



A Collective Vision for Business Education

EHELF 2018: Innovating Higher Education in the Age of Disruption

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Agenda

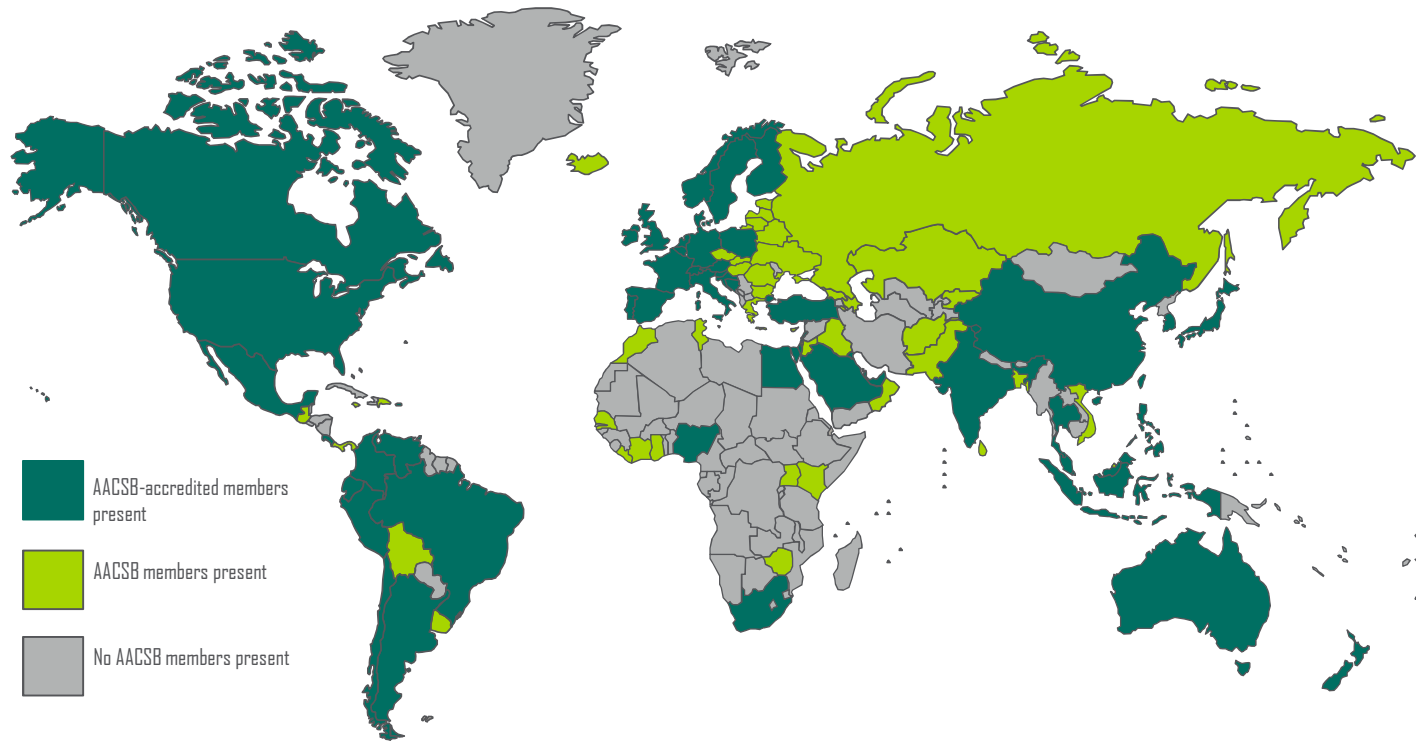
- A Brief Introduction of the AACSB Organization
- A Collective Vision for Business Education
 - 5 Opportunities to Thrive
 - Innovations from AACSB Member Schools around the World
 - How Do We Get There?
 - What Success Looks Like?

AACSB - Introduction

- The Association of Advance Collegiate Schools of Business (AACSB) was founded in 1916
- Office Locations: Tampa, **Singapore**, and Amsterdam
- A non-profit membership organization with over 1600 member organizations in 100 countries/territories, of which 810 are accredited business schools located in 53 countries/territories
- 186 accounting-accredited programs in 7 countries/territories
- 73 corporate/foundation/non-profit members in 11 countries and territories

Source: AACSB data and analysis as of 03/31/2018.

Reach of AACSB International



Distribution of schools as of November 3, 2017.

Macro-Regions

Macro-Regions	AACSB Educational Members		AACSB-Accredited		In Accreditation Process		AACSB Non-Educational Members	
Americas	764	49%	570	70%	58	22%	53	73%
Asia-Pacific	346	22%	112	14%	94	36%	3	4%
EMEA	448	29%	128	16%	106	41%	17	23%
Global	1,558	100%	810	100%	258	100%	73	100%

Source: AACSB data and analysis as of 03/31/2018. Percentages may not sum to 100 due to rounding.

