



# Global Crisis and Business Schools' response: the role of Business Education in Society

**3rd EDUNIVERSAL WORLD CONVENTION PROGRAM**

*Driving forward Global Business Education  
for Sustainable Development*

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## Five thesis on the future of business education



## **First:**

**In 1959 there were two great revisions of business education in the USA. Today, after 20 years of huge transformations of the world and the firm, there is the need for a new great rethinking of business education**



## **Second:**

**Today business education has gone global. Today, rethinking business education has to be a global, multilateral and inclusive process**



### **Third:**

**Rethinking business education has to be guided by business demands. What do business think is necessary?: Context, connectedness, complexity. Sustainability and organizational and technological change...**



## **Fourth:**

**Talking about rethinking business education is not anymore a question of WHAT or WHY...it is a question of HOW. Winner schools will be those that are able to ignite the innovation of sustainability and technological and organizational change in their education offer and in their own organization. For this, directors and deans need clear vision, persistence and the ability to persuade...education does not change by law, but it is a change achieved by faculty members who update their teaching materials, their research and their methodologies...**



## **Fifth:**

**But this is not enough: the sector as a whole has to change its institutional standards: its incentives for a less formal and more relevant research, its accreditation standards and rankings...**



## **Concluding:**

- a) PRME is the only place where the rethinking of business education could take place in a global, inclusive and multilateral way...**
- b) Accreditation bodies are starting the process too...**
- c) Rankings will follow path.**



- **Today 330 signatories** ([www.unprme.org](http://www.unprme.org) )
- Credibility through Reporting: Sharing Information on Progress every 18 months.
- Growing number of activities (Anti-corruption, Poverty as a Challenge in Business Education, Climate Change, Travel Studies and Learning Methods...)
- Almost all relevant associations are on board...



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**Thank you**