

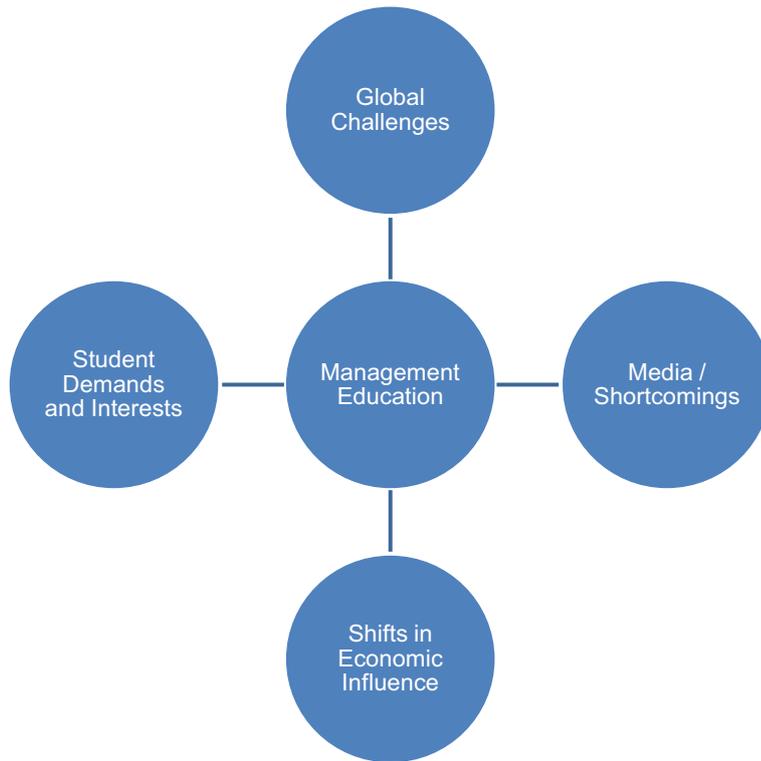
# Management Education: The World is Changing – Are We?

October, 2010

Where business is taught with humanity in mind.



## Management Education Faces a Variety of Pressures

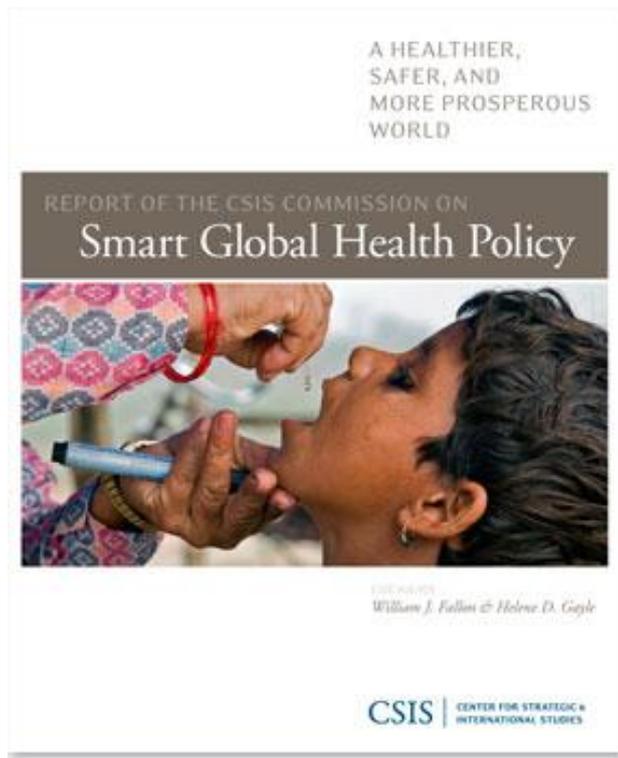


JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

## The World Faces Major Challenges

- Health
- Energy
- Environmental Sustainability
- Overall Economic Development

JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

# THE LANCET

Volume 368 • Number 9545 • Pages 1393-466 • October 21-27, 2006

[www.thelancet.com](http://www.thelancet.com)

"Health is now the  
most important  
foreign policy issue  
of our time."

