



10th Annual Conference

# DISRUPTIVE EDUCATION MODELS FROM THE DEVELOPING WORLD



Co-Hosted By:



*Sure, structured, short-term, job-focused internships with corporations land grads jobs; but are they really most compatible for long-term growth?*

*-Ranjan Banerjee, S.P. Jain Institute of Management & Research*

## Sponsored By:

Event Sponsors



Feature Sponsors



Conference Partners



Media Partner



## Conference Report: Executive Summary

On November 4 - 6, 2015 the Global Business School Network held its 10th Annual Conference on "Disruptive Education Models from the Developing World" co-hosted by the Asian Institute of Management. The conference, held in Manila, Philippines, focused on non-traditional education models to deliver business concepts to students, and provided a vibrant environment for developing new partnerships.

**Over 130 management education, development and industry professionals from 34 countries convened to explore innovations in education, with a goal of improving access to high quality, locally relevant management education for the developing world.**

Following the theme, the agenda featured sessions including, a debate on "Do the Bricks and Mortar Matter," and "Culture and Big Data as influencers on business education." Participants were encouraged to engage with new ideas in discussions around Evolving Relationships Between Industry and Academia, Engaging a Shy Classroom in Case Method and Teaching About Business at the Base of the Pyramid.

### GBSN Members Meeting (Pre-Conference - GBSN Members Only)

At the annual Members Meeting delegates representing 30 GBSN member schools discussed the value of the network and how best to leverage the network to meet GBSN's mission to improve access to management education.

GBSN launched a new online mentoring platform, GBSN Expert Link at the meeting. With this platform deans, faculty and administrators will have direct access to experienced colleagues across the globe for pro bono targeted advice and mentoring.

### Day 1: Teaching Traditions in Management Education

GBSN CEO, Guy Pfeffermann and Dean of the Asian Institute of Management, Jikyeong Kang 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 Robert Kennedy, Dean of Ivey Business School (Canada), speakers Ravi Kumar, Dean of Nanyang Technological University (Singapore) and Mariels Winhoffer, VP of Global Business Partners, Asia Pacific at IBM (Singapore) discussed their perspectives on how culture and big data are influencing business education.

They discussed how schools are not imparting the necessary skills and knowledge that industry is looking for; the ability to utilize and translate available tools is currently a huge skills gap. They

said that in addition to producing technically competent graduates, there is a need and trend towards producing graduates with "soft skills" through experiential learning, particularly focusing on cultural intelligence. Companies want graduates who can work well across different cultures, having the ability to successfully operate in different locations.

Following the plenary session, delegates joined "Non-Group Think Discussion Sessions" designed to allow for open discussion on topics related to at how business schools are staying on top of the curve (or not). Sessions included *Expanding Management Education Beyond the Walls of the Classroom Through Technology, Business Schools for Impact: Teaching About Business at the Base of the Pyramid, and Keeping Up with the Times: Evolving Relationships Between Industry and Academia.*

### Session Highlight

*Keeping Up with the Times: Evolving Relationships Between Industry and Academia*, focused on how to create productive partnerships between the corporate sector and universities. With over 17,000 institutions offering business education around the globe, it is critical for business schools



## 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 70 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.gbsn.org](http://www.gbsn.org)

Global Business School Network  
1010 Vermont Ave., NW  
Suite 201  
Washington, DC 20005, USA  
1.202.628.9040  
[info@gbsn.org](mailto:info@gbsn.org)  
[www.gbsn.org](http://www.gbsn.org)

to be relevant and competitive in producing talent the workforce needs. Generally relationships with corporates are developed by individual faculty members. In many cases when a professor leaves an institution, the corporate relationship does not last. The goal is to establish sustainable partnerships that are more structural in nature, going beyond an ad hoc individual relationship. One example of a successful corporate partnership includes Georgia Tech, AT&T and Udacity who have developed the first Master's degree in Computer Science delivered through a MOOC.

The first day ended with a Networking Welcome Reception, co-sponsored by MIT Sloan School of Management (USA) and the Asia School of Business (Malaysia).

### Day 2: Disruptive Education Models in the Asia-Pacific Region

The second day of the conference opened with a Disruption Showcase: Models from Around the World.

#### Session Highlights

Ranjan Banerjee, Dean of S.P. Jain Institute of Management & Research (India) presented S.P. Jain's experiential learning program, in which students mentor poor children and work internships in rural NGOs. The learning achieved through this curriculum develops a sufficiency for analysis and judgement in students, as well as an instinctive ability to relate to social problems. Christopher and Victoria Bernido (Philippines), Founders of the Central Visayan Institute, presented the Institute's Dynamic Learning Model, a comprehensive learning program scalable for large clusters of school systems but individualized enough for effective learning for each student in any school. Chito Salazar, Head, PHINMA Education Network presented the PHINMA Education Model that offers a for-profit college education that addresses both financial and intellectual access through a bare bones, no frills, brass knuckles strategy.

In the afternoon delegates participated in an "UnConference Session," an open space, where delegates identified topics in an earlier session, and self led discussions on said topics. Topics included: recruitment strategies, traditional MBA program, faculty incentive systems, to name a few.

#### Session Highlight

At the traditional MBA program table, discussions centered around the noticeable increase in relationship building between universities and

institutes to allow for transfers, co-op degrees, and exchange programs, and the need to incorporate the necessary learning in areas that are more relevant with the changing times, like business-government relations and analytics.

The UnConference Session was followed by The Great Debate, where panelists debated on do the bricks and mortar matter? Using technology, delegates were able to live-vote questions, and panelists argued according to pre-assigned positions. Most delegates voted "yes the bricks matter." The debate was moderated by Jikyeong Kang, Dean of the Asian Institute of Management, and panelists included Olayinka David-West, Academic Director, Lagos Business School; Mark Farrell, Head Graduate School of Business & Law, RMIT University, and Stuart Krusell, Director, Office of International Programs, MIT Sloan School of Management. A collective learning approach to management education seems like the answer, for now.

The day ended with Non-Group Think Discussion Sessions. Sessions included *Cross-Disciplinary Programs: Making a Place for Design, Engineering, Humanities and Science*, *Engaging a Shy Classroom in Case Method*, and *Breaking the Rules, Making the Rules - Innovation in MBA Education*.

#### Session Highlight

During the Engaging a Shy Classroom in Case Method session, the discussion began with identifying barriers to student participation. A few named were, culture, psychological safety, and language competence. Some solutions identified were: reducing the status quo gap between the students and faculty, out of class engagement, use of online forums or digital classrooms for participation, the use of digital forums, flow charts and graphics to share points of discussion.

### Day 3: Gawad Kalinga Enchanted Farm Field Visit

On the last day of the conference, about 40 conference attendees participated in a hands-on "social-volunturism" experience at Gawad Kalinga Enchanted Farm, a pilot site and breeding ground of social enterprises, formed with the values of using the best of the Philippines' resources to provide sustainable solutions for the least fortunate. GK Enchanted Farm is also a venue for experiential learning: one that makes farming desirable for youth to be their career option. Participants were able to hear from some of these interns as well as the young would-be-entrepreneurs who they are teamed up with.

