



**3 rd EDUNIVERSAL
WORLD CONVENTION**



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

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

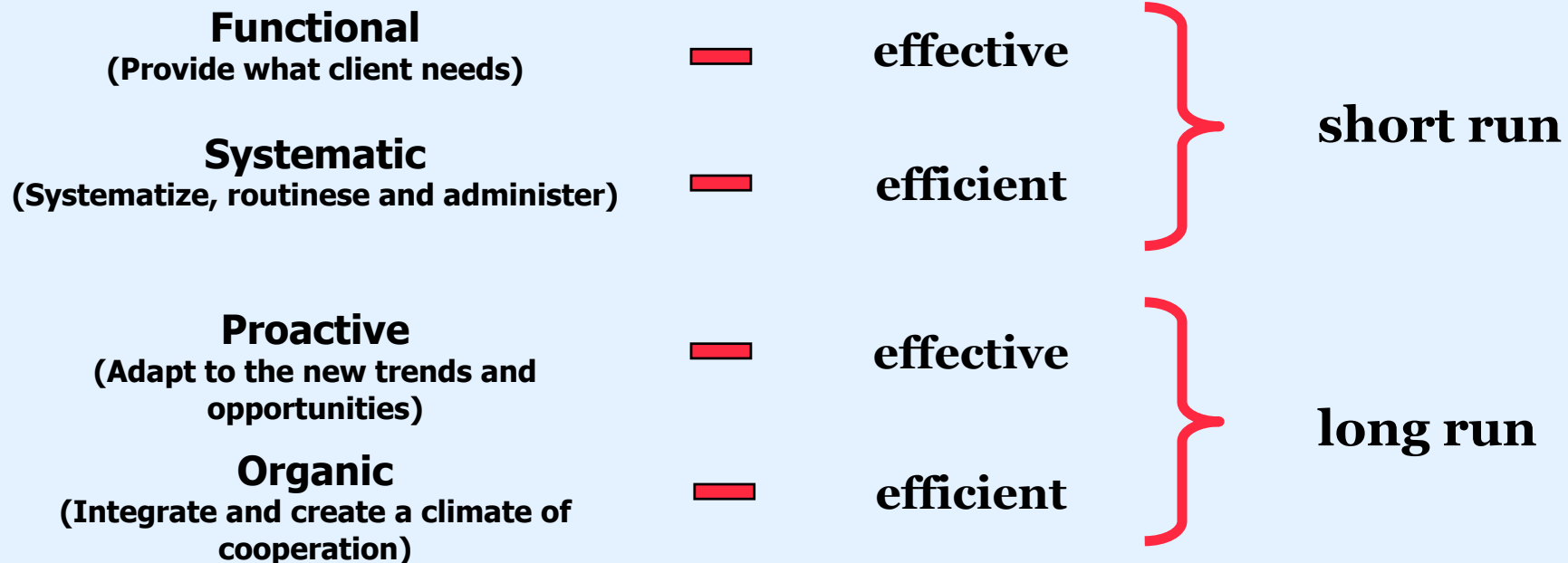


Functional approach to the management

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Well managed organizations should be:



(Based on I. Adizes methodology)

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Functional Provide what client needs

- Relevance in program design
- Interactive teaching vs. “Traditional” teaching
- Applicability of research outcomes for Corporate partners and students
- “What is needed” rather than “What we are having” approach
- Sharing experiences with Community

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Systematic

Systematize, routinise and administer

- Design of “Strategy supporting programs” instead of “Ad hoc programs”
- Sustainability in teaching vs. “victim of fashion”
- Research for support and enlightening of programs
- “In time to the minute“ vs. “Not my fault” approach

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Proactive

Adapt to the new trends and opportunities

- One step ahead of the clients needs in program design
- “Selective” vs. “Universal” approach in teaching
- Innovative research development
- “Permanently curious” vs. “Finally satisfied” in supporting materials
- Ofering help for the community

