

Management Education in the Collaboration Economy

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NORTHWESTERN UNIVERSITY



The rise of the Collaboration Economy

- Since the start of the 21st century just over a decade ago, the world has seen startling transformations
 - Power comes from building interconnections between entities, rather than from assets and established channels
 - The “knowledge worker” becomes the “**linked worker**” -- technology-enabled architectures of collaboration drive the organization of value creation in the marketplace

Transformation of higher education is underway

Changes in...

TECHNOLOGY

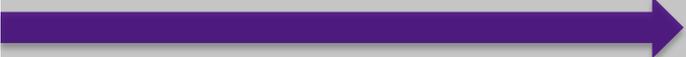
GLOBALIZATION

DEMAND FOR
2-YEAR MBA

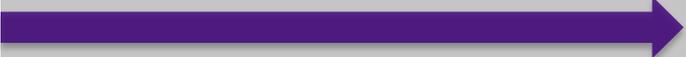
This requires a new approach for how we, as management educators, **educate, equip and inspire** a new generation of global business leaders

Kellogg's worldview of management education

We want to change the way the world thinks about...



MARKETS



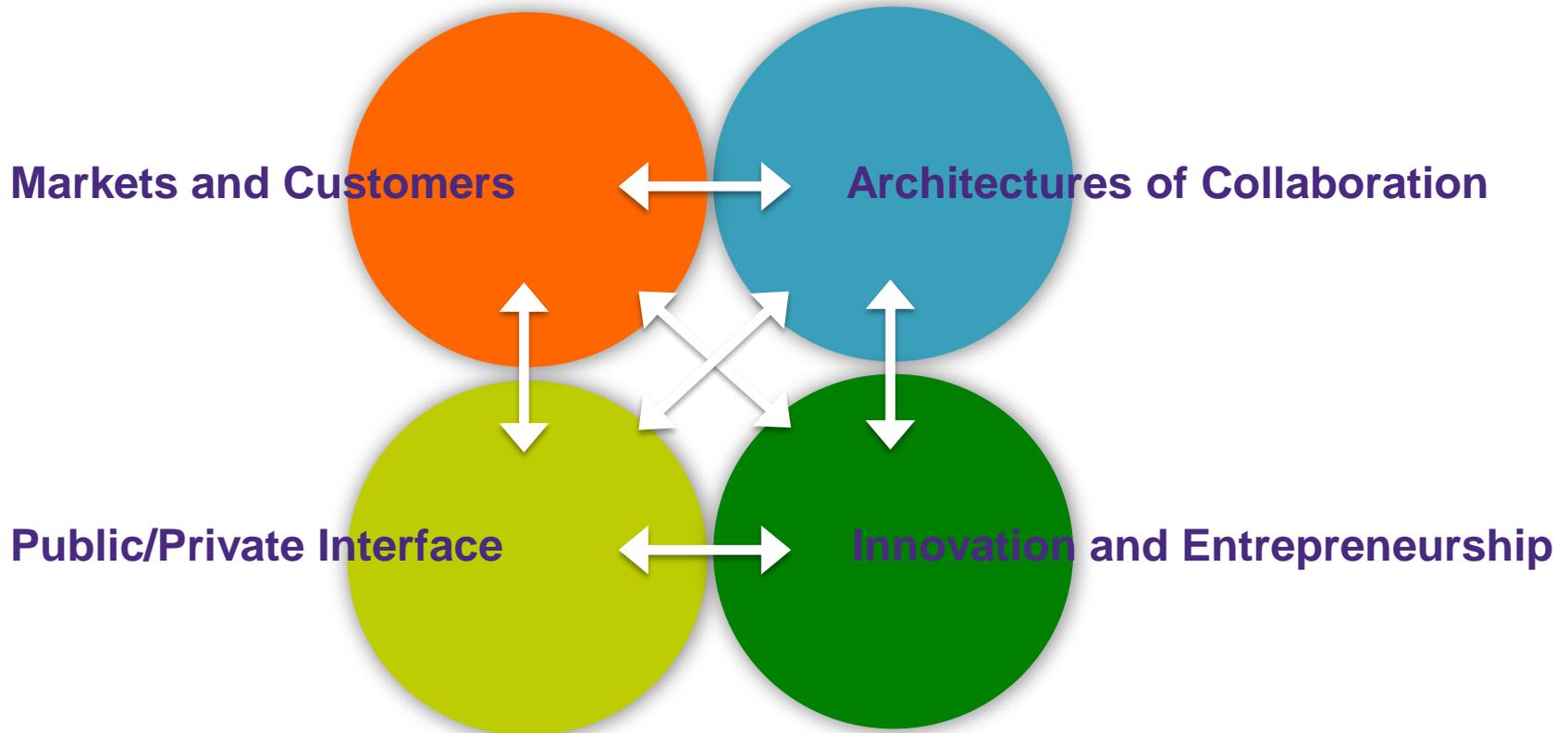
CUSTOMERS



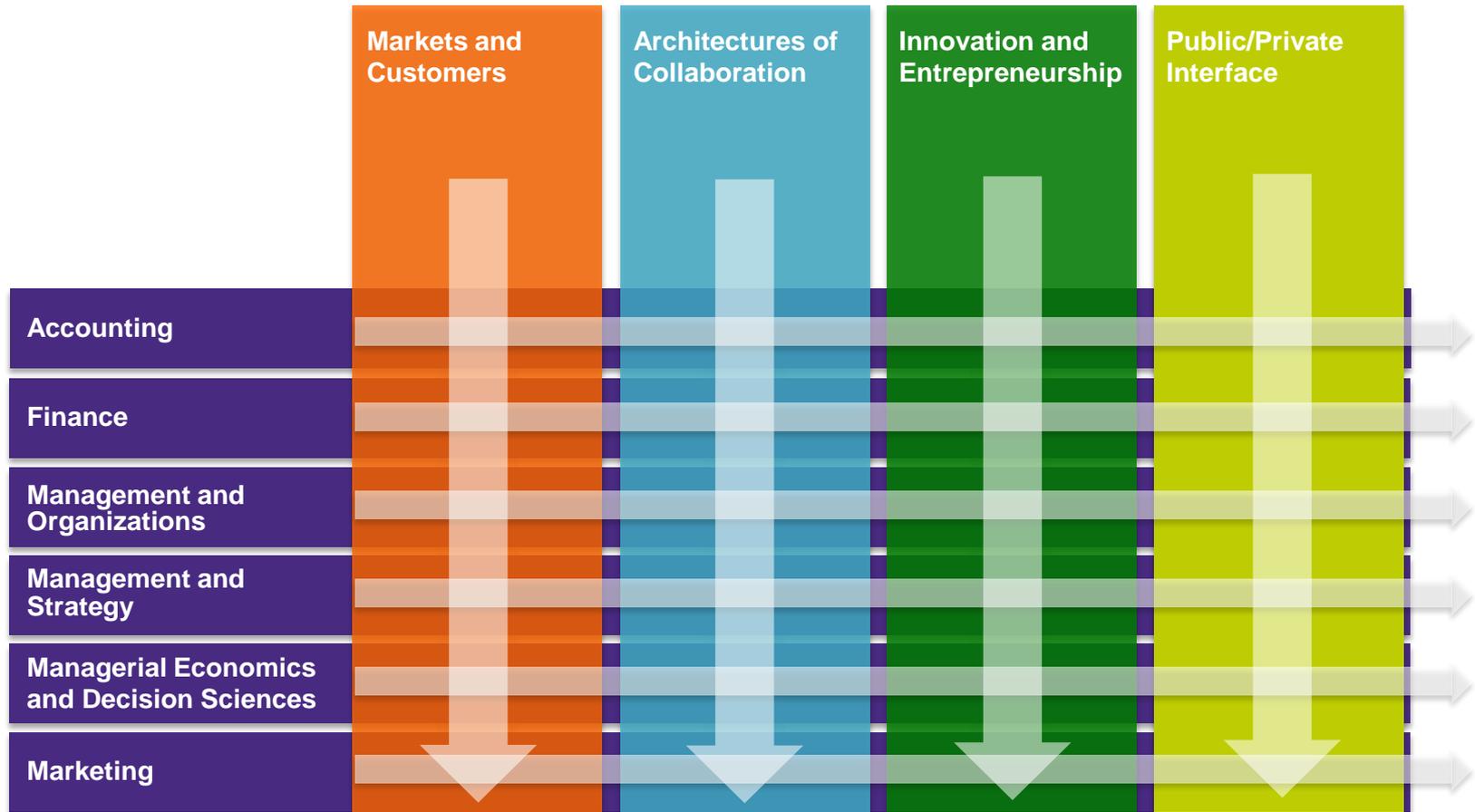
COLLABORATION

We're evolving what we teach and how we teach in the
Collaboration Economy

Establishing a new view of thought leadership in management education



Creating a research structure that drives new dialogue



Grounding our educational mission

- ✓ **Undertaking comprehensive review of MBA core curriculum**
- ✓ **Rebalancing portfolio of degree offerings**
- ✓ **Setting aggressive technology agenda**
- ✓ **Creating flexible and stimulating learning environments**

Building our global architecture – Six campuses on four continents



Kellogg GLOBAL

EXECUTIVE MBA NETWORK

CHICAGO DÜSSELDORF HONG KONG MIAMI TEL AVIV TORONTO

Kellogg's collaboration in emerging markets

- Foundational assistance for new schools (e.g.: ISB, Sasin)
- Faculty exchange and joint research activities (e.g.: Peking University)
- Development of new joint degree programs (e.g.: Kellogg-HKUST EMBA)
- Executive education programs on campus and in market
- Selective student scholarship programs
- MBA student exchange programs and global study courses
- Active engagement of international alumni clubs and corporate partners