



Success Stories: Western Perspectives & East-West Mutual Learning

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1. Lessons from History

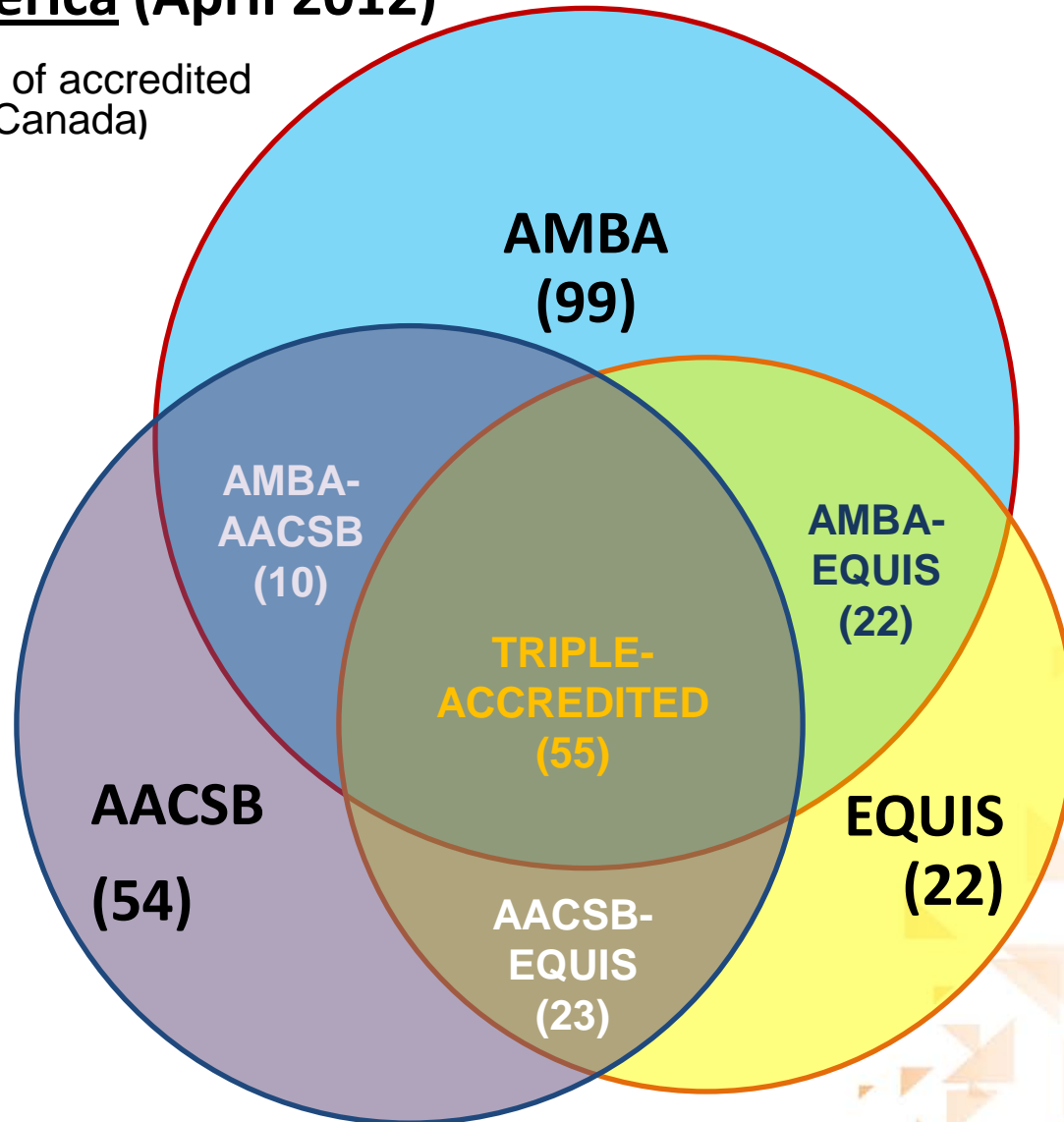
2. Globalisation Success Stories

3. Integration of Practice / Industry

4. Distinctiveness of Curriculum

Overlaps between AMBA, AACSB and EQUIS-accredited schools outside N. America (April 2012)

(in brackets: number of accredited schools outside US/Canada)



Accredited schools outside US/CAN:

AMBA: 186

AACSB: 142

EQUIS: 122

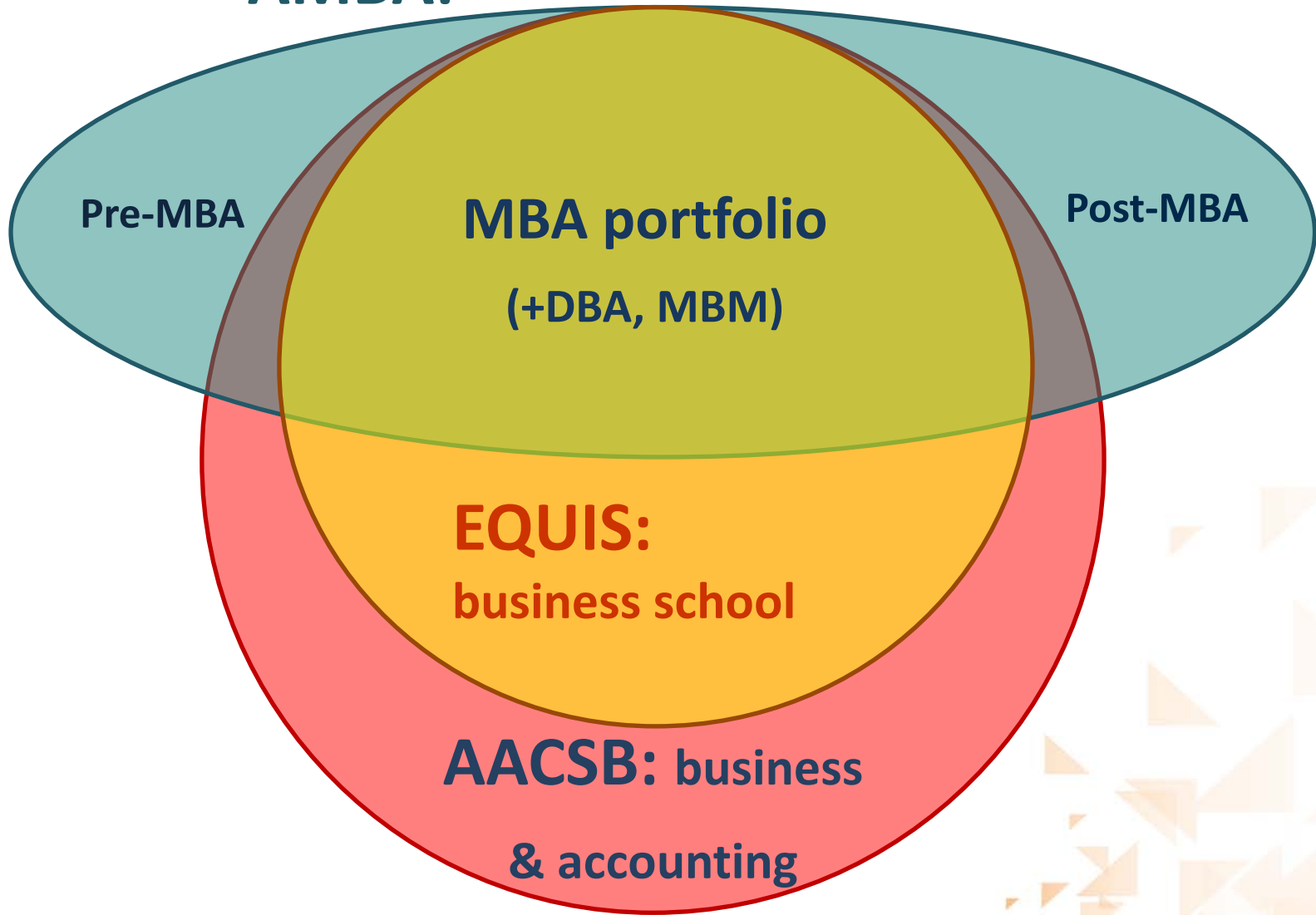
Total worldwide:

