

The Development of a Distinctive Business School

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Introduction

- Business Schools proliferate around the world
- More than 12,600 world wide
- Similar program:
 - Executive
 - Regular
 - Fulltime
 - Part-time
 - On-line
 - etc

Institutions Granting a Business Degree

Region/Sub-region	Estimated Number of Institutions
Africa	767
Northern Africa	211
Eastern Africa	151
Middle Africa	41
Southern Africa	46
Western Africa	318
Americas	3,695
Northern America	1,726
Caribbean	97
Latin (Central & South) America	1,872
Asia	6,087
Central Asia	138
Eastern Asia	1,725
South-Eastern Asia	1,978
Southern Asia	1,829
Western Asia (Middle & Near East)	417
Europe	1,975
Eastern Europe	685
Western Europe	1,290
Oceania	99
Australia and New Zealand	76
Mela-, Micro-, and Polynesia	23

Source: AACSB (2011)

Academic Program & Uniqueness

- Incorporate curriculum, syllabus, method of teaching & learning
- Curriculum is one of the most important aspect
- Depict values, capability, intellectual capital, character
- Tendencies in-house programs

Components of Curriculum Uniqueness

Pedagogy

- Lecturing
- Full or partly Case Method (full paper cases, through multimedia)
- Game/Simulation
- Experiential Learning
- Coaching, mentoring
- Interaction
- Exercises

Architecture

- Portion of core/electives
- Concentration/focus
- Sequences
- Extend of joint degree/ dual degree

Brand Identity

- Reputation
- Legacy
- Image
- Prestige

Geographic

Consideration

- Residential/non-residential
- Local
- Regional
- International

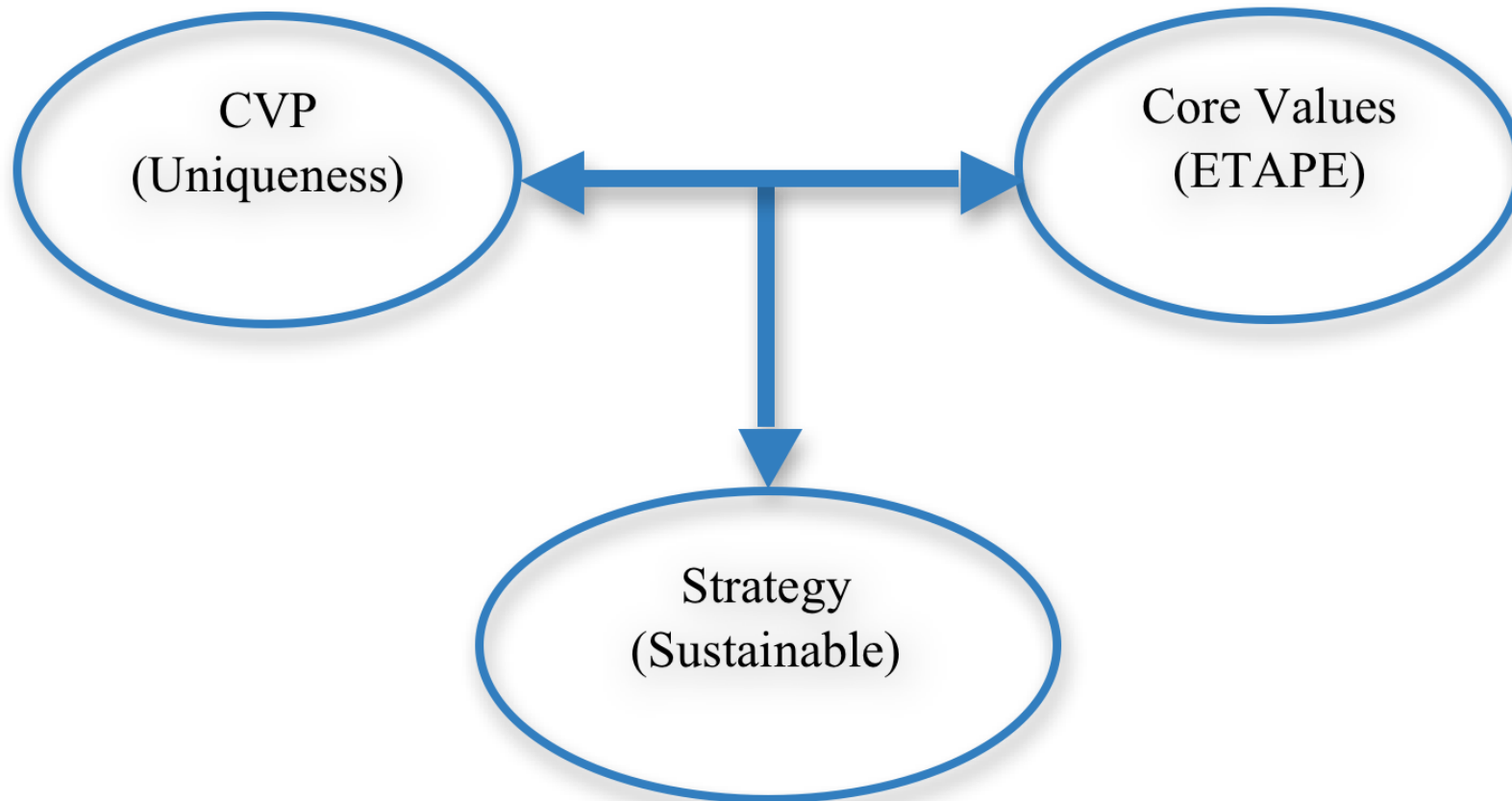
Market Demand

- Distance learning
 - Off-campus
 - Executive program
 - In-house program
 - Niche program
 - Dual degree/partnership
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How to Sustain Uniqueness

- Preserve core ideology
 - Core values
 - ETAPE (Excellence, Trust, Agility, Partnership, Engagement)
 - Core purpose
- Preserve Core Value Proposition
- Strategy
- VRIN

Strategy & Value



Conclusion

- Environment in education and business school is changing rapidly
- To remain distinct, business schools must manage competitive advantage in light of business challenges

Thank you