See Comment page 1395

JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



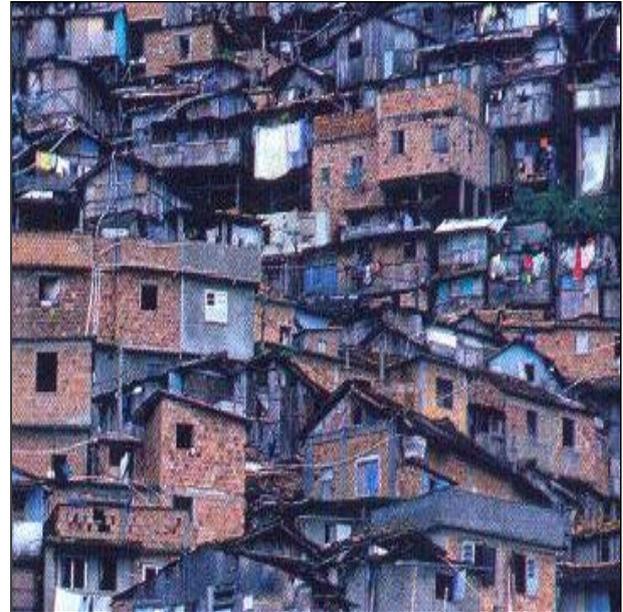
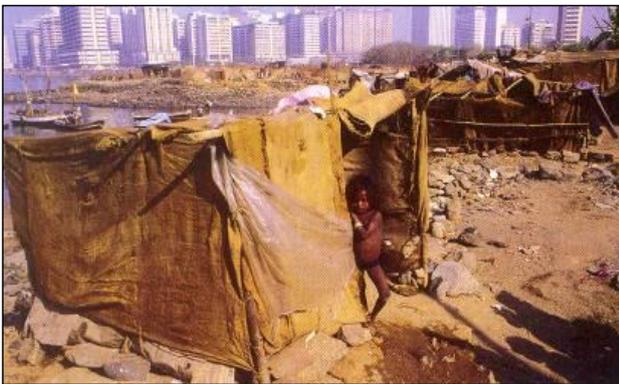
JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL



JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

## There are Also Tremendous Opportunities

Growth in China, India

Potential in Africa

Resurgence in Latin America

Traditional, developed markets no longer the engines of growth

There is increasing interdependence across the globe

JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

## Our Students Have Changed as Well

“Making a difference” is an important career goal

Greater Social Conscience

Increasing interest in entrepreneurship

Expectation that they should have influence

They are interconnected globally as never before

## Technological Change is Key in Addressing these Issues

Technology will be an important element in solving many of the world's critical problems

Creativity and innovation continue to be key elements of business success

Students need to understand the creative process and how to translate technical and scientific discoveries into commercially viable products and services

Technology also has the ability to change the nature of education

## We Continue to Face Pressure from the Media

### The latest round of Business School “Shortcomings”

Educational Silos

Narrow Minded

Lack Perspective

Too Theoretical

Lacking in Ethics and Leadership

Should we be expected to address all of these? Can we?

JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

## What do Business Schools Need to Do?

Create Business Leaders Who:

- Have a solid grasp of the fundamentals of business and economics
  - Have a global perspective
  - Have empathy for others and understand and embrace differences
  - Operate within an ethical framework
  - Understand technology, and the role of entrepreneurial skills in creating value
  - Have the critical thinking skills and perspective to meet the unknown challenges of the future
- 
- In other words – we need to HUMANIZE the MBA