AMBA: 190

AACSB: 649

EQUIS: 133

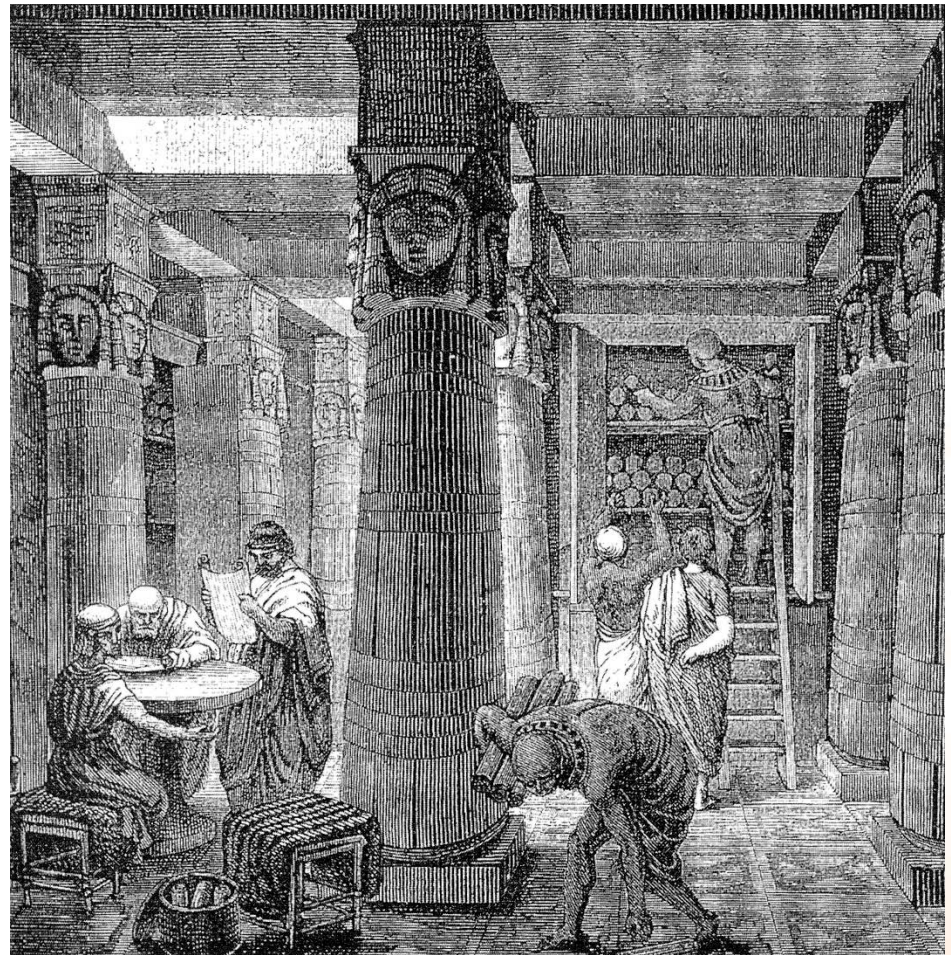
AMBA:



1. Lessons from History

Alexandria
Library:

Retained
original,
returned
a copy



Source: Wikipedia

US Model at First European Schools

Source of funding at launch:

- Public: LBS, Manchester
- Religious: IESE, ESADE
- Corporate: IMD, ESMT
- Private: IE, Insead
- Private (recent): Hult, Lorange



Cambridge Judge Business School

Sir Paul Judge

Founding benefactor
of Cambridge Judge
Business School
(1990)

