Kyung Hee University School of Management

Sharing Information on Progress

The Fifth Report on Responsible Management Education
(AY 2018-19 SIP CONTENTS)

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Kyung Hee Model of Responsible Management Education

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

Message from the Project Manager: Towards Our Historical Mission

As the whole world is eye witnessing today’s turbulent events that threatening ecological, social, and human sustainability around the Globe we, Kyung Hee University School of Management community, as a signatory member of the United Nations Principles for Responsible Management (PRME), is now submitting it’s fifth SIP(Sharing In Progress) Report for AY2018-19 with deep awareness of its historical mission more than ever.

Kyung Hee University School of Management 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 the leadership in responsible management education among business schools in 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 fifth communication, Sharing Information on Progress (SIP) on activities and initiatives during the 2018 – 2019 academic years. 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).

In particular, we believe it is so meaningful that we KHU School of Management continues its journey of conscious business education as we are moving into this new era of Sustainable Development Goals(SDGs). We are so pleased to share these experiences of our journey towards accomplishment of our noble mission of academic social responsibility in our time. Cheers!

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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
The first strategic action in conjunction with the Journey of conscious business education with PRME for Kyung Hee University’s School of Management began with re-establishment of its Vision, Mission, and Core Values. Right after signing for PRME in 2009, an entirely new set of the School’s mission statements came into life in 2010. The task has been completed throughout the enthusiastic collective efforts of Committee for Responsible Management Education of Kyung Hee University’s School of Management.

Vision of Kyung Hee University’s School of Management is to become a world class business school based on humanistic management paradigm. While creatively visualizing this vision, Kyung Hee University’s School of Management has set its Mission as to educate the next generation of creative and responsible global business leaders based on UN PRME (Principles for Responsible Management Education).

The School’s catch phrase, “Doing RIGHT things right in Business”, nicely summarizes the five core values of Kyung Hee University’s School of Management which will provide both professors and students with the solid platform towards accomplishing its Mission. The core value RIGHT stands for Responsibility (i.e., responsible business education and responsible of business school itself), Integration (i.e., business education which transcending narrowly differentiated functional expertise and providing an integrated approach in understanding holistic interdependence of business activities), Glocalization (i.e., putting perspective of going global with indigenous wisdom in business education), Humanity (i.e., business education with humanistic and ecological perspective), and Transversity (i.e., highlighting the importance of openness in higher education with stakeholder participation).

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’s School of Management for its 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. One notable example of such leadership includes the fact that Kyung Hee University’s School of Management hosted the first PRME Asian conference in 2009, which has been followed by other PRME regional meetings in MENA, Africa, Latin America and the Caribbean, Nordic, Australia/New Zealand, Brazil, and UK/Ireland.
| 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 accredi
tatory 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.
In 2011, Kyung Hee University School of Management has adopted the Mission, Vision, and Core Values in line with the UN PRME initiative, and these values play a critical role in disseminating the School’s engagement in Responsible Management Education.

"Since 2009, regional meetings have been convened by PRME signatories in Asia, MENA, Africa, Latin America and the Caribbean, Nordic, Australia/New Zealand, Brazil, and UK/Ireland. The first of these events was held in South Korea at Kyung Hee University, Korea"
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.

- Since its drastic change of freshmen’s compulsory introductory course from traditional Introduction to Management to the whole new Fundamentals of Responsible Management beginning Spring 2012, the period of AY2018-2019 has been meaningful years while continuously improving the pedagogy which best suits with the mission of Responsible Management Education.

- During AY2018-2019, in particular, students centered learning (e.g., Problem-Centered Learning) and experiential learning portions in the class have been particularly emphasized. The effectiveness of newly adopted teaching methodology is regularly evaluated and the results are continuously incorporated in the teaching of next cohort of incoming freshmen.
Class of Fundamentals of Responsible Management, Spring 2018

Class of Fundamentals of Responsible Management, Fall 2018
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. Following programs are exemplary such programs for 2018-19 AY:

- July 1 – 25, 2018, and 2019 Global Collaborative Summer Program, Humanity, Civilization, and Global Governance (Hosted by Kyung Hee University, Center for Future Civilization)
For the period of July 23 – August 4, 2018, Research Collaboration (UI Resolv Program) on Global CSR (Hosted by Kyung Hee University School of Management, University of Indonesia School of Political Science, and UN Global Compact Korean Network): Joint Research Team of KHU and UI on Global CSR (in collaboration with KOTRA) has provided students, as future business leaders in Asia, and faculty members with both theoretical and practical perspective of constructive Public-Private Partnership especially in conjunction with major Korean MNCs’ Global CSR strategies in collaboration with the local Indonesian community.
- July 11th to August 9th, 2019, Lingnan University Jockey Club Liberal Arts Summer Institute have been hosted by Lingnan University in Hong Kong. In the program, PRME in the Asian Perspective has been discussed while sharing Kyung Hee University’s experiences with PRME project. In particular, the program has purpose of providing students with both theoretical and practical perspective of peace, global development, and sustainability management, and Public-Private Partnership for the global agenda especially in the region in Asia. Throughout the programs students have participated and critically think about Global Engagement and other related programs via class lectures, discussions, case studies, and on-site field trips.
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 Asia, 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 |  
|-------------|---|
| Dialogue    | 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;

  - The historic 1st Asian Forum for UN PRME in 2010 which was successfully hosted by Kyung Hee University’s School of Management played a leading role in continuously carrying out the responsible business education movement in the Asian. Since 2010, Asian Forums for UN PRME have been successfully hosted by leading business schools of Asia; 2nd Asian Forum for UN PRME (Tsinghua University, China 2011), 3rd (Keio University, Japan 2012), 4th (De LaSalle University, Philippines 2013), 5th (University Utara Malaysia, Malaysia 2014), and 6th (Goa Institute of Management, India 2015).

  - “Since 2010, starting from Asia, regional meetings have been convened by PRME signatories in MENA, Africa, Latin America and the Caribbean, Nordic, Australia/New Zealand, Brazil, and UK/Ireland. The first of these events was held in South Korea at Kyung Hee University, Korea.” ([https://www.facebook.com/pages/Principles-for-Responsible-Management-Education-PRME/](https://www.facebook.com/pages/Principles-for-Responsible-Management-Education-PRME/))
- Oct 21 - 27, 2018, Erasmus + Researcher Program Kozminski University, Warsaw, Poland (Invited as a visiting research team) / Presented research agenda: “Towards the Korean Companies’ Authentic Global CSR in Polish Society: Building a Multi-Stakeholder Engaging Learning Community through Collaborative between Kozminski University, Kyung Hee University, and KOTRA Warsaw

- Nov 7-8, 2018, Business for Peace Annual Event hosted by UNGC Egypt (Invited to the Plenary Panel) / Presented research agenda: “A B4P Case of GIC (Gaeseong Industrial Complex) from Korea"
May 24 - 25, 2019, IAUP (International Association of University Presidents) was hosted by SIAS University in Henan, China. As a founding member university of IAUP, Kyung Hee University presented a case of conscious Higher Education program based on the example of KHU’s School of Management and its PRME related programs.

September 30 – October 3, 2019, Global Gathering of PRME Community hosted by Jönköping International Business School (JIBS) Sweden (Invited as a panelist for SDGs session) / Presented research agenda: “Business for Peace as a Research Agenda for PRME Community: A Case from Korea)
From spring semester of 2012 – fall of 2019, a selected group of UNGC Korean companies continuously have been invited to Fundamentals of Responsible Management course of KHU School of Management as guest speakers on “Responsible Management in Practice” and collaborators of students term projects on development of responsible management strategies in various stakeholders (e.g., employees, customers, partners, society, and environment). Such collaboration between UNGC companies and university curriculum has provided a meaningful platform to enhance dialogue between academia and corporate sector in the issue of Responsible Management Education.

List of PRME partner companies include:

- LG Electronics and Mael Dairy Corporation (Spring of 2012),
- Starbucks Korea and Mael Dairy Corporation (Spring of 2013),
- Starbucks Korea and SK Telecom (Fall of 2013),
- Mael Dairy Corporation and Homeplus (Spring of 2014),
- CJ Group and Hyundai Mortors (Fall of 2014),
- LG Electronics and Mael Dairy Corporation (Spring of 2015),
- CJ Group and Incheon International Airport (Fall of 2015),
- CJ Group and Hyundai Mortors (Fall of 2016),
- LG Electronics (Spring of 2017),
- Patagonia Korea (Fall of 2017),
- LG Electronics (Spring of 2018),
- BASF and LG Electronics (Fall of 2018),
- SK Group and Merck (Spring of 2019), and
- SK Group (Fall of 2019).
“Our efforts at education will be inadequate and ineffectual unless we strive to promote a new way of thinking about human beings, life, society and our relationship with nature.”

- Pope Francis, (Laudato Si #215, 2015)