

Tuesday, 21 October 2014		
Time	Location	Session/ Activity
19 :00 – 21 :00	Hilton Istanbul Bomonti Hotel	Welcome cocktail & registration
Wednesday, 22 October 2014		
Time	Location	Session/ Activity
07:45 – 08:00	Hilton Istanbul Bomonti Hotel	Departure by bus to Istanbul University, School of Business
09:00 – 09:45		Registration, Coffee & Exhibition
09:45	Auditorium	<b>Opening of the 7<sup>th</sup> Eduniversal World Convention</b>
09:45 – 09:55		<b>Introduction by the Conference Chairperson</b> <b>Ms. Marti Büyüközden</b> , Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education & Career, Global Campus TV, Turkey
09:55 – 10:10		Welcome by <b>Dr. Erdal Tekarslan</b> , Dean, Istanbul University, School of Business, Turkey Welcome by <b>Prof. Safak Sahir Karamehmetoglu</b> , Deputy Rector, Istanbul University, Professor of Physical Therapy and Rehabilitation Welcome by <b>Mr. Martial Guiette</b> , CEO & Founder, Eduniversal Group, France
10:10 – 10:50		<b>Trends in global education and applications. New modes of collaboration.</b> Speakers: 1. <b>Prof. Nehme Azoury</b> , Dean, Holy Spirit University of Kaslik - USEK - Faculty of Business and Commercial Sciences, Lebanon, Eduniversal International Scientific Committee member Eurasia and Middle East 2. <b>Prof. Sherif Kamel</b> , Former Dean, the American University in Cairo School of Business, Egypt, Eduniversal Scientific Committee member, Africa <b>4</b>
10:50 – 11:10		Break
11:10 – 12:00		<b>What are the economic and social effects that your business school has on your region?</b> Speakers: 1. <b>Prof. Anne-Marie Croteau</b> , Associate Dean of External Relations and Business Development, John Molson School of Business, Concordia University, Canada <b>1</b> 2. <b>Mr. Yuriy Zelenin</b> , CEO, International Institute of Business, Ukraine <b>2</b> 3. <b>Prof. Aykut Berber</b> , Professor of Management, Business School, Istanbul University, Turkey <b>3</b>
12:00 – 13:00		Peer to Peer meetings & Exhibition
13:00 – 14:00		Lunch
14:00 – 15:00	Auditorium	<b>Plenary session 1</b> <b>The growth of MOOCs and distance learning opportunities. What does it mean for business education models?</b> Speakers: 1. <b>Prof. Jean Charroin</b> , Director and Vice Dean, Audencia School of Management, France <b>6</b> 2. <b>Prof. Sergey Myasoedov</b> , President of RABE, Vice Rector, The Russian Presidential Academy of National Economy and Public Administration, Russia <b>7</b> 3. <b>Prof. Sung Joo Park</b> , Professor, Kaist Business School, South Korea, Eduniversal International Scientific Committee member for Far East Asia <b>5</b>
15:00 – 15:20		Coffee break
15:20 – 16:20	Auditorium	<b>Plenary session 2</b> <b>Innovative ways to bring the MBA program into developing markets.</b> Speakers: 1. <b>Mr. Oliver W. Olson</b> , MBA, Head of Enrollment Management, Maastricht School of Management, Netherlands <b>8</b> 2. <b>Prof. Devanath Tirupati</b> , Dean Academic, Indian Institute of Management Bangalore, India <b>Building sustainability into your MBA program. Models of success.</b> Speakers : 1. <b>Dr. Victor Araman</b> , MBA Director, American University of Beirut – Suliman S. Olayan School of Business (OSB), Lebanon <b>9</b>

		2. <b>Dr. Raquel Castaño</b> , Director EGADE Business School campus Monterrey, EGADE Business School - Tecnológico de Monterrey, Mexico <b>10</b>		
<b>16:20</b>		Departure by bus to Hilton Istanbul Bomonti Hotel		
<b>19:30 – 23:30</b>	Hilton Istanbul Bomonti Hotel	Cocktail, Gala Dinner & Awards Ceremony		
<b>Thursday, 23 October 2014</b>				
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>		
<b>07:30</b>	Hilton Istanbul Bomonti Hotel	Departure by bus to Istanbul University, School of Business		
<b>09:00 – 09:10</b>		Welcome by <b>Prof. Yunus Soylet</b> , Rector, Istanbul University, Professor of Pediatric Surgery and Consultant Pediatric Urologist		
<b>09:10 – 10:30</b>	Auditorium	<p><b>Plenary session 3</b></p> <p><b>What determines the international brand identity of the school?</b></p> <p><b>Chair:</b> <b>Dr. Virginijus Kundrotas</b>, Dean of Adizes Graduate School, USA, Scientific Committee member Eastern Europe</p> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li><b>Mr. Martial Guiette</b>, Founder &amp; CEO of Eduniversal Group, France</li> <li><b>Dr. Karim Seghir</b>, Dean, the American University in Cairo School of Business, Egypt <b>11</b></li> <li><b>Ms. Marti Büyüközden</b>, Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education &amp; Career, Global Campus TV, Turkey</li> <li><b>Prof. Thami Ghorfi</b>, President, ESCA School of Management, Morocco <b>12</b></li> <li><b>Prof. Michel De Wolf</b>, Dean, Université Catholique de Louvain – UCL Louvain School of Management, Belgium <b>13</b></li> </ol>		
<b>10:30 – 11:00</b>		Coffee break		
<b>11:00 – 12:00</b>	Auditorium	<p><b>Plenary session 4</b></p> <p><b>The pipeline for graduate jobs: Strategy for intake to job success.</b></p> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li><b>Prof. Konstantine Gatsios</b>, Rector, Athens University of Economics and Business, Greece <b>14</b></li> <li><b>Dr. Izel Levi Coskun</b>, CEO Mazars International Auditing, Turkey <b>15</b></li> <li><b>Prof. Ricardo Reis</b>, Associate Dean for International Relations, Universidade Católica Portuguesa – CATÓLICA-LISBON School of Business and Economics, Portugal <b>16</b></li> <li><b>Ms. Catalina Huszar</b>, Senior Brand Manager South Eastern Europe, Dettol, Cillit Bang &amp; Harpic, Romania <b>17</b></li> </ol>		
<b>12:00 – 13:00</b>	Hall	Peer to Peer meetings & Exhibition		
<b>13:00 – 14:30</b>		Lunch & 2014 Eduniversal Palmes Ceremony		
<b>14:30 – 15:30</b>	Workshop rooms	<p><b>Parallel Workshops</b></p> <table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"> <p><b>See the future: what do students want to study and why?</b></p> <p><b>Speaker:</b></p> <p><b>Mr. Andrew Crisp</b>, Founder, CarringtonCrisp, UK <b>19</b></p> </td> <td style="width: 50%;"> <p><b>What makes a good website? How mobile devices change higher education today for tomorrow?</b></p> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li><b>Mr. Antoine Bayle</b>, CEO Education Web Consulting, France <b>20</b></li> <li><b>Mr. Jean-Michel Leroy</b>, Project Director, Education Web Consulting, France <b>20</b></li> </ol> </td> </tr> </table>	<p><b>See the future: what do students want to study and why?</b></p> <p><b>Speaker:</b></p> <p><b>Mr. Andrew Crisp</b>, Founder, CarringtonCrisp, UK <b>19</b></p>	<p><b>What makes a good website? How mobile devices change higher education today for tomorrow?</b></p> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li><b>Mr. Antoine Bayle</b>, CEO Education Web Consulting, France