CROSS- BORDER COFFEE BREAK

FULBRIGHT SPECIALIST PROGRAM OFFERS OPPORTUNITY TO TWO GBSN MEMBERS

Thursday
July 19, 2018
8am (EDT)
Nicole Zefran  
Communications Officer  
Global Business School Network

Bryan Andriano  
Executive Director  
Global & Experiential Education  
George Washington School of Business

Stephen Paterson  
Dean, International College  
Co-Founder, Mekong Business Challenge  
National University of Management
AGENDA

- About the Global Business School Network (GBSN)
- Fulbright Specialist Program Proposal
- Environmental Analysis and Recommendation
- The NUM Master's in Innovation & Management
- Summary and Reflections
- Phase II and Phase III
- Question & Answer
SUBMITTING A QUESTION

Chat  Raise Hand  Q&A

Q&A window showing:

You asked:
How do you like Zoom so far?

Aidan Crosbie has answered this question live.

Please input your question...

Send Anonymously  Send
GBSN: 75 Members in 40 Countries

Mission:
Improve access to quality, locally relevant management education for the developing world.

What We Do:
- Capacity Building Programs
- Promotion of Best Practice
- Foster a Network & Partnerships

More info: gbsn.org
Management & Innovation @NUM
Request

Evaluate current and future degree programs to:

• Increase market relevancy
• Capitalize on student interest
• Amplify institutional strengths
Environmental Analysis
Challenges

Increasing Competition

Declining Enrollments

Innovation Imperative
Opportunities

Location

Reputation

Differentiation
Desired Outcomes

✔ Memorable Educational Moments
✔ Market-ready Graduates
✔ Engaged Ecosystem
Recommendation
Master’s in Management & Innovation

✓ Leverages Location
✓ Engages Topics Important to Employers
✓ Uses Current Instructional Methodology
✓ Activates the NUM Ecosystem
Why is Innovation Important?

Gives companies an edge:
- Better know consumer
- Development of original ideas

Leverages human capital:
- Original ideas come from any direction
- Efficiency saves money and time
Degree Programs in Innovation

SMU
SINGAPORE MANAGEMENT UNIVERSITY

USC Marshall
School of Business

Foster
School of Business
UNIVERSITY OF WASHINGTON

HEC PARIS

Northeastern University

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

R·I·T
Dubai

Carnegie Mellon Tepper
SCHOOL OF BUSINESS
The NUM Master’s in Innovation & Management
Challenges with Current iMBA

• 5 Day Schedule a Challenge for Students
• Thesis Requirement Uncommon in MBA Market
• Uneven Quality of Enrolled Students
• Lack of Differentiation in Marketplace
Program Enhancements

• Adjust Program Structure
• Engage Industry Partners Throughout
• Utilize New Learning Methods
Program Structure

Present Model: Intensive (5 Days, Evenings)
- Burdensome for working professionals
- Complicates family commitments
- Atypical design

Proposed Model: Distributed (2-3 days, Virtual)
- Alleviate face-to-face burden by using technology
- Replace thesis/electives with project
Engaging Industry Partners

Within Courses – *Light Engagement*
- Guest lecturers, Module Instructors
- Case/scenario Development
- Judges for Competitions

Within Courses - *Heavy Engagement*
- Guest Faculty (full course)
- Industry-Facilitated Course
- Evaluators for Academic Deliverables
- Industry Partners for Action Learning
New Learning Models

MOOCs

Innovation Sprints

iSeminars
New Learning Models: MOOCs

✓ Offer courses at little or no cost
✓ Institutions beginning to shorten degree programs with MOOC completion
MOOCs

- Increased specialization without burden of staffing
- Self-paced, varying duration, freedom to select institution
- Results in certification attractive to employers
Sample MOOCs

Entrepreneurship in Emerging Economies
Harvard University, USA

Design Thinking and Creativity for Innovation
University of Queensland, Australia

Creativity, Innovation and Change
Penn State, USA

From Corporate Social Responsibility to Corporate Social Innovation
Babson College, USA
Innovation Sprint Courses

✓ Semester long, Team based
✓ Kickoff, mid-point and final meetings
✓ Taught by visiting corporate faculty
✓ Thematically aligned with core course content
✓ Highlights intersection between knowledge and action
Understand
Where we map out the problems space and create a shared brain.

