

# Global MBA

Global Business and Management Studies Program

Doshisha Business School

Sharing Information on Progress (SIP) Report

2015

**PRME**

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

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## I. Letter of Commitment

March 31, 2015

Joseph Hardy Neesima, the founder of Doshisha University, believed that both “intellectual education” and “education of the soul” are needed to make a person a “true man.” In business education this means not just teaching business knowledge, but also helping students develop skills and competencies that will help them apply business knowledge in ways that have a positive impact on society.

At Doshisha we apply our university’s traditional emphasis on “education guided by conscience” to the challenges and opportunities of today’s world to provide a business education that will prepare students to manage successfully—and make a difference—in the business environment of the 21st century.

Our location of Kyoto is home to some of the world’s oldest companies and is an ancient center for schools of religious thought and practice that, through processes of international trade and education, continue to influence Western conceptualizations of ‘sustainability’ and ‘mindfulness’ in global management practice. Our Global MBA (Global Business and Management Studies) program is designed to build on these traditions and re-invigorate their relevance to the study of global business and management. In step with this, we are fully committed to implementing the Principles for Responsible Management Education, starting with those that are most relevant to our capacities and mission, to reporting on our progress to all of our stakeholders, and to exchanging information on 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.

We also encourage other academic institutions and associations to adopt and support these Principles.

Sincerely,



Mari Kondo, Program Director

## II. Introduction to the Doshisha Global MBA

Established in 1875, Doshisha University is widely recognized as one of Japan's top comprehensive universities, with a distinguished history of education based on founder Joseph Hardy Neesima's philosophy of "education guided by conscience." Doshisha Business School (DBS) opened in 2004, following a long tradition of successful Kyoto-based global corporations such as Omron, Kyocera, Shimadzu, and Nintendo.

Our English-language Global MBA program was launched in 2009, joining the school's Japanese MBA program (which was begun in 2004). Following five successful years, the program was further strengthened as an independent Global MBA program (formally renamed Master's Degree Program, Global Business and Management Studies) in 2014, with a bolstered dedicated faculty and expanded course offerings.

### Beyond 'Business as Usual'

With a focus on sustainability, the Doshisha Global MBA guides students to explore and enquire beyond the established boundaries set by established theories and practices of global business and management—that is, to look beyond 'business as usual'. With the goal of developing global-minded leaders, we encourage our students to not only master the standard MBA core subjects, but also to develop deeper insights from the program's three focus areas and hone their analytical prowess through our program's research thesis component.

Our aim is to prepare future business leaders who are willing and able to respond effectively to the emerging needs of the increasingly diverse groups of people participating in the global economy. The Doshisha Global MBA program offers a unique experiential MBA education to students willing to work in partnership with professors and local and multinational business leaders in exploring—and challenging—traditions and trends in global business and management.

### People Hold the Key

Since its inception, a striking feature of the Doshisha Global MBA program is the diversity of our student body and faculty. Our students come from a wide variety of backgrounds, and during their studies will collaborate with colleagues from over 30 different countries. We welcome applications from aspiring and inspiring individuals regardless of gender, ethnicity, religion, or nationality.

### III. Achievements & Goals

#### **Principle 1: Purpose**

**We aim to produce students who have the capability to be future generators of sustainable value for business and society at large and who will work for an inclusive and sustainable global economy.**

The Global MBA Mission statement is as follows.

*Vision:* Our vision is to be recognized in Asia and worldwide as a center of excellence in research and business education, and for leadership in our chosen areas of specialization and in building a sustainable world.

*Mission:* Our mission is to produce a new generation of socially responsible business leaders capable of meeting the challenges of the business world of the 21<sup>st</sup> century.

*Culture:* We will pay close attention to the needs and goals of each student, and be open, fair, engaged, and passionate in all we do.

#### **Principle 2: Values**

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

We embrace CSR and the triple bottom line: the idea that business organizations should strive to achieve and should be evaluated on their social, environmental, and financial performance (“people, planet, and profit”).

This theme runs throughout our curriculum, in the form of:

- Two full “Perspective Subjects” courses in the core: Business and Society in the Global Context and Responsible Leadership in the Global Context
  
- The following sustainability-related elective courses: Foundations for Sustainable Management, Sustainable and Responsible Marketing, Sustainable Human Resource Management, and Economics for Sustainable Development
  
- Our three “focus areas”:
  - “Sustainability and Green Business” speaks for itself.

- “Business in Asia” includes courses that promote cross-cultural understanding and awareness of cultural similarities and differences.
- “Culture and Creativity” includes courses on cultural—including pop culture—industries, the products and popularity of which promote understanding and appreciation of other cultures (“soft power”) and connect people across national borders.
- The faculty-supervised major research project (thesis) that all students carry out in the second year of their program. Students choose their own project topics, and many are CSR or triple-bottom-line related. Recent examples include:
  - “A Framework for Responsible Marketing: Case Study of Patagonia Inc., How Does an Environmentally Conscious Company Operate in a Way That Balances Creating Value for Customers, Creating Value for the Environment, and Long-Term Profitability?”
  - “University Start-Ups, University Incubators, and The Development of an Academic-Entrepreneurial Ecosystem in Japan”
  - “Suntory Holdings: A Case Study On Human Resource Management Policies & Practices Towards Employee Diversity”
  - “Nestle' Sustainable Business Practices: Lessons from The Cases of Mexico and the Philippines, 1990s - 2010s”
  - “Development of Global Compact Local Network: A Case of Global Compact Korea Network”
  - “Japanese Eco Funds”
  - “Kootenay Eco-Tourism Resort Business Plan”

For details on the Global MBA Curriculum, please see this page on our website:

<http://gmba.doshisha.ac.jp/en/curriculum/curriculum.html>

### **Principle 3: Method**

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

We have started the process of acquiring international accreditation. Our primary purpose in undertaking this is to use the accreditation process as a means of strengthening—that is, pressuring ourselves to strengthen—our program so that it meets the highest international standards in teaching, scholarship, administration, and governance.

We have a strong commitment to diversity in the classroom. Our 2014 entry class includes students from over 15 countries and has a gender balance of 55% male and 45% female. Average full-time work experience is 4+ years. Our previous entry classes and the class we are currently recruiting for 2015 entry have similar profiles in terms of international diversity, gender balance, and work experience.

We have several students sponsored by JICA (Japan International Cooperation Association) and the ABE (African Business Education Initiative for the Youth) Initiative Masters and Internship Program. For the next three years, our program has been allotted eight full MEXT (Japanese Ministry of Education, Culture, Sports, Science and Technology) Priority Allocation scholarships per year for recruiting students from ASEAN and CIS countries.

#### **Principle 4: Research**

**We will engage in conceptual and empirical research that advances understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economic value.**

CSR and Triple-bottom-line Related Faculty Research, 2014-2015:

Prof. Keith Jackson

- “Ageing Societies: Comparing HRM Responses to the Experiences and Expectations of Older Employees in Germany and Japan,” Rainer Hampp Verlag, Disingen, Germany.
- *Japanese Management: New Horizons*, to be co-edited by K. Jackson & T. Kanai, with K. Jackson as lead author.
- “Lynchpin: from diversity to discord and synergy to (near) derailment of Japanese-Ukrainian infrastructure project,” *Intercultural Management European Case Studies – Achieving Synergy from Diversity*, (Ed.) C. Barmeyer, & P. Franklin, London: Palgrave MacMillan.

Prof. Adam Johns

- “Authenticated in Japan: Washoku in an era of global supply chains,” in session at *Arbiters of Authenticity and Place in Japanese Culinary Cultures*, at European Association of Japanese Studies Triennial Conference, August 2014, Slovenia.

Prof. Mari Kondo

- *Globalization and the Inequality Trap: An Ethnography of Philippine Capitalism*, Hampshire, U.K., Palgrave Macmillan (Forthcoming).

- “The role of business school education for Japanese and non-Japanese women in Japan,” *Integrating Gender Equality into Business and Management Education*, Ed. in Flynn, Haynes and Kilgour, Sheffield, U.K., Greenleaf (Forthcoming).
- “Global Compact Corporations in Japan and Their Reporting: Trends and Issues,” *Corporate Social Disclosure: Critical Perspectives in China and Japan*, Ed. Carlos Noronha, Hampshire, U.K., Palgrave Macmillan.

Prof. Philip Sugai

- “Waste vs. Challenge: Consumer Insights and Strategic Implications of Unused Technology Product capabilities and Features,” P. Sugai and L. Aroean, *Kindai Management Review*, Referee reading, Vol. 2, March 2014, pp. 106-117.

Prof. Gustavo Tanaka

- “The Movements toward the Convergence of Accounting Standards in Peru,” *International Review of Business*, No. 14, March 2014, pp.25-60.

Prof. Yong Yin

- "Sustainable performance oriented operational decision-making of single machine systems with deterministic product arrival time," C.G.Liu, J.Yang, J.Lian, W.Li, S.Evans and Y.Yin, *Journal of Cleaner Production*.
- "Production planning of multi-stage multi-option seru production systems with sustainable measures," C.G.Liu, F.Dang, W.Li, J.Lian, S.Evans and Y.Yin, *Journal of Cleaner Production*.

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

Executive Seminars Related to CSR and Triple Bottom Line:

- Apr. 2013, Dr. Olivier Boiral, Faculty of Business Administration, Laval University (Québec, Canada); Seminar title: “Are Sustainability Reports Transparent? A Counter-Account of GRI-Certified Reports”
- Jan. 2014, Dr. John Beck, Managing Director of Hult Labs, President of the North Star Leadership Group, Senior Research Fellow at the Annenberg Center; Seminar title “The 8 Great Goods: Running a business (and your life) with purpose”

- Nov. 2014, Mr. Takayuki Tsujii, General Manager, Patagonia Japan; Seminar title: “Responsible Company”
- Dec. 2014, His Excellency Ambassador Malate Ambassador Extraordinary and Plenipotentiary, The Embassy of the Republic of Mozambique in Tokyo, Japan; Seminar title: “Visions of Great Potential: New Directions in Japan Mozambique Relations”
- Dec. 2014 – Feb. 2015, Speakers from Saraya Corporation, Takuma Corporation, Omron Corporation, Amita Holdings, and Osaka Gas in Prof. Takeshi Miyamoto’s course, “Green Technologies Tomorrow”
- Jan. 2015, Mr. Dan Sloan, Nissan Motor Corp., Editor-in-Chief Nissan Global Media Center; Seminar title: “Nissan's ‘Kotozukuri’ & Quest for Share of Voice”

### **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.**

We facilitate collaboration among business, students, government, and educators, and we have begun discussions aimed at establishing an Academic Network for the Global Compact Japan Network in 2015.

## IV. Contact Information

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