JOHNS  
HOPKINS  
CAREY  
BUSINESS SCHOOL

## How Have Schools Addressed These Needs?

Stanford – Critical Analytical Thinking

CKGSB – Confucian Humanism

Michigan – Multidisciplinary Action Projects

Harvard – Leadership and Corporate Accountability

IESE – GLOBE – Globalization of Business Enterprise

## Carey Business School Curriculum Design Concepts

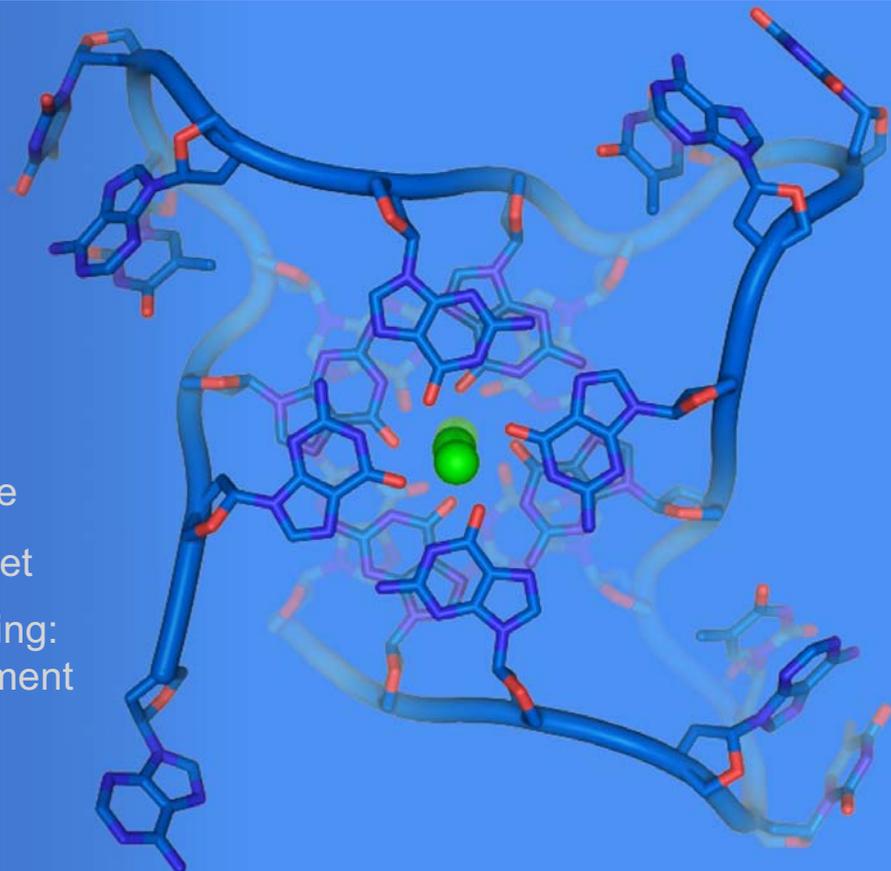
- Emphasis on Entrepreneurship and Innovation
- Focus on Key Industry Segments
- Create Social Awareness and Empathy Among Students
- Enhance Student Understanding of Developing Economies
- Create a Global Focus
- Develop an Understanding of Technology Transfer
- Experiential Learning
- Build the Program on a Foundation of Rigorous, Analytical Thought

## Innovation For Humanity Project



## Discovery to Market Project

- Concepts:  
Translating Science  
Tuning to the Market
- Experiential Learning:  
Feasibility Assessment  
Business Plan



Topics include:

Ethical Behavior

Global Economic Systems

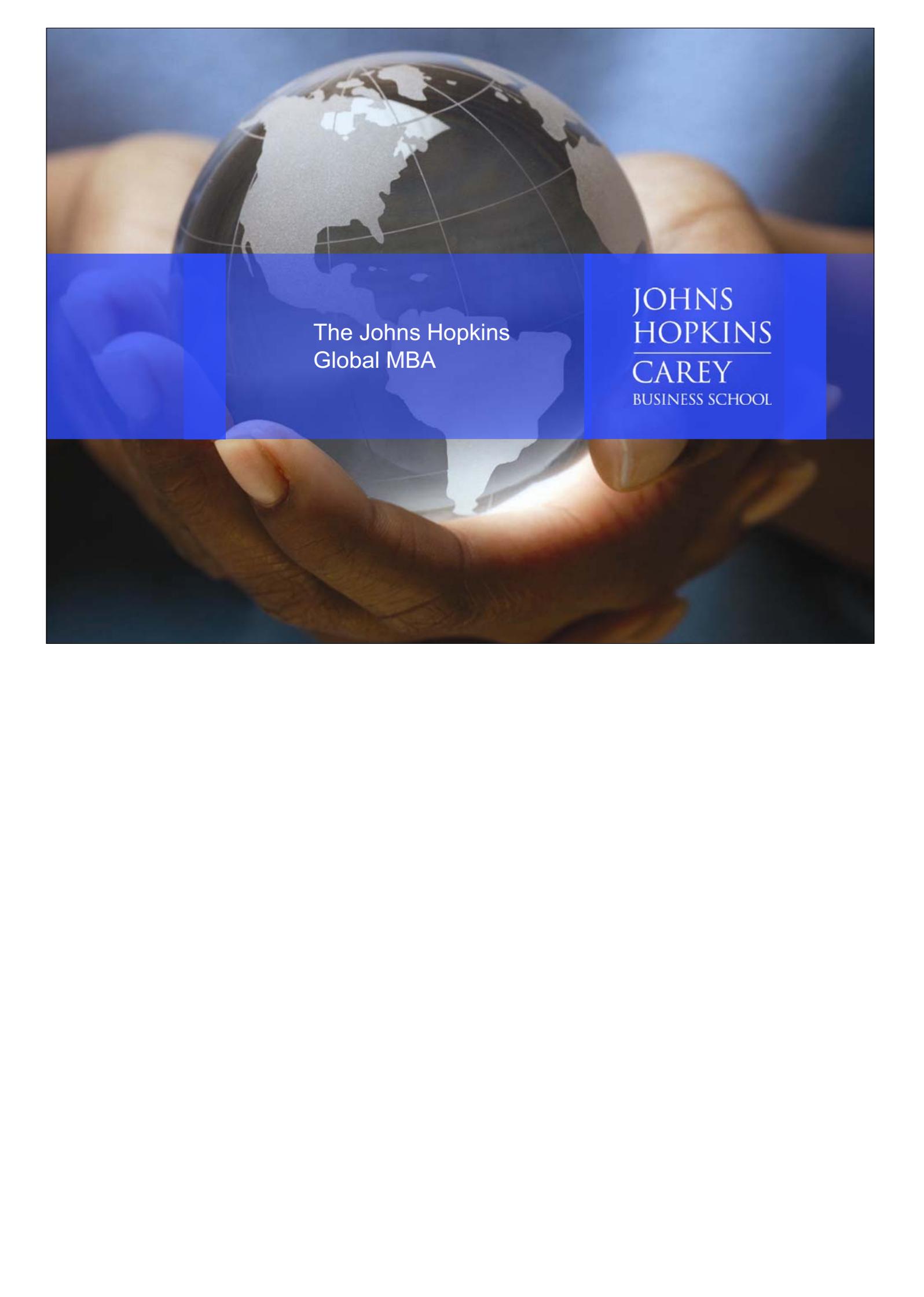
Cognition and Communication

Leadership

Risk and Accountability

## Lessons Learned

- It's Easier with a Clean Sheet of Paper
- Coordination with Existing Programs can be a Challenge
- Few Resources to Create the Program
- Experiential Programs Take a Lot of Time
- Smaller is Easier
- Planning Takes Longer than you Expect
- New Program Design Affects Nearly Everything Else



The Johns Hopkins  
Global MBA

JOHNS  
HOPKINS  

---

CAREY  
BUSINESS SCHOOL