Cooperation with Latin American Business Schools: What we can learn and how we can cooperate effectively
Strategic Alliances
CENTRUM Católica
Over 100 strategic partnerships with schools, associations and companies

Double-degree joint-programs with:

• Tulane University – A.B. Freeman
• EADA Business School
• Maastricht School of Management
• University of Calgary - Haskayne
STRATEGIC PARTNERSHIPS

Group study abroad modules with:

• Johns Hopkins University – Carey
• Babson College
• George Mason University
• University of Washington - Foster
• Kennesaw State University
• NYU – Stern
• Université Laval
• Hebrew University of Jerusalem
• Grenoble Ecole de Management
ALADEN
The Latin American Alliance of Business Schools (ALADEN) is an alliance formed by:
• CENTRUM Católica (Perú)
• COPPEAD (Brazil)
• EGADE (Mexico)
• IESA (Venezuela)
• UNIANDES (Colombia)

Goals:
• Promote Latin American integration through knowledge
• Strengthen ties between the schools and the corporate world
• Form leaders who can perform in the global stage through the application of their specialized knowledge of the Latin American reality
• Increase the international exposure and prestige of the region’s research
INTERNATIONAL ORGANIZATIONS

International Memberships:

Association to Advance Collegiate Schools of Business (AACSB)
Association of MBAs (AMBA)
European Foundation for Management Development (EFMD)
International Assembly for Collegiate Business Education (IACBE)
Consejo Latinoamericano de Escuelas de Administración (CLADEA)
Business Association of Latin American Studies (BALAS)
INTERNATIONAL ORGANIZATIONS

Network of International Business Schools (NIBS)
European Academy of Business in Society (EABIS)
Globally Responsible Leadership Initiative (GRLI)
Executive MBA Council
MBA Roundtable
Academy of Management
The Aspen Institute
Beta Gamma Sigma
Step Project
Strategic Alliances Overview
Ideally for business schools it means

A relationship between the school and other institutions whose purpose is to cooperate and collaborate to pursue lofty goals that would be difficult to achieve individually. The alliance allows partners to learn from each other and improve, gain a different perspective, maximize the use of resources and capabilities, and make these benefits available to their students and stakeholders.
STRATEGIC ALLIANCE

What it usually means

A framework agreement that most of the time does not develop beyond a barely used student and faculty exchange agreement, another name to the list.

Strategic Alliances will only flourish if both partners are interested in working actively.
International Partner School Agreements

General
• Collaboration and cooperation

Specific
• Student and Faculty Exchange
• Student group visits
• Joint Research
• Joint Programs
• Double degrees
• Multiple school programs

Most common – Less benefits

Least common – Most benefits
Who Benefits from Strategic Partnerships?

BENEFICIARIES

SCHOOL

FACULTY

STUDENTS

COMMUNITY
BENEFICIARIES

Attract more professors

Shared Resources

Attract More Students

Global Positioning
Introduce to new markets

Greater appeal to potential students

Greater international exposure and recognition

SCHOOL
BENEFICIARIES

- International Teaching Experience
- Greater Research Opportunities
- Learn from Partners
- Professional development opportunities through seminars and conferences
- Strong Positioning
- Enriches Networking
BENEFICIARIES

- Real international experience
- Learn from international professors
- Access to global graduate and professional networks
- International peers to network with and share experiences
- Degrees and certificates from international institutions
BENEFICIARIES

Globally minded responsible leaders

Community Learning Opportunities

Community Impact Projects

Cultural Exchange Opportunities

COMMUNITY
Developing a Strong Partnership
Schools must first become in contact with each other:

Usually through:

• International events
  • Organization conferences
  • Accreditation meetings

• Specific target school
  • Letter to Dean and international coordinators
  • Personal meeting and visit
Specific program design:

Academic Deans and coordinators plan:

• Curricular design
• Topics and content
• Teachers

International Alliance Office must plan:

• Student travel arrangements
• Accommodation
• Local transport
• Schedule of activities
• Corporate visits
The schools must promote their programs:

Promotional advertisement

Active webpage

Promomail

Informational meetings

On-campus promotional campaigns

Sponsor international events
Why
Latin America?
Latin America holds great business knowledge:

• Economic learning ground
• Extreme and varied situations
• Entrepreneurial success
• Creative financing
• Unique business models
Increased business opportunities:

• Economic stability
• Investment opportunities
• Young, dynamic markets
• Business friendly
• Entrepreneurial culture
CULTURAL EXCHANGE

Unique learning opportunities:
• Different languages
• Different perspectives
• Vibrant cultures
• Adventure travel
• Cultural travel
CHALLENGES

Breaking down cultural barriers, misconceptions, and biases

Through:

Accreditations
Research
Student travel

If the program is a success with the students, then its future is guaranteed
Thank you