Innovation: An Imperative Element for the Business Schools in a Complex Global Context

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A UNIQUE MODEL OF LIBERAL ARTS
Origin and Philosophy

• UDEM: A model of liberal arts education, founded in 1969.

• One of only four US-accredited universities in Latin America
Globalization

Opportunities:

New Ideas, New Technologies, New Partners
Globalization

Challenges:

Global Problems: Poverty, Depleting Environment, Financial Crisis.
Basic Role: To Educate Future Leaders

- Business and society
- Sustainable Environment
- Stable Financial System, Economic Growth
Disruptive Innovation: Essential Path for Business Schools of Today and Tomorrow

Incremental vs Disruptive Innovations: Picking Your Spot

- Incremental: create new market, minimal technology change, manage existing market, low risk, many competitors
- Disruptive: radical technology change, create new market, high risk, high reward, high risk, defensive strategy, customer experience, cost savings

Adapted: Von Hippel, Christensen
Multifaceted Innovation

- Think Out of the Box
- Curriculum
- Faculty
- Leadership
- Scope
Thinking Out of the Box
Innovation and Faculty

University focus

Research Projects

Publications

Business Solutions
Scope: Strategic Partnerships
Transformative Leadership

- Limited or Zero GDP Growth.
- Unemployment.
- Debt Crisis in Europe.
- Financial and Stock Markets Uncertainty Worldwide.
Social Responsible Entrepreneurship Leaders

Technical Business Education

Ethical and Social Responsibility Education

Ability to Provide Solutions within a Sustainable Frame to Complicated Situations

Transformation and Improvement of Status Quo and Creation of a New Idea
UDEM Business School
Social Entrepreneurship Model

UDEM TRANSFORMATIONAL LEADERSHIP
UDEM FOR A BETTER SOCIETY

BUSINESS DEVELOPMENT

VALUE PROPOSITION

BUSINESS PLAN

INNOVATION MODELS MARKET AND TECHNOLOGY EXPLORATION SOCIAL OPPORTUNITIES

SOCIAL, TECHNOLOGY AND MARKET AWARENESS

ENTREPRENEUR CULTURE

SME'S SOCIAL VALUE

STRATEGY AND INTERNATIONAL COMPETITIVENESS

SOCIAL IMPACT INITIATIVES

SOCIAL LEADERS CREATING SOCIAL VALUE

** 2.5 YEARS PROGRAM
“Our future growth relies on competitiveness and innovation, skills and productivity... and these in turn rely on the education of our people.” J. Gillard.

Thank You.