

PROGRAMME

Tuesday, 16th October 2012

19:00-21:00 *The Westin hotel* Welcome cocktail

Wednesday, 17th October 2012

07:50 Buses depart the Westin Hotel, Hotel Melia to CENTRUM Católica

07:55 Buses depart Hotel Radisson to CENTRUM Católica

08:30-09:30 **Registration, Welcoming Coffee break & Exhibition**

09:30-09:45 **Opening of the 5th Eduniversal World Convention**

Chairperson: Dr. Beatrice AVOLIO, Deputy Director General, CENTRUM Católica, Peru

- Welcome by **Dr. Fernando D'ALESSIO**, Director General, CENTRUM Católica, Peru
- Welcome by **Mr. Martial GUIETTE**, CEO & Founder, Eduniversal, France

09:45-11:20 **Plenary Session 1**

Business education in Latin America: what is the educational system like today?

Chairperson: Prof. Edson Luiz RICCIO, Eduniversal ISC member – Latin America, President of International Cooperation Office, School of Economics, Business and Accountancy -USP, Brazil

- **Dr. Fernando D'ALESSIO**, Director General, CENTRUM Católica Peru
- **Dr. Maria de Lourdes DIECK-ASSAD**, President National Graduate Schools: EGADE Business School and EGAP School of Government and Public Policy at Tecnológico de Monterrey, México
- **Dr. Nancy MATOS**, Chair, Doctoral Consortium of CLADEA, Vice-rector of Universidad ESAN, Peru

11:20-12:00 Coffee break & Exhibition

12:00-13:00 **Plenary Session 2**

Innovative models of development for business schools

Chairperson: Mr. Axel SCHUMACHER, Eduniversal ISC member – Western Europe, Associate Dean, International Relations EBS Universität für Wirtschaft und Recht EBS Business School, Germany

- **Prof. Gonzalo GARLAND**, Director of external relations, IE Business School, Spain
- **Prof. Marc SMELIK**, Head of Corporate & International Relations, Leeds University Business School, United Kingdom
- **Dr. Longbao WEI**, Associate Dean, Zhejiang School of Management, China

13:00-14:00 Lunch

14:00-15:00 **Meeting expectations of local and international students**

Live From Campus and Eduniversal Ranking of the Best Masters & MBA

- **Mr. Martial GUIETTE**, CEO & Founder, Eduniversal, France
- **Mr. Cesar CURISINCHE**, Live from Campus reporter, Universidad del Pacifico, Peru

15:00-16:00 **Parallel Workshops:**

Workshop 1: Role of business school education in a more "greener" world

Moderator:

- **Prof. Rubén GUEVARA**, Director Centre for Social Responsibility, Entrepreneurship and Sustainable Studies, CENTRUM Católica, Peru
- **Prof. Vanina FARBER FUKS**, Professor and Chair of Sustainable Entrepreneurship and Social Inclusion, Universidad del Pacifico Business School, Peru

Workshop 2: Business schools – companies' dialogue: how to efficiently lead graduates to jobs?

Moderator: Mrs Inés TEMPLE, Executive President, DBM Peru and DBM Chile.

- Dr. Luis PEREZ VAN MORLEGAN, Vice Dean, Buenos Aires University (UBA) Business School, Argentina
- Mr. José Antonio ESPINOZA, Director of MBA Programs, CENTRUM Católica, Peru

Workshop 3: Innovative trends in postgraduate programs

Moderator: Dr. George JABBOUR, Professor of Finance, The George Washington University- GWU School of Business, USA

- Prof. Recep PEKDEMIR, Professor of Accounting, School of Business, Istanbul University, Turkey
- Mr. Ali ELQUAMMAH, Co-Director of Academic Affairs in Charge of International Affairs, HEM Business School, Morocco
- Dr. Sergio OLAVARRIETA, Director, Escuela de Postgrado Economía y Negocios - Universidad de Chile, Chile

Workshop 4: Effective promotion of the master and MBA programs

Moderator: Mr. Axel SCHUMACHER, Eduniversal ISC member – Western Europe, Associate Dean, International Relations EBS Universität für Wirtschaft und Recht EBS Business School, Germany

Dr. Kathryn MORSE, Head of Corporate and International Relations, Sheffield Hallam University – Sheffield Business School, United Kingdom

16:00		Buses Departure CENTRUM Católica to Universidad del Pacifico Business School, Peru
16:15-18:00		School Visit: Universidad del Pacifico Business School, Peru Workshop during the school visit: Transformation of MBA programs: innovative content and curriculum Prof. Elsa DEL CASTILLO, General Director, Universidad del Pacifico Business School, Peru
18:00		Buses Departure Universidad del Pacifico Business School to the Westin Hotel, Hotel Melia , Radisson Hotel
19:30		Buses Departure the Westin Hotel, Hotel Melia, Hotel Radisson to Gala Dinner – 2012 Eduniversal Awards Ceremony, Mali Museum of Art
20:00-21:00	MALI Museum of Art	Welcome Cocktail Gala Dinner – 2012 Eduniversal Awards Ceremony
21:00- 00:00		

