

Kyung Hee University School of Management
Sharing Information on Progress

The First Report on Responsible Management Education
(AY 2009-10 SIP CONTENTS)



January 2011



Institute for Peace *through* Commerce

Kyung Hee Model of Responsible Management Education

Kyung Hee University School of Management and

Institute for Peace through Commerce

Message from the Project Manager

Kyung Hee University School of Management, as a signatory member of the United Nations Principles for Responsible Management (PRME), has an ongoing commitment to innovative teaching and research embedding the six principles of PRME throughout the curriculum and our research agenda. Since its foundation in 1949, Kyung Hee University has been distinctly committed to its mission, *Creation of a New Civilized World*, and its philosophy is based on humanity, democracy, and world peace. The long history of international peace activities initiated by Kyung Hee University in collaboration with world's leading universities and UN has been the solid basis for Kyung Hee University School of Management's commitment to the PRME initiative.

Since its joining the PRME in 2009, Kyung Hee University School of Management has been taking leadership in responsible management education among business schools in Korea and Asia. Among many other important events and projects, we are pleased to report on fruitful outcomes of the 1st Asian Forum for PRME in Seoul on November 5th, which was co-hosted by Kyung Hee University School of Management and PRME,.

This report is our first communication, Sharing Information on Progress (SIP) on activities and initiatives during the 2009 – 2010 academic year. Our strategic plan for responsible management education has been carefully designed and systematically implemented under the leadership of the committee for responsible management education (CRME) which is composed of representative faculty members of each functional areas of management education within our school, and with external stakeholder participation. Four major strategic areas for responsible management education of the school include; i) teaching with curriculum expansion in responsible management, ii) commitment and resource allocation in related research, iii) green management of its own school, iv) building of network for dialogue and collaboration among stakeholders in responsible management education (e.g., student body, university administration, other universities, business organizations, civil society, and government).

Even in its beginning stage, we are pleased to share these experiences of our journey toward the accomplishment of the mission of *academic social responsibility* in our time.

Yong-Seung Park, Ph.D.

Professor and Director
Kyung Hee University School of Management
Institute for Peace through Commerce



AY 2009-10 SIP CONTENTS

Kyung Hee Model of RME	4
Principle 1: Purpose	6
Principle 2: Values	7
Principle 3: Method	8
Principle 4: Research	9
Principle 5: Partnership	10
Principle 6: Dialogue	11



Kyung Hee Model of Responsible Management Education

Kyung Hee Model of Responsible Management Education: Consonance with the University Mission

Since its foundation in 1949, Kyung Hee University has been distinctly committed to its mission, *Creation of a New Civilized World*, and its philosophy is based on humanity, democracy, and world peace. The long history of international peace activities initiated by Kyung Hee University in collaboration with world's leading universities and UN has been the solid basis for Kyung Hee University School of Management's commitment to innovative pedagogy and research embedding in its ideology of creative, ethical, and socially responsible business leadership throughout the curriculum and our research agenda. Also the university has founded highly regarded institutes and graduate programs in peace study such as graduate institute for peace (GIP), graduate school of NGO (GSNGO), Institute for Future Civilization (IFC) which all provide solid on-campus alliance network for the school of management's responsible management initiative programs.

As a signatory of the United Nations Global Compact Principles for Responsible Management Education (PRME), Kyung Hee University School of Management has performed following its mission with leadership in responsible management education.

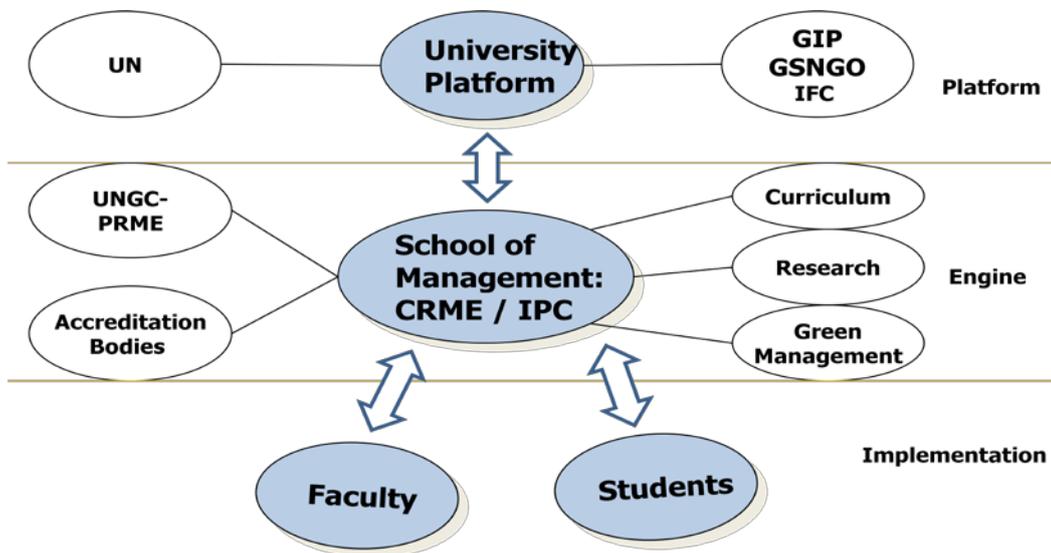
Responsible management education at Kyung Hee University

