Applied Sciences, Austria
Imperial College Business School, UK
International Business School Suzhou at XJTLU, China
IPADE Business School, Mexico
John Molson School of Business, Concordia University, Canada
Ketner School of Business Catawba College, USA
Kozminski University, Poland
Lang School of Business & Economics Univ. of Guelph, Canada
Leeds University Business School, UK
Maastricht University School of Bus. & Econ., Netherlands
Montpellier Business School, France
Nova School of Business and Econ., Portugal
POLIMI School of Management, Italy
Rennes School of Business, France
Sasin School of Management, Thailand
Sobey School of Business Saint Mary's University, Canada
Sprott School of Bus. Carleton University, Canada
Strathmore University Business School, Kenya
The Haub School of Business Saint Joseph's University, USA
TUM School of Management, Germany
Universal AI Business School, India
University of Exeter Business School, UK
University of St Andrews, UK
University of Vermont Grossman School of Business, USA
UPF Barcelona School of Management, Spain
Weatherhead SoM Case Western Reserve University, USA
Wits Business School, South Africa
XLRI Xavier School of Management, India

Level 3 Progressing Schools

28 schools – Ø Score 6.9 – listed in alphabetic order



BI Norwegian School of Management, Norway

CUNEF University, Spain

EDHEC Business School, France

ESADE Business School, Spain

FHNW School of Business, Switzerland

FHWien of WKW, Austria

HEC Montréal, Canada

HEC Paris, France

Iscte Business School, Portugal

ISEG Lisbon School of Econ. & Management, Portugal

Ivey Business School, Western University, Canada

Jyväskylä University School of Bus. & Econ., Finland

KEDGE Business School, France

KROK Business School, Ukraine

Kuehne Logistics University, Germany

Lucerne School of Business, Switzerland

OBS Business School, Spain

Rome Business School, Italy

School of Business, Econ. & Law U. of Gothenburg, Sweden

School of Management Fribourg, Switzerland

Seidman College of Business GVSU, USA

Silberman College of Business FDU, USA

The British College, Nepal

University at Buffalo School of Management, USA

University of Econ. and Human Sciences Warsaw, Poland

University of Namur, Belgium

Wroclaw University of Economics and Business, Poland

ZHAW School of Management and Law, Switzerland

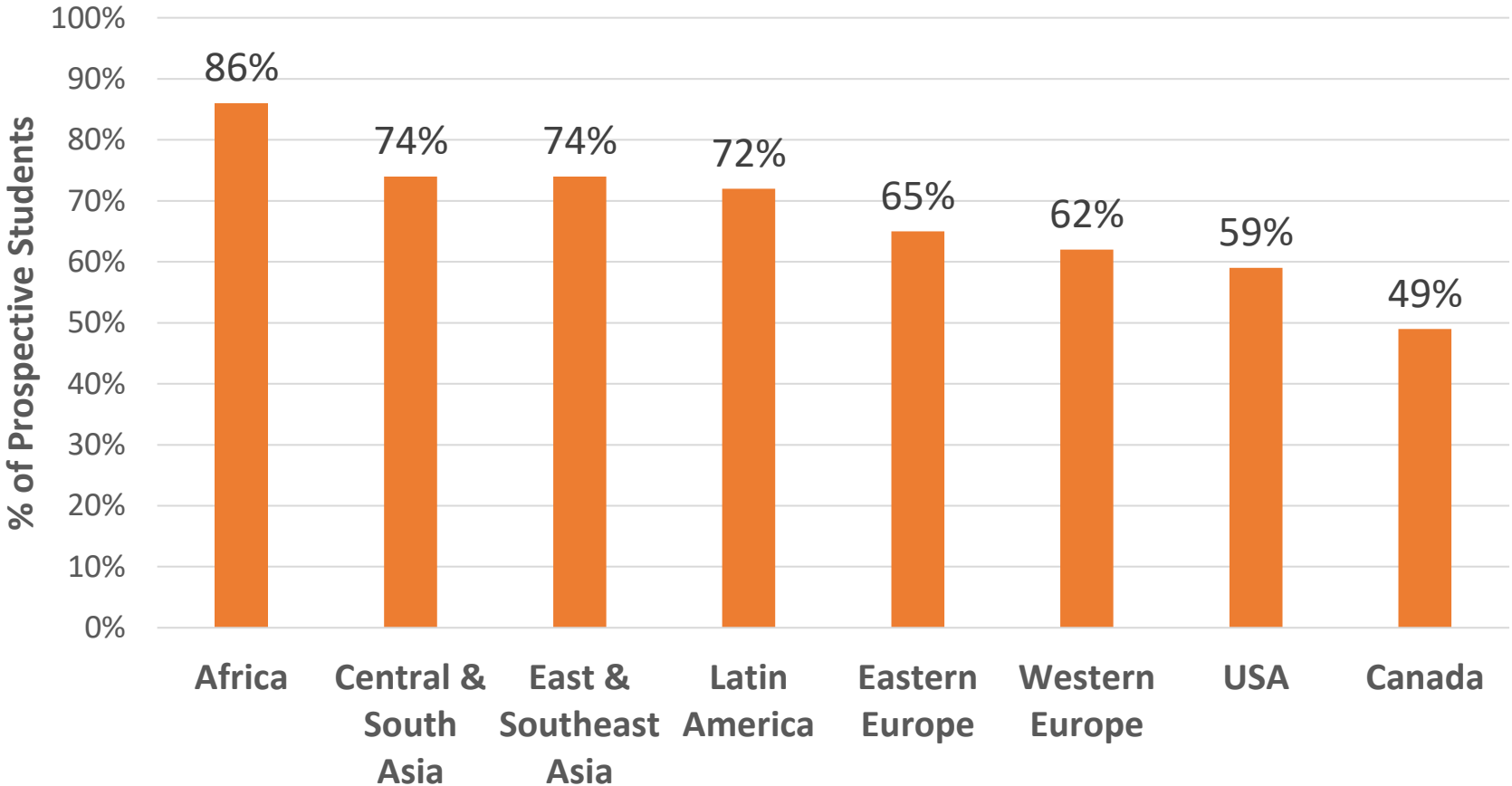
Students from Africa and Asia are most likely to say sustainability is important to their academic experience