Thursday, 18th October 2012

08:40		Buses Departure the Westin Hotel, Hotel Melia to CENTRUM Católica
08:45		Buses depart Hotel Radisson to CENTRUM Católica
09:30-11:00		One-to-One Coffee break & Exhibition
10:00-11:00		Workshop 1: Business school branding: how to stay different? Moderator: Prof. Michael WOOD, Eduniversal ISC member – Oceania, Professor of Management, School of Business Notre Dame, Australia. <ul style="list-style-type: none">• Dr. Karim SEGHIR, Associate Dean, the American University in Cairo - School of Business, Egypt• Prof. Devanath TIRUPATI, Professor and Dean (Academic), Indian Institute of Management Bangalore, India• Dr. Anand KUNNATHUR, University of Toledo College of Business Administration, USA
		Workshop 2: Cooperation with Latin American business schools: what we can learn and how we can cooperate effectively? Moderator: Prof. Edson Luiz RICCIO, Eduniversal ISC member – Latin America, President of International Cooperation Office, School of Economics, Business and Accountancy –USP, Brazil <ul style="list-style-type: none">• Mrs. Clara ROSSELLÓ, Director of CENTRUM Alianzas, CENTRUM Católica, Peru• Lic. Beatriz GUZMÁN GONZÁLEZ, Director International Office, IPADE Business School, Mexico• Mrs. Anna WINNIK, International Office Senior Expert, Lomonosov Moscow State University Business School, Russia
11:10-12:10		Plenary Session 3: Managing accelerating changes: how to succeed in fast changing environments? Moderator: Dr. Virginijus KUNDROTAS, Eduniversal ISC member – Eastern Europe, Dean of Adizes Graduate School, USA <ul style="list-style-type: none">• Dr. Beatriz MERINO, Professor of Strategy and Leadership, CENTRUM Católica, Peru• Mr. Milenko GUDIC, Director, CEEMAN's IMTA – International Management Teaching Academy, Slovenia
12:10-14:00		Lunch & 2012 Eduniversal Palmes Ceremony
14:00-15:30		Plenary Session 4: Education 2020 - challenges for the near future Chairperson: Prof. Dr. Aneeta MADHOK, Eduniversal ISC member – Central Asia, Director, Open Spaces Consulting, India <ul style="list-style-type: none">• Prof. Jaime Alonso GÓMEZ, Professor of Strategy and International Operations Tecnológico de Monterrey, Mexico

14:00-15:30		<p>Plenary Session 4: Education 2020 - challenges for the near future</p> <p>Chairperson: Prof. Dr. Aneeta MADHOK, Eduniversal ISC member – Central Asia, Director, Open Spaces Consulting, India</p> <ul style="list-style-type: none"> • Prof. Jaime Alonso GÓMEZ, Professor of Strategy and International Operations Tecnológico de Monterrey, Mexico • Prof. João AMARO DE MATOS, Associate Dean International Development, Nova School of Business and Economics, Portugal • Dr. Beatrice AVOLIO, Deputy General Director, CENTRUM Católica, Peru
15:40-16:40		<p>Keynote speech: Leading the way in leadership education: how do we accelerate authentic leadership development for maximum impact on performance?</p> <p>Chairperson: Prof. Nehme AZOURY, Eduniversal ISC member – Eurasia & The Middle-East, Dean, Faculty of Management Holy Spirit University of Kaslik, Lebanon</p>
16:45		Buses Departure CENTRUM Católica to Universidad ESAN
17:00-18:00		<p>School Visit: Universidad ESAN, Peru</p> <p>Workshop during the school visit: The globalization of the business schools: opportunities in Latin America. The economic vision of Latin American countries.</p> <ul style="list-style-type: none"> • Dr. Jorge TALAVERA, Rector of ESAN University and Former President of CLADEA, Lima, Peru • Prof. Cesar FUENTES, Universidad ESAN, Lima, Peru
18:00		Buses Departure Universidad ESAN to the Westin Hotel, Hotel Melia, Radisson Hotel
20:00		Buses Departure the Westin Hotel, Hotel Melia, Hotel Radisson to Networking Dinner – Huaca Pucllana Restaurant
20:30-23:30	Huaca Pucllana Restaurant	Networking Dinner: Spotlight on the Best Masters Worldwide

Friday, 19th October 2012

08:30		Buses depart the Westin Hotel & Convention Center Lima, Hotel Melia
08:35		Buses depart Hotel Radisson
9:30 – 11:00		Hacienda Mamacona – the Peruvian Paso Horse and the National Celebration (30 km outside Lima)
12:00-13:00		Visit of the Museo Larco
13:00-15:00		Lunch at the Café Larco Closing of the 5 th Eduniversal World Convention