President of AMBA



West-East Differences: Strategic Opportunity



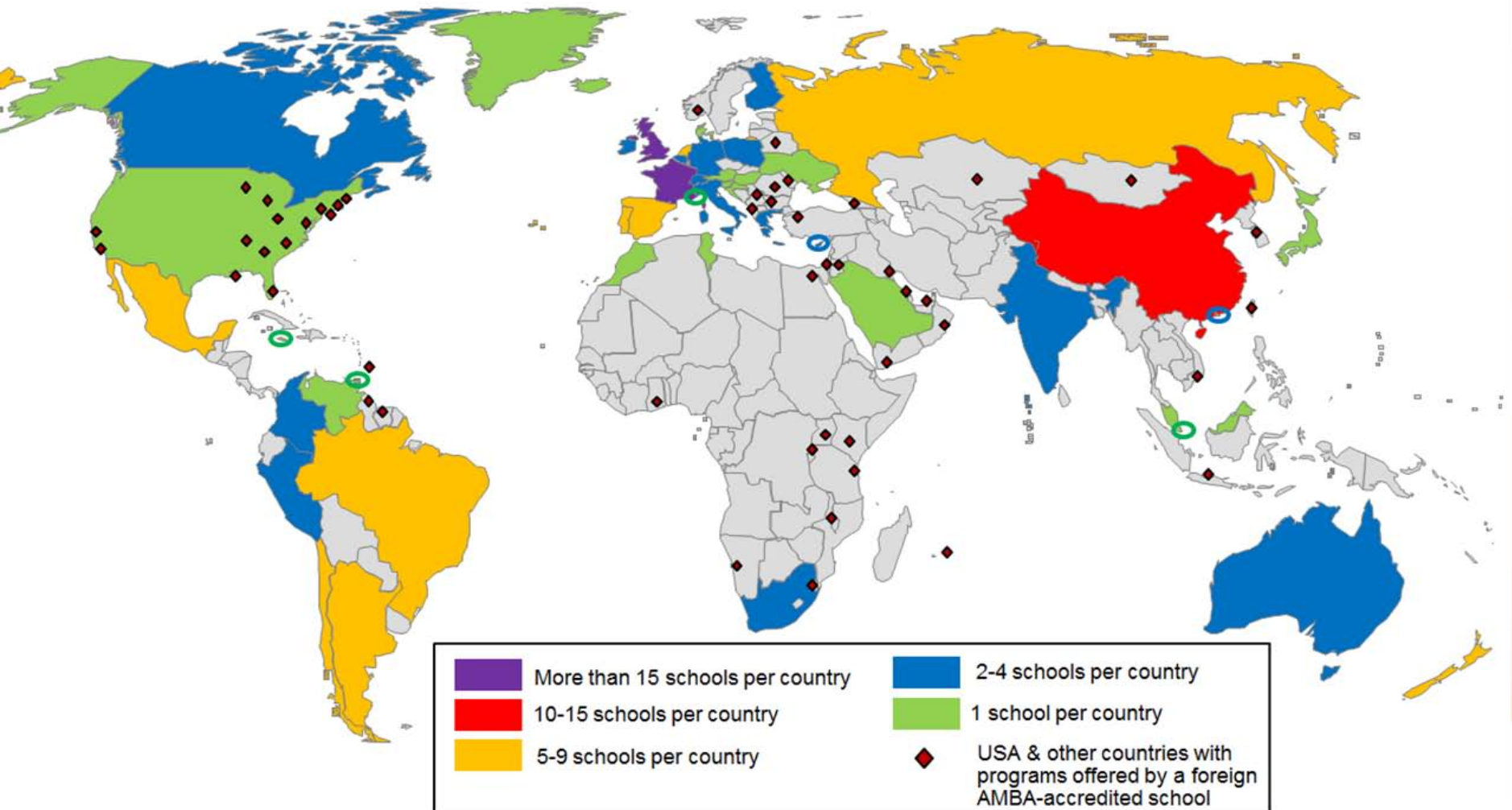
Return on Investment in Business Education: East vs. West

子曰：
自行束脩以上
吾未尝无诲焉



2. Globalisation Success Stories

AMBA-accredited institutions & programmes



Western Schools with strong emerging market presence

- **Insead:** Singapore;
Tsinghua/Insead EMBA;
Abu Dhabi
- **LBS:** Hong Kong -
Global Asia MBA
w/ HKU & Columbia;
Dubai



Source: Wikipedia

East-West MBA Partnerships

- Antai & Euromed
- Zhejiang, Babson, EMLYON: Global Entrepreneurship
- Tongji & Manchester/Mannheim

Emerging Market Schools Entering the West

- Adolfo Ibanez:
Miami campus
- SP Jain:
Sydney campus



Multi-campus model

- Before: focus on the West
 - ESCP-Europe: Paris, London, Berlin, Madrid, Turin
- Now: increasingly in emerging markets
 - Hult: Boston, San Francisco, London, Dubai, Shanghai
 - SP Jain: Singapore, Dubai, Sydney

Partnerships & Networks

- Consortia:
 - Trium EMBA: LSE, HEC-Paris, NYU Stern
 - Euro*MBA: 6 schools in France, Spain, Germany, Netherlands, Poland
 - IMM MBA: TiasNimbas, Gisma, CEU, Purdue
 - Global OneMBA: RSM, UNC, CUHK, EGADE, FGV
-
- Exchange: PIM, CEMS
-
- Visiting faculty: Hult, Lorange

3. Integration of Practice/Industry



Industry-focused MBAs in West

- Aerospace: Toulouse (Airbus)
- Defence: Cranfield
- Wine: Bordeaux
- Oil & gas: Aberdeen
- Sustainable Energy Mgmt: Arthur Lok Jack

Industry embedded in China MBAs

- Beijing Institute of Tech: Automotive
- Harbin Institute of Tech: Aerospace
- Zhejiang U: Entrepreneurship, SMEs
- Tongji: Architecture, Urban Development
- SUFE: Banking

4. Distinctiveness of Curriculum

- Mission-based CSR
 - ESADE: Jesuit roots
 - IESE: Opus Dei roots
 - SP Jain: care for the poor
- Programme innovation
 - Insead: startups of 1 scientist and 1 MBA
 - LBS: teaching ethics through prison visits
 - Waikato: MBA taught through Maori culture

风向转变时
有人筑墙
有人造风车



See you soon:

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FOR DEANS AND DIRECTORS 2012

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Istanbul, Turkey | 13-15 March 2013



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