68% say sustainability is important to their academic experience

36% of them say a program without sustainability is a dealbreaker

Source: GMAC Prospective Students Survey 2024

Importance of Sustainability to Candidates by Region 2023 (very important & important)



The PIR as a tool for measuring and developing societal impact

Standard features

- Personalized dashboards for each school, with year-by-year comparable results
- Two–page snapshot of school results
- School-specific data is available for deeper analysis

Add-on options

- 4 AACSB-compatible questions - measuring impact on School Focal Area (AACSB Standard 9)
- 4 School-specific questions – self defined questions
- **NEW** PRME SIP-Report Add-On – fulfilling new PRME Principles as perceived by own students



The seven PRME Principles

Assessing the school's contribution from a student perspective



Overall performance of 70 PIR and PRME Signatory Schools

Assessment year 2024

Student responses: 10'067

Scale
1 2 3 4 5 6 7 8 9 10

PURPOSE

1

The school believes that responsible management education can create inclusive prosperity in a world of thriving ecosystems.



PARTNER

5

The school engages people from business, government, civil society, and academia to advance responsible and accountable management education.



VALUES

2

The school places organizational responsibility and accountability to society and the planet at the core of what it does.



PRACTICE

6

The school adopts responsible and accountable management practices in its own operations.



TEACH

3

The school transforms its learning environment by integrating responsible management concepts and practices into the curriculum and pedagogy.



SHARE

7

Members of the school are encouraged to share their successes and failures to enable collective learning and live the common values and purpose of the school.



RESEARCH

4

Research of the school includes studying employees, managers, organizations, institutions, and the state of the world to inspire responsible management and education practice.



AVERAGE RESULT



Fresh off the press: Announcing New PIR Initiatives

PRME and PIR team up to advance responsible management education worldwide



NEW YORK, 12 JUNE 2024 — The Principles for Responsible Management Education (PRME) and Positive Impact Rating ([PIR](#)) are thrilled to announce a new partnership aimed at advancing responsible management education worldwide. This collaboration formalizes years of close cooperation and mutual support between the two organizations.

Benefits for PRME Signatory schools

An annual 10% discount to the PIR base fee for PRME Signatories that sign-up for a 3 - year commitment to the PIR Rating

Two new PIR Features for the 2025 edition:

Adding the **faculty perspective** as an important second stakeholder to the survey

In 2025 available as a test to interested schools

Adding **EQUIS-specific** questions

Currently in assessment phase

102

Rated Schools

(2021 – 2024)



Interested in demonstrating
your interest with the PIR?
MORE INFO HERE

Join the PRME & PIR
Webinar Aug 27, 2024
from 3-4pm CET
SIGN-UP HERE

