4th EDUNIVERSAL WORLD CONVENTION

Educating the World – Redefining Excellence in the Business Education of the Future

WORKSHOP: Business Schools’ Standards of the Responsible Management Education

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SUCCESS = \( f \)\[\text{External Integration}\]

\[
\begin{align*}
\text{Opportunities} & \quad \text{Capabilities} \\
\text{External "Marketing"} & \quad \text{Internal "Marketing"} \\
\text{Lack of Mutual Trust} & \quad \text{Lack of Mutual Respect}
\end{align*}
\]

\[\text{Internal Integration}\]