AACSB - Introduction



The mission of AACSB International is to foster engagement, accelerate innovation, and amplify impact in business education.



The vision of AACSB International is to transform business education for global prosperity.

100+

The number of years AACSB has promoted **quality and innovation** in the world's leading business schools.

Values

Quality, Ethics, Diversity and Inclusion, Global Mindset, Social Responsibility, Community

Be part of the AACSB Business Education Alliance



Global Network

- Affinity Groups
- Exchange
- Collaboration Concourse
- Volunteer Opportunities



Professional Development Events

- Conferences
- Seminars
- Webinars and eLearning
- Exhibiting and Sponsorship



Quality Assurance and Quality Improvement (Accreditation)



Business Education Intelligence

- Industry Reports
- DataDirect Database
- Country Profiles
- *BizEd* Magazine



Career Services

- BizSchoolJobs.com
- Advertising

A Collective Vision for Business Education



A Collective Vision

5 Opportunities to Thrive

- **Catalysts for Innovation**

- *Powering business creation and economic development through entrepreneurship and management innovation*

- *New approaches*
 - *Interdisciplinary collaboration*
 - *Fostering innovation*
 - *Aligning with community needs*
 - *Innovating ecosystems*
 - *Embracing risk*
 - *Connecting people and ideas*



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5 Opportunities to Thrive



- Catalysts for Innovation – Example
 - *Pontificia Universidad Católica de Chile, Escuela de Administración: PYME UC*

Impact:

- *92% of students rated very satisfied with the program*
- *Since 2008, 563 entrepreneurs have been trained, with a total of 34,343 training hours and 27,542 hours of mentoring, of which 40% were contributed by 300 undergraduate students*
- *More than 200 alumni have participated as mentors*
- *About 55,000 people from beyond Chile (Mexico, Peru, Colombia, Spain, and Ecuador) have taken the MOOC, of whom 38,000 are active learners and 3,000 have completed the course*

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5 Opportunities to Thrive

- **Co-Creators of Knowledge**
 - *Convening and partnering at the intersection of academia and practice to reveal new insights*
 - *Knowledge creation ecosystem*
 - *Contextualizing management/leadership insights*
 - *Problem-solving platforms*
 - *Amplifying impact*
 - *Conveners and partners*
 - *Deep strategic connections*
 - *Rigor in theory and application*



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5 Opportunities to Thrive



- Co-Creators of Knowledge – Example 1
 - *Asian Institute of Management (AIM):
Leaders in Innovation Fellowship (LIF)*
 - *Impact:*
 - *Extension of the partnership until 2021, with AIM receiving increased support in grant money for further improvement (e.g. curriculum improvement, creation of more local/regional business cases, larger mentorship network, and post-program networking/activities)*
 - *Telehealth device RxBox™ servicing > 1,000 municipalities*
 - *Vigormin™ used for rehabilitation projects in Leyte and Boracay*
 - *Pine pollen to increase fish production*
 - *Multi-sensor tracking system to prevent vehicle theft*

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5 Opportunities to Thrive

- Hubs of Lifelong Learning
 - *Connecting expertise and experiences to create opportunities across career life cycles*
 - *Learning laboratories*
 - *Non-traditional*
 - *Collaborative development*
 - *Customized courses*
 - *New ways of facilitating knowledge*
 - *Interdisciplinary*
 - *Leveraging technology*



