

***Managing Tomorrow: Global Responsibility of Business Schools for a Sustainable Development***

Since many years ago, Business Schools have played an outstanding role in the education of the business leaders. New theoretical approaches and models to foster business productivity viewed the light in academic environment. BS gained prestige not only in the classroom environment; their reflexive voice has reached political and social thinkers and decision makers. In most cases BS were well ahead of economic and managerial change. But not everything was so good. Today we face human development indicators that show that welfare is not being distributed in accordance with basic principles of justice and sustainability. In recent years the international community was shocked by extreme unethical behavior in large corporations; and most newly, the global economic crisis is an unquestionable sign that many things have to be reviewed in the BS education principles and model. In its pioneering roll, BS are urged to be ahead of the big challenges that our generation is confronting. Many unsolved questions remain and we are sure that some time will pass, until a new generation of business leaders will show up. But what is not being discussed, as it should be, is the necessity to reconciled management with business ethics, business strategy with common good and sustainability. If this is an issue in BS based in developed countries, the urgency is perhaps critical in the academic arena of those BS in emerging countries. The business community in these countries is compromised between the competence in global markets and new responsibilities in front of their stakeholders. At CENTRUM Catolica we are investing much effort in research, development, and gain empirical experience in curricula's change and new pedagogical approaches to accomplish our mission of educating the new business leaders, distinguished by its leadership and strategic approach, based in ethic values.