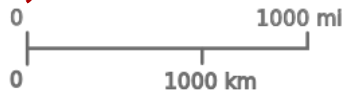


Joint Initiative of EFMD and AABS

to enhance the African Business schools with the support of European Business schools in the framework of the EU Africa Strategic Partnership

GBSN-EFMD Conference in Africa

Accra, 4 November 2016



Main contextual African issues



- A strong average economic growth
- A rapid development of an urban middle class
- A lot of disparity in a very diverse continent
- -A dynamic demography instilling creativity
- -A lack of qualification in the majority of the youth
- -A huge need for entrepreneurs and managers with relevant skills

Main Management Education issues

- Management Education offer remains limited in capacity and uneven in quality
- A great proportion of the institutions face financial and human resources constraints hampering their development
- ***In-depth survey and analysis showcased in Howard Thomas book***

Enhancing Management Education challenges in Africa is a shared responsibility of AABS & EFMD

1. AABS

- Our mission is to enable all BS in Africa to contribute towards inclusive economic and social development in the continent by promoting excellence and responsibility in Management Education through the engagement in several activities like
 - AABS Teaching the Practice of Management (TPM)
 - AABS Connect Annual Conference
 - AABS Research Excellence Workshop
 - AABS Annual Case Study Competition with Emerald.
- AABS provides member schools with an endorsement of quality, an opportunity to learn from peers, and access to a worldwide network.

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2. EFMD

- has a growing presence in Africa (membership, accredited schools, conferences)
- has the expertise of enhancing African business schools through the implementation of EDAF
- capacity building projects are one of the core activities in line with its mission to promote and enhance excellence in management education internationally

A joint effort of EFMD & AABS: Why?

- A mutual respect and previous practice of cooperations
- The awareness of a daunting challenge to address in a coordinated way
- The context of a major political interest of European Union for leveraging investments and capacity building in Africa to enhance the human capital and support African economic growth,
- The project to raise funds for management education in the framework of the next roadmap of the strategic Partnership Africa -Europe for the years 2018-2021
- The reputation of EFMD at EU and AABS at AU
- Combined capacity of mobilizing African and European partners

The principles of EFMD-AABS Initiative

- Necessity of a joint management and a shared governance
- Recognition and inclusion of existing partnerships between European and African institutions
- Select projects, which don't compete with bilateral connections
- Flexible approach to customise the activities to the priorities of the institutions taking into account the African diversity

The scope of the EFMD-AABS Initiative

Ideas in consideration at the end of the preliminary meeting in Rome (June 2016)

- Identifying a significant pioneering group of African Business Schools and developing a capacity building project using EDAF or similar methodology
- Twinning African institutions to accredited European schools
- Reinforcing the research and educational capacities by creating African doctoral program to allow institutions to benefit from locally graduated professors
- Developing a virtual resource center supported by a network of 5 resource centers in the 5 African sub-region

First findings of questionnaire sent to EFMD and AABS members about their priority needs

1. Faculty	<ol style="list-style-type: none">1. Academic Research2. Faculty recruitment2. Pedagogical innovation
2. Students and graduates	<ol style="list-style-type: none">1. Support and conseling2. Alumni relations
3. Management	<ol style="list-style-type: none">1. Performance and quality assurance2. Organization and systems
4. Programs	<ol style="list-style-type: none">1. Program delivery with ICT2. Program design2. Program quality assurance
5. External links	<ol style="list-style-type: none">1. Corporate Links2. International Links

- It's up to you, now!
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- ✓ Thoughts
- ✓ Suggestions of projects to be launched
- ✓ Willingness to participate

What's next?

- Constitute a steering AABS-EFMD committee
- Start designing concrete projects to be launched within this Initiative
- Identifying all funding opportunities (EU-AU and others)
- Advocating the Initiative inside the 2 networks to link partner institutions
- Lobbying towards EU and AU