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5 Opportunities to Thrive

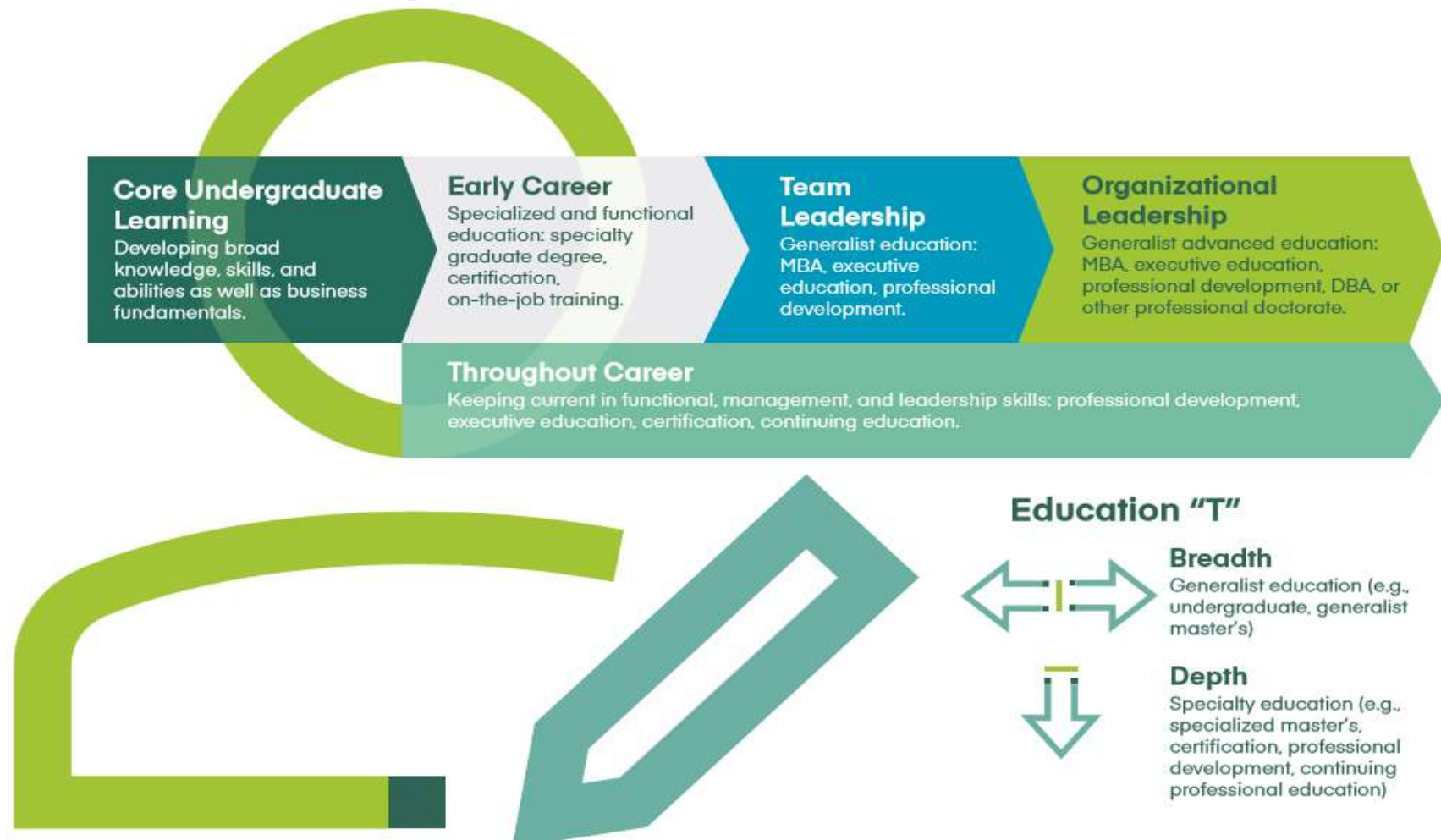


- Hubs of Lifelong Learning – Example 1
 - *University of Cincinnati, Carl H. Lindner College of Business: Back to Business*

Impact:

- *Graduated more than 300 unemployed business professionals*
- *85% of its graduates have accepted a new full-time position within 3 months of completing the program = re-employment of > 250 displaced professionals within the Cincinnati community*
- *A strong professional network with some graduates giving back to the overall initiative by donating funds and hiring students and graduates to work for them*
- *All of the program's faculty donate their time, with a total of classroom seminar time of > 700 hours thru the end of 2016*

Lifelong Learning: Business and Leadership Education



Implications

Location, Location, Location

Lifelong Learning, Lifelong Learning, Lifelong Learning

Be a Hub of Lifelong Learning

- With Business Community – Integrated with Corporate T&D
- Across Campus
- Serving Alumni Networks Through their Career Lifecycle– Revolving Door
- An alternative strategy is to focus on one piece of LL – in that case be aware of what else is happening and demonstrate how your focused strategy fits in.

Modular and Stackable Educational Experiences

- Top-Off Programs for Specialty Masters or Other Credentials

Cumulative Transcript or Individual Learning Record

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5 Opportunities to Thrive

- **Leaders on Leadership**
 - *Discovering new insights into effective leadership, and creating environments that train and nurture leaders*
 - *Data-driven insights*
 - *Expertise and experiences*
 - *Leadership principles*
 - *Career progression*
 - *Evidence-based foundations*
 - *On-the-job learning*
 - *Ethical and effective practices*



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5 Opportunities to Thrive



Australia

- Leaders on Leadership – Example
 - *Deakin University, Faculty of Business and Law: Future Academic Leaders Program (FALP)*

Impact:

- *60 emerging leaders who are:*
 - *prepared for the rigors of academic leadership, with graduates having a heightened awareness of their own leadership strengths & challenges*
 - *able to better support their leaders and their peers*
 - *more connected with the faculty and the university*
- *Each program produces at least 4 projects to resolve current dilemmas faced by the faculty or the university, or create innovative ways to approach emerging problems in a proactive & preventative way*

