

## **Asian Business School Scholars Gather in Beijing for Responsible Education in Business Schools (亚洲商学院学者在京探讨商学院责任教育问题)**

[http://www.bj.xinhuanet.com/bjfs/2011-11/26/content\\_24210801.htm](http://www.bj.xinhuanet.com/bjfs/2011-11/26/content_24210801.htm)

(Xinhuanet Beijing November 26<sup>th</sup>)The 2<sup>nd</sup> PRME Asian Forum was held at Tsinghua University on the 26<sup>th</sup>. Scholars from business schools in Asia and corporate representatives who put importance on CSR participated in deep discussion about teaching responsible management education in business schools.

The theme of the forum is “Rethinking Responsible Management Education: The Asian Perspective – 2<sup>nd</sup> PRME Asian Forum”. The aim is to bring the attention of people from all walks of life to “responsibility” in Asian business school education.

Professor Yong-Seung Park, Secretary General of the 1<sup>st</sup> PRME Asian Forum, made a speech at the opening ceremony. He said that business school education is drawing more and more attention, thus it is important to cultivate business school students’ rationality and social responsibility. He also said that the forum should gather people together for the purpose of discussing how to adjust business school education in order to cultivate leaders who will be responsible for a sustainable global economy.

In the forum, guests also analyzed the current situations of CSR in China and responsible management education in business schools. Corporate representatives from home and abroad, guests, and members of the audience shared their ideas and experience on how to promote CSR and how to improve responsible management education.

At the open discussion session, guests and students discussed four topics:

1. Should business schools practice responsible education?
2. Can responsibility be taught in business schools?
3. How does a business school teach responsibility?
4. How should an Asian business school, especially a Chinese business school, practice responsibility education?

Principles on Responsible Management Education (PRME) was first introduced at the Global Compact Summit in Geneva in 2007. The initiative aims to bring universal values into business school curriculum and research to promote the rules and framework of CSR. The first PRME Asian Forum was successfully held in Seoul, South Korea in November, 2010. Japan will hold the third PRME Asian Forum.

## **Asia Falls Behind on Responsible Management Education (负责任管理教育亚洲落后 6 大原则侧重方法与内容)**

<http://nv.qianlong.com/33530/2011/11/26/1640@7525367.htm>

### **6 Principles Focus on Methods and Content**

(Qianlong Beijing November 26<sup>th</sup>) “UN PRME is the goal for everyone. It contains six principles that point out a direction for the future development of business schools.” This morning, Professor Yong-Seung Park from Kyun Hee University made this point at the 2<sup>nd</sup> PRME Asian Forum at Tsinghua University. He believes this is the right direction that business schools need to follow in 21<sup>st</sup> century.

### **Asia Falls Behind on Principles Responsible Management education (PRME)**

The six principles of PRME include purpose, values, method, research, partnership, and dialogue. The core aim is to help students build capacity and become generators of the future sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

“For all the time, Asian management schools have been following Western colleagues, focusing too much on shareholders and how to maximize shareholders’ interest and overlooking the important value of human rights. I believe it is time for Asian business schools, especially East Asia, including China, Japan and Korea, to put importance on traditional culture, human rights, and integrity of man and nature.” Professor Park indicated that Asia is the fastest growing region in the world, thus Asia’s influence is expanding with time. However, Asian business schools make up only 13% of all PRME members.

### **Responsible Management Education Allows Students to Participate in Learning**

Professor Park concluded two important things from his own experience: one is methodology, which means letting students actively participate; the second is content. He said: “I put a lot of emphasis on linking my teaching content with real practice. I am not just a teacher who conveys ethics to students, but who allows students to experience ethical dilemmas by using real world examples from corporations. I am doing the right thing by using the right method.”

Professor Park indicated: “We also encourage the method of solving problems. I often let students do presentations on corporate cases and encourage them to get in close contact with the CSR department of that corporation. I received very positive feedback on this course and students are very active in class.” Through this method, schools and corporations can find more collaboration, especially in promoting CSR and business ethics.

In November 2011, the 1<sup>st</sup> PRME Asian Forum was successfully held in Seoul, South Korea. United Nations Secretary General, Mr. Ban Ki-Moon made the opening remark through video. Tsinghua University, as the member of PRME framework, hosted this 2<sup>nd</sup> PRME Asian Forum. The third forum will held in Japan.