

# American Business Schools a Success Model: what can we learn

By

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# US Business Schools

- Success measured by:
  - expansion in enrollments
  - endowment
  - budget
- More dominant as a global institution in both quality and quantity
- US influence evidenced by:
  - expansion overseas
  - competitors adopt US rules
  - increasing recruitment from US trained faculty
- Extended their scope beyond intellectual/academic respectability:
  - vocational and professional development
- Positive effect on careers

# US Business Schools: Success

- Accreditation
- Differentiation/specialization
- Financial aid
- Reputation
- Skill building
- Ability to see opportunities
- Link research and practice
- Social dimensions

# US Business Schools: Success

- Curriculum:
  - structure (core/breadth)
  - responding to market needs
- Scholarship: Research and teaching
- Engaging business people
- Philanthropy

# Best Practice

- Copying the US system by other countries may be problematic (culture)
- Emphasis on how to learn
- Engage communities

# Recipe for Success: quality not customer mentality

- Developing relevant knowledge and how to learn
- Source of critical thinking
- Analytical abilities
- Objective research
- Effect on people and society
- Make management a profession
  - set of values
  - standards
  - professional ethics
  - collaborative management