Kyung Hee University School of Management has been taking leadership in responsible management education among business schools in Korea and Asia. Strategic plan for responsible management education has been carefully designed and systematically implemented under the leadership of the committee for responsible management education and with stakeholder participation. Four major strategic areas for responsible management education of the school include; i) teaching with curriculum expansion in responsible management, ii) commitment and resource allocation in related research, iii) green management of its own school, iv) building of network for dialogue and collaboration among stakeholders in responsible management education (e.g., business organizations, civil society, government, and academia).



Following Figure 1 summarizes Kyung Hee University's integrated model of responsible management education with stakeholder involvement.

Figure 1. An Integrated Model of Responsible Management Education with Stakeholder Involvement: Case of Kyung Hee University



PRME	
Principle 1 <i>Purpose</i>	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.

- Mission of Kyung Hee University School of Management include the very core of its PRME spirit; “To fulfill the responsibility as an academic institution developing the next generation of creative and socially responsible business leaders with classical and contemporary knowledge and caring leadership for the global community, by producing world class research and providing excellent education.” And the school’s vision is; “To become a world class business school based on outstanding research and education with stakeholder relations perspective of management paradigm integrating social equity and capital efficiency.”
- Based on these mission and vision, Kyung Hee University School of Management put every effort to ensure that entire responsible management initiative to be more than ad hoc. Active communication with all stakeholders in the course of responsible management education initiative processes is considered as the key for the successful change, and it incorporates voice from constituents of the School (i.e., faculty, staff, students, and alumni).
- Kyung Hee University School of Management has been taking leadership in responsible management education among business schools in Korea and Asia. Strategic plan for responsible management education has been carefully designed and systematically implemented under the leadership of the committee for responsible management education and with stakeholder participation. Three major strategic areas for responsible management education of the school include; i) teaching with curriculum expansion in responsible management, ii) commitment and resource allocation in related research, and 3) green management of its own school.



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.

- Kyung Hee University School of Management have begun to direct itself toward the responsible management paradigm and incorporated the spirit into their curriculum design, research orientation, and student extra curricular activities for reasons common to any school of management around the world;
 - 1) drastic change in business environment today which requires business education to develop new type of responsible leadership, 2) stakeholders around business school (students and business firms in particular) demand such knowledge, skill, and ability to be prepared for sustainability management for the changing world, 3) more accreditatory bodies such as AACSB have recently mandated (and expected to further require) significant education efforts in business ethics, and, above all, 4) providing business education into meaningful direction for the benefits of all and common good for the global community provide high level of self-fulfillment and motivation to constituents of business schools particularly those of faculty members.
- There are two notable organizational arrangements for implementation of the schools' responsible management education paradigm. First, the school established committee for responsible management education (CRME) consisted of nine faculty committee members and chaired by the Dean of School of Management. Second, the Institute for Peace through Commerce was founded to attract faculty and other sustainability resources, to conduct related research projects and consultation in more organized manner, and which could also be available to advance sustainability curriculum development and other extra-curricular activities.



PRME

Principle 3
Method

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

Teaching with curriculum expansion in responsible management

- Kyung Hee University School of Management's CRME takes a critical role in planning and implementing responsible management education curriculum expansion while incorporating voices of various stakeholders particularly from business sector. Curriculum expansion design includes one compulsory course (Introduction to Business and Society, of which the textbook published by CRME) and 2 elective courses from 6 functional areas; e.g., emission trading (finance), responsible investment (finance), business ethics (management), environmental auditing (accounting), ethics in management information system (MIS), green marketing (marketing), sustainable supply chain management (marketing), green technology (production), etc.
- In addition to these new courses, the integration of modern business knowledge of information and communication technology and humanity is a strategic focus at Kyung Hee University School of Management. The school believes firms and society may flourish while producing contemporary business technology with a human face. Also, as outreach programs, student service activities and internship programs are provided.



