

# Education, Employment & Entrepreneurship

Academic Co-Hosts:



Tunis, Tunisia ~ June 10-12, 2013



## Conference Report: Executive Summary

On June 10 – 12, 2013 the Global Business School Network held its 10th Anniversary Celebration and Annual Conference on "Education, Employment and Entrepreneurship" with co-hosts Mediterranean School of Business and Babson College. The conference, which was held in Tunis, Tunisia, focused GBSN's unique blend of management education and international development onto the burgeoning issue of job opportunities and entrepreneurship for young people in the developing world.

**Over 160 management education, development and industry professionals from 33 countries convened to learn, share and discuss with international peers the challenges and opportunities for educators around entrepreneurship and employability in the developing world, with a particular focus on the Middle East/North Africa region.**

Conference sessions addressed topics such as the opportunity of technology to scale access to quality management education, ways schools can collaborate to train more PhD faculty for developing world business schools, developing entrepreneurial courses and experiences in traditional business education, and how business can be a catalyst for peace.

### Day 1: GBSN Members Meeting

At the annual Members Meeting delegates representing 35 of GBSN's 60 member schools discussed the value of GBSN to members themselves and to the broader education and development communities. Delegates identified a number of initiatives that could draw on the strength and resources of the network to reach GBSN's mission to build management education capacity for the developing world. These included developing a knowledge hub for best practice in management education administration and pedagogy, facilitating faculty connections across borders, and providing opportunities for networking among various members of the campus communities.

GBSN will be work with member delegates over the coming months to turn the suggested action steps into working programs that will enhance the member experience and further the GBSN mission.

founder of Asehsi University in Ghana and Mthuli Ncube, Chief Economist and Vice President of the African Development Bank discussed their perspectives on leadership and management education's role in improving lives in the developing world. Their conversation centered around the correlation between unemployment rates in Africa, the skills gap that affects so many youth, and the quality of business education available to them.

Following the plenary session, participants heard from three innovative programs on how they are addressing the entrepreneurship and employability challenges. Presenters included Dinah Hanson from the Association of African Business Schools Agribusiness Consortium, Katie Carr from the ESADE (Spain) service learning program in Sierra Leone, and Selim Moussa presenting the first private business incubator in Tunisia, Wiki-Start-Up.

In the afternoon industry experts took the stage for

### Day 2: Best Practice, Innovation and Industry Relevance in Management and Entrepreneurship Education

GBSN CEO Guy Pfeffermann; Dean of the Mediterranean School of Business, Mahmoud Triki and Dean of Babson College, Dennis Hanno opened the conference with a call for delegates to open themselves to the ideas, conversations and connections to come.

In the keynote conversation moderated by Michael Hay of London Business School, Patrick Awuah,



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## About GBSN

The Global Business School Network tackles the developing world's severe shortage of management talent by building local management education capacity through our programs, networking and events. Our international network of over 60 leading business schools is dedicated to improving economic and social conditions by strengthening business and entrepreneurship education.

For more information on our events, programs and opportunities to get involved visit us online at

[www.gbsnonline.org](http://www.gbsnonline.org)

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a panel discussion on Technological Innovations in Management and Entrepreneurship Education where they discussed the challenge of continuing to provide high quality education while offering it to larger numbers of people through technology. The panel included Mohamed Bridaa, Director of Microsoft in Tunisia; Mourad Zamiti, Head of Products & Innovation, Tunisiana; Kevin Dunseath, Director of Global Education, Cisco in Europe, the Middle East and Russia and Jacob Korenblum, CEO, Souktel in Palestine.

Three more innovation showcase presentations followed the technology panel. The presenters were Peter Bamkole presenting the Enterprise Development Center's Mobile Application (Nigeria). Peter Harrington presenting Venture Simulations Ltd., (Tunisia CHECK THIS) and Emmanuel Santi presenting Souk-At- Tanmia (Tunisia).

Delegates followed up the panel discussion with "Challenge Sessions" designed to allow for open discussion on topics related to technology in business education. Sessions included a discussion of Africa's first MOOC (massive open online course), how to scale entrepreneurship training, building a collaborative model to train PhDs, how to apply innovations in technology to business education, and partnering to use mobile technologies to promote youth employment.

At the 10th Anniversary Gala Dinner, GBSN featured the 2013 MBA+ Challenge Video Contest winner, a team from Colorado State University. Their winning video is about MamaCarts, a for-profit, food cart microfranchise that empowers existing supply chains to distribute complete, clean and delicious meals to lower income, urban markets. The dinner consisted of a traditional Tunisian meal served on the beach under tents that were lit up by candlelight and lanterns.

## Day 3: The Ecosystem of Entrepreneurship and Employment in the MENA Region

The final day of the conference opened with an introduction report on the MENA region by Ron Sibert, Director of Business Development in Africa at GMAC and Mouayed Makhoulf, Director at the IFC Middle East and North Africa Region.

A panel discussion on the Ecosystem of Entrepreneurship and Employment in the MENA Region followed. Panelists included Tarik Yousef, CEO of Silatech, Mustapha Nabli, Former Governor of the Central Bank of Tunisia, Kamel Lazaar, Chairman and CEO of Swicorp and Said Aidi, Chair of Education for Employment Tunisie.

Participants dove into the final four breakout sessions, which focused on issues particular to the MENA region, including the skills gap and youth unemployment, the role of civil society in bridging the employment gap, and the entrepreneurial ecosystem in Tunisia.

During lunch, GBSN presented the award for the Microsoft Student App Development Competition, which ran throughout the conference. Microsoft Student Partners competed to develop an application for Windows 8 around modernizing education.

On the final afternoon, delegates were given the opportunity to leave the conference and visit local businesses operating in Tunis and learn how they are addressing the challenges of entrepreneurship and skills deficits first hand. Sites included

- » Credit Risk Management Consulting Company: Axe Finance
- » Private Equity Firm: AfricInvest TunInvest Group
- » High Growth Start-Up Video Game Company: Digital Mania
- » Agribusiness – Dates Purveyor: Deyma