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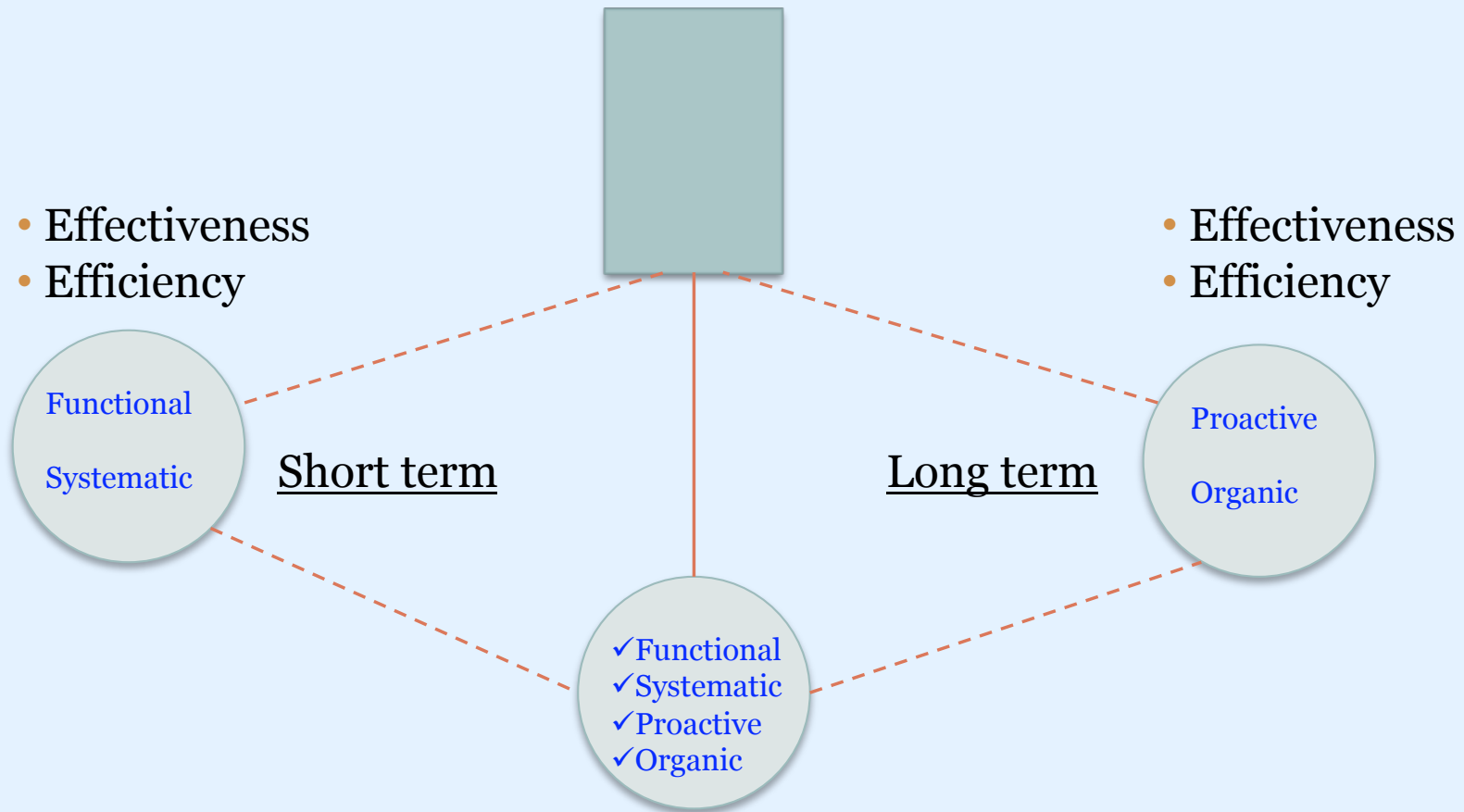
Organic

Integrate and create a climate of cooperation

- “Team” vs. “Single innovator” approach in designing programs
- “Choir” vs. “Solo” approach in teaching
- Creation of joint research groups
- “Creating teaching materials together” vs. “Making teaching materials available” approach
- Doing something for the community together

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Clock of attitude development



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Business School should be :

- Functional
- Systematic
- Proactive
- Organic

In order to perform in Sustainable way!

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**Thank you for your
attention and Good luck!**