Korea University Business School

UN PRME

Sharing Information on Progress (SIP)

2017.1.1 – 2018. 12.31
Continued Commitment to PRME

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, Korea University Business School is committed to progress in the implementation of the Principles for Responsible Management Education, starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

We understand that our own organization practices should serve as example of the values and attitudes we convey our students.

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

Jae Wook Kim, Ph.D.
Dean, Korea University Business School
UN PRME Six Principles

- **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 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.

- **Principle 3 | Method**: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

- **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.

- **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.

- **Principle 6 | Dialogue**: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
Demand for better ethical and social responsibility is behind the formulation of the School’s slogan – Business for Society, Inspiring Next Leader. KUBS wishes to incorporate the principles of business ethics, corporate social responsibility, and sustainable and responsible management in its strategies and operations.

**Business for Society - Inspiring Next Leaders**

Entering Global Top 30, Asia No.1 &

Becoming Respected Business School by 2030
As reflected in KUBS’s mission statement, KUBS is strongly committed to nurturing creative global leaders who possess social responsibility to the national and international community and sustainable values. This is aligned with KU’s value of emphasizing service to the society.

Korea University Business School has integrated ethical and responsible management issues in the learning objectives and goals of all programs. One of the learning objectives of our undergraduate program is ‘Our students will be able to assess ethical and sustainable issues in the process of developing solutions.’ ‘Our students will understand and demonstrate the ability to serve as socially responsible and professional members of business society.’

KUBS is committed to the development of each student to become a globally responsible citizen and has been dedicated to ethics, responsibility and sustainability in education, research and community outreach. Recognizing the importance of demonstrating social responsibility throughout and beyond the KUBS community, KUBS has been participating as a member of the United Nations Global Compact (UNGC) and has designed its education curriculum based on the Principles of UNGC. Business ethics and corporate social responsibility were integrated into the curriculum.

KUBS students have been involved in a variety of community outreach activities through student-led organizations and gained important insights that give them a keen awareness about society’s needs and help develop a deeper, transformative sense of social responsibility.

The KUBS Startup Station, an independent startup platform, was launched in September 2016. KUBS raised 3.5 billion won in startup support donations. Intensive business incubator and integrated startup education will be implemented at △Iljin Startup Incubation Center and △Seung Myung Ho Entrepreneurship Education Center. Especially, The Seung Myung Ho Entrepreneurship Education Center aims to provide integrated startup education. It will also actively encourage students to
create new business models by combining their business mindset with various fields of study, such as engineering, life sciences, humanities, and arts. The ultimate goal of the center is to instill an entrepreneurship in students by offering them a systematic startup education that extends to the regular curriculum.

Seung Myung-Ho Center for Entrepreneurship Education

**Lecture Series**
- Monthly educational lecture held every semester
- Special lecture by guest speaker under the theme of entrepreneurship and innovation

**Startup Training Education**
- Educational session held at least two times per semester
- Special lecture by experts who have practical experience in startup business

**Future Entrepreneur Certificate Curriculum**
- Systematic courses on entrepreneurship are offered from freshman to senior level
- Courses from other departments are offered
- Future Entrepreneur Certificate will be granted after completing the curriculum
Meeting Room & Mentoring Room

- Space for various lectures and events on entrepreneurship and innovation
  (display screen is installed)
- Mentoring rooms

KUBS makes research/business cases accessible and understandable for the business community, policy makers and the public at large by publishing case booklets, practitioner articles, and research summaries in various venues. For example, the Economist Magazine (Korean Version) recently features the research papers co-authored by KUBS faculty members in its practitioner articles.

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.

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.

The concept of “globally responsible citizen” is well embedded in KUBS strategy, mission, and slogan. The School attempts to integrate ethics, responsibility, and sustainability issues across all its activities including education, student activities, research, executive education, interactions with business, community outreach as well as its resources and administration. The School aspires to act as a catalyst for new ideas and solutions for ethics, responsibility, and sustainability issues in the business community and the wider public.
KUBS has designed its education curriculums and programs following the Principles of Responsible Management Education (PRME), which aims to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century. The school offers students courses that provide theories and hands-on practice in social enterprising and management. On top of that, the KUBS faculty also take part in UNGC. Dr. Hyoung Koo Moon, a KUBS professor, attended the one of the major seminars held by UNGC Korea to give a presentation on Anti-corruption Strategies for Corporates on April 19, 2018 (refer to Figure 10). KUBS is committed to sharing the 10 Global Compact Principles and PRME with its stakeholders through its primary channels of communication and activities.

### Future Action Plan

- Preparing ethics, responsibility, and sustainability policy and guidelines that formalize a set of rules that implement ethics, responsibility, and sustainability in our education, research, and social service.

- Increasing the ethics, responsibility, and sustainability related component in faculty promotion, and tenure decision-making.

- Developing a regular venue or program that works as a catalyst for fostering ethics, responsibility, and sustainability conscious business in Korea.