

“Driving forward global Business Education for Sustainable Development”

Topic of the Plenary Session 1

- **Global Crisis and Business Schools response : the role of the Business Education in the Society**

CONTACT INFORMATION OF THE SPEAKER

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PRESENTATION TITLE: Fit for the future – challenges and choices for business education 2020

Presentation Description: 1,000 words maximum

Please ensure you state clear presentation objectives and expected outcomes for delegates. Also make sure that your presentation can fit in a **15-minutes oral session maximum**.

On this talk I share the insights about the future of business education that I gained with my participation in The Third Steim am Rhein Symposium for Leaders of the Next Generation, STARS 2010. In particular, I reflect on the answers that three distinguished panelists: Dr. Josef Ackermann, CEO of Deutsche Bank; Mr. Robert Milligan, Chairman of the US Chamber of Commerce; and Mr. Yoshiyuki Ogura, General Manager for the International Strategy Division of Hitachi; offered when I asked them what they considered were, in lieu of the recent crisis and the future challenges, the important issues on business education with 2020 in sight.

The main issues discussed are multi-culturality, complexity, volatility, and the ethical dimension of the managerial decisions. They all impact on the context in which future graduates from business schools will have to make decisions in the next decade. In order to look for potential responses to these dilemmas, I explore both the suggestions by the panelists mentioned above and our own experience at INCAE Business School.

The objectives of the talk are:

- 1) To present some of the main challenges that managers will face in the future
- 2) To look at the main consequences of this new context to business schools
- 3) To discuss some insights from distinguished practitioners
- 4) To discuss INCAE Business School's experience about these issues.

Delegates can expect:

- 1) To deeper their understanding of how to deal with these issues
- 2) To learn from the perspective of distinguished practitioners

Abstract:

Please provide an abstract **(200 words maximum)** of your presentation.

On this talk I discuss how multi-culturality, complexity, and volatility are challenging the framework for managerial decisions. At the same time, society demands a higher involvement of managers and companies in social issues like global warming and poverty. To top it all, recent events had brought into question the ethical dimension of managerial decisions and the responsibility of companies and business leaders. To tackle these issues, I restore to some recent insights from high profile practitioners and our own experience at INCAE Business School.