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5 Opportunities to Thrive

- Enablers of Global Prosperity
 - *Driving positive impact and encouraging students to use management skills for the greater good*
 - *Global mindset*
 - *Diverse and inclusive workforce*
 - *Broadened thinking*
 - *Humanistic perspective*
 - *Ethical leadership*
 - *Responsible innovation*
 - *Corporate governance*



A Collective Vision 5 Opportunities to Thrive



- Enablers of Global Prosperity– Example 2
 - *S.P. Jain Institute of Management & Research:
Women Leaders of Tomorrow*


Impact:

- *Social media efforts have reached > 20,000 engagements, with more than 600 women having expressed interest in the program*
- *Companies that are struggling to hire and retain female employees are eager to connect with the school*
- *Spin-off company programs for women leaders: a co-created program for women leaders at the Mahindra Group has been well-received + more demands from other companies*
- *Expects to create many women CEOs for corporate India over the next 10 years*

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5 Opportunities to Thrive

■ *How Do We Get There?*



Cultivate a
Position at
the
Intersection
of Academia
and Practice

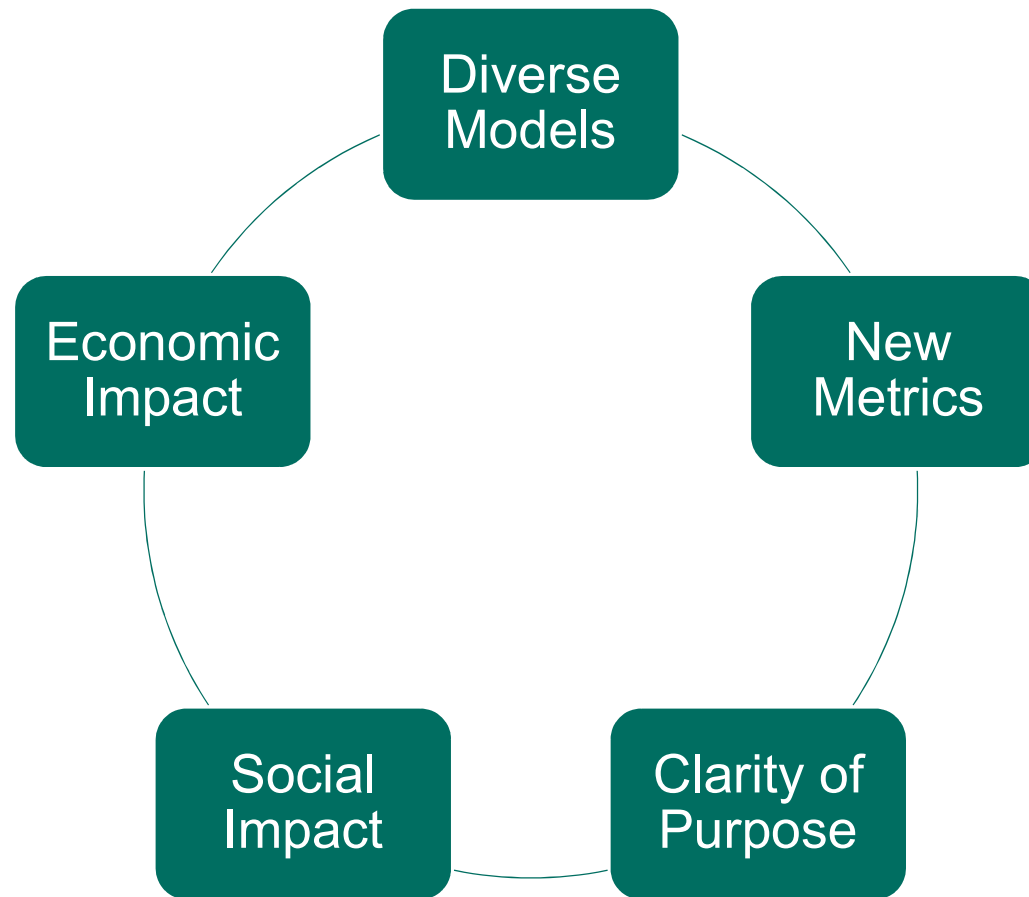
Drive
Innovation in
Higher
Education

Connect with
Other
Disciplines

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5 Opportunities to Thrive

■ *What Success Looks Like?*



A Collective Vision

5 Opportunities to Thrive

■ *What Success Looks Like?*

Transformation

Creating Value for Society

Agile

Preparing Tomorrow's Leaders

Change-Maker

Inventive

Ethical and Responsible

Changing the Narrative

Stretching the Boundaries

Diversity

Meaningful Impact

Daring

Problem-Solver

Reinvention

Synergies



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