PRME	
Principle 4 <i>Research</i>	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.

Research Orientation for Responsible Management Education

- Establishment of Institute for Peace through Commerce played a pivotal role in further pursue its mission for conducting various research projects in responsible management paradigm in the School of Management at Kyung Hee University. The institute has been actively working on delivering Sustainability conferences, seminars, and workshops on various topics on responsible management education. In particular, noticing the importance of collaborative work among leading business schools in Asian, the institute successfully hosted Special Session “PRME: Asian Perspective” in World Civic Forum 2009, and the 1st Asian Forum for PRME in 2010.



Greening of Kyung Hee University School of Management



- On top of providing responsible management education in teaching and research, Kyung Hee University School of Management practices its own preaching in green management. The School's green management practices include; recycling programs, Energy management, lighting efficiency, water-efficient landscaping in and around business school building, rain-saving system in the school's newly built building, environment-friendly facility management and investment Neighborhood cleanups, tree-plantings, service activities, etc.

PRME

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.

- Kyung Hee University School of Management’s model for responsible management comprises of five important pillars; 1) strong university wide philosophy and support for peace education, which is consent to the paradigm of responsible management education at the school of management, 2) consistency with the university’s overall strategic plans, implementation, and evaluation stages, 3) the school of management’s own mission and vision which has deep root in self-actualization and other(stakeholder)-centered management paradigm, and its value-based strategies in teaching, research, and its own administration, 4) the role of CRME as a change agent and continuing commitments of faculty, staff, students, and alumni, and 5) active stakeholder participation throughout the course of change which promotes organizational culture and enables to manage change in the effective manner.



PRME	
Principle 6 <i>Dialogue</i>	We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

- Kyung Hee University School of Management has successfully promote constructive dialogue among educators, business, government, media, and other important stakeholders in PRME initiatives by taking a leading role in hosting following major seminars and forums;
 - May 7, 2009, Special Session on ‘PRME: Asian Perspective’ in the World Civic Forum 2009, Seoul, Korea (Co-hosted by KHU School of Management and UNGC Korea Network)



Responsible Management Education in a Changing Era

THE GLOBAL COMPACT

Control Cooperation

Business Society (corporations) Civil Society (NGOs)

WCF 2009

WCF 2

따뜻한 가슴을 지닌 글로벌리더 양성
경희대학교 경영대학

사회적응과 지구적 존엄(Global Eminence) 추구는 21세기 미래경영의 또 다른 책무입니다.
경희대 경영대학은 미래경영의 책무를 수행하기 위해 2007년 책임경영교육원칙 (PRME: Principles for Responsible Management Education)을 준수하며 학생들에게 사회적 책임, 윤리경영을 가르치는데 앞장서고 있습니다.

PRME Principles for Responsible Management Education

 **경희대학교 경영대학**
Kyung Hee University School of Management

- March 2010, 2010, Launching of Steering Committee of Asian Forum for PRME (Founded by KHU School of Management, Tsinghua University School of Management, Keio University College of Commerce)



- November 5, 2010, The 1st Asian Forum for PRME, Seoul, Korea (Co-hosted by UN PRME, KHU School of Management, and UNGC Korea Network)



- UN's news item on Secretary-General Ban Ki-Moon's speech at the 1st Asian Forum for PRME: <http://www.un.org/apps/news/story.asp?NewsID=36682&Cr=education&Cr1=>
- UN GC and PRME news item about the major outcomes of the 1st Asian Forum for PRME: www.unglobalcompact.org and www.unprme.org in the news section.

- November 6, 2010, The 1st Asian Youth Forum for PRME, Seoul, Korea
(Co-hosted by UN PRME, KHU School of Management, and Keio University School of Commerce)



- November 4, 2010, Workshop on Conscious Capitalism for CEOs of major Korean companies (Hosted by KHU School of Management)



- July 2 – 30, 2009, Global Collaborative Summer Program, Seminar in Emerging Role of Business and Global Agenda (Hosted by KHU School of Management)



- July 2 – 30, 2010, Global Collaborative Summer Program, Seminar in Peace Through Commerce (Hosted by KHU School of Management)