Sketch
Generate a broad range of ideas and narrow down to a select group.

Decide
As a team determine what to prototype to answer your sprint questions.

Prototype
Build only what you need to validate your ideas in a very short time frame.

Validate
Test with 5 users and get valuable feedback.
Innovation Sprint

Presentation of Problem Methods Workshop

Team Work Period

Mid-Point Mentored Check In

Team Work Period

Final Presentation Evaluated for Credit

Semester
Innovation Sprint Example

Challenge: HR notes loss of employees after 1 year of employment

Team Work Period:
- Understand
- Sketch
- Decide

Mid-Point Mentored Check In

Team Work Period:
- Prototype
- Validate

Final Presentation Evaluation

Semester
Project Based Innovation Capstone

- New product development (current employer)
- Service/business process (current employer)
- Entrepreneurial idea (for career changers)

✓ Increased specialization for students
✓ Alignment of interests and offering
✓ Intrapreneurship beneficial to employers
✓ Topic exploration good fit for career changers
Project Based Capstone

✓ Applies classroom learning
✓ Evaluates quality of student performance
✓ Flexible for student career objectives
iSeminar Series

- Taught by corporate leaders
- Followed by application exercise
- Discussions round out learning
- Relevant to that semester’s curriculum
iSeminar Benefits

✓ Knowledge share for students
✓ Networking and professional development
✓ Corporate visibility
✓ Baseline for further engagement
Global Immersion Program

✓ GIP is a short program overseas
✓ Cohort required to participate in one GIP
✓ May be implemented in partnership with Global Business School Network school
# Proposed Curriculum

## Phase 1

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<thead>
<tr>
<th>Semester 1</th>
<th>Credit</th>
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<td>The Essentials of Innovation</td>
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<td>Financial Management</td>
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<td>Judgment and Data Analysis</td>
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<td>Project Management</td>
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<td>Innovation Sprint 2</td>
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<tr>
<td>iSeminar 1</td>
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<td>iSeminar 2</td>
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<tr>
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## Phase 2

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<td>Business Models and Strategy</td>
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<td>Product and Brand Management</td>
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<td>Leading Innovation and Change</td>
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<td><strong>13</strong></td>
<td><strong>Total</strong></td>
<td><strong>9</strong></td>
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</tbody>
</table>
Social Innovation Lab Engagement

✓ Space should be central to program delivery
✓ Use for iSeminars, team meetings, etc.
✓ Showcases high-quality space
✓ Reportable activity for grant support
Program Tuition

✓ Premium services merit tuition differential
✓ Tuition exclusive of travel for Global Immersion
Master’s in Management & Innovation

✓ Leverages Location
✓ Engages Learners in Topics Important to Employers
✓ Uses Current Instructional Methodology
Program Results

✓ Memorable Educational Moments
✓ Market-ready Graduates
✓ Engaged Ecosystem
Phase II
Phase II: Extending Impact

Use new program to advantage other students:
- Co-enrolled courses (graduate/undergraduate)
- Blended or cohorted teams by degree level
- Replicate model in iBBA
Phase III
Phase III: Replicate

✓ MS in Management & Services Innovation
✓ MS in Management & Human Capital Innovation
✓ MS in Management & Global Innovation
QUESTION & ANSWER
WEBINAR

INSTITUTIONAL BENEFITS OF FULBRIGHT SPECIALIST PROGRAM

Thursday, August 2, 2018
9am (EDT)

Christina Dinh
Program Officer, Fulbright Specialist Program