

PRiME

an initiative of the
United Nations Global Compact

NUCB
BUSINESS
SCHOOL

2025 Sharing Information on Progress (SIP) Report

NUCB Business School

September 2025

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About NUCB Business School

NUCB Business School is the first and only **Triple Crown Business School in Japan** to be accredited by AMBA, EQUIS and AACSB. Nagoya University of Commerce and Business, the first generation private university in Japan, was founded in 1935 by Yuichi Kurimoto, who was the first Japanese person to graduate from the University of Alberta in 1930 and the founder of the Kurimoto Educational Institution (KEI). Over the last 90 years, the university has become known worldwide as a premier educational institution. The KEI established its Business School in 1990 and launched graduate-level educational programs to develop skilled and innovative business managers. In 2003 NUCB Business School launched the first EMBA program in Japan. In accordance with the key principles of self-respect and pragmatic thinking espoused by Yuichi Kurimoto, NUCB Business School produces distinguished leaders who take initiative in reforming established business activities and starting new ventures to contribute to the advancement of society.

About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

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Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started




This section provides foundational information about NUCB Business School, including key details and basic institutional data.

Graduates & Enrollment

2024 Statistics	Number
Graduates	505
Undergraduate Attendance	2529
Masters-Level Postgraduate Attendance	517

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Business Administration (M.B.A.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Definition of Purpose

Our school is deeply committed to advancing responsible management education to support an inclusive and sustainable global economy.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At NUCB Business School, our commitment to responsibility and accountability is deeply embedded in our values and institutional practices. These values not only shape the internal culture of our community but also extend outward, guiding our contributions to business, academia, and society at large.

Who Champions Responsible Management Education at Our Institution

- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ No dedicated leadership



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

At NUCB Business School, we actively transform our learning environments by embedding responsible management concepts and practices into every facet of our educational experience. As an example of initiatives related to shaping the learning experience, Goal 1 of the Strategic Plan formulates the action plan to 'Increase diversity awareness and understanding of ethical and responsible organizations,' and demonstrates the School's commitment to cultivate graduates who embody core higher education competencies, among them, the ability to engage in responsible risk management and sustainable value creation that acknowledges the environmental, social, and political impact of business.

Educator Recognition

At NUCB Business School, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Professional development opportunities
- ❖ Publication or research support

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

Learning Mindset



To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

NUCB Business School boasts a highly qualified faculty who play a vital role in shaping our research culture. Actively engaged in research, our faculty contribute to the School's mission to 'create knowledge that advances business and society.' In recent years, research performance, particularly in peer-reviewed publications, has improved notably in both global impact and quality, reflecting the integration of guidance from accreditation bodies into the School's research strategy. While earlier contributions to sustainability-related research were limited due to a shortage of specialists in this area, the past two years have seen further expansion in this domain. The School has strengthened its teaching on sustainability and actively supported faculty engagement in related research initiatives.

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, NUCB Business School was awarded funding for research that is:



National



Institution
Specific

Socializing Research

In 2024, NUCB Business School contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

Our school's commitment to engagement with its wide spanning network of partners is captured under the strategic goal of 'Cultivating Strong and Sustainable Partnerships.' This objective drives a comprehensive approach to integrating socially responsible and sustainable practices across all areas of operation, from teaching and research to infrastructure and community involvement. By strengthening connections with a broad network of partners, the School creates opportunities for students to engage in hands-on learning and cross-cultural experiences that would be difficult to achieve independently.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Financial Times
- ❖ Graduate Management Admission Council (GMAC)
- ❖ Local institutions and associations
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations Global Compact non-business signatory
- ❖ EMBAC (Executive MBA Council)
- ❖ GBSN (Global Business School Network)
- ❖ JICA (Japan International Cooperation Agency)
- ❖ JUAA (Japan University Accreditation Association)
- ❖ PIM (Partnership in International Management)

Student Organization Partnerships

- ❖ JASSO (Japan Student Service Organization)



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

Since its establishment, NUCB Business School has embraced a traditional business philosophy which has existed in Japan for over four centuries. This is called 'Sanpô Yoshi', meaning 'All three sides are good'. The 'three sides' allude to the idea that every business transaction has to be to the satisfaction of the seller, the buyer and to wider society - if a business is to have long-term prospects. Guided by this philosophy, the School is committed to operating with ethical integrity, social responsibility and environmental sustainability in order to better develop future business leaders.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ ERS Strategy
- ❖ Impact Strategy
- ❖ Community Values Agreement
- ❖ Governance Code



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

Through its commitment to quality assurance and continuous improvement, NUCB undertakes accreditation reviews externally through regular assessments performed by the Japan University Accreditation Association and three international accreditation bodies as well as internally through its Internal Quality Assurance System. These processes offer a platform for the School to reflect on both its accomplishments and challenges, while fostering collaboration across the NUCB community to enhance institutional practices.

Engagement Opportunities

NUCB Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ ERS-Related Courses
- ❖ Student Groups (SDGs Circle)
- ❖ Boards and advisory committees
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations

Communication Audiences

NUCB Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Faculty and staff



SIGNATORY

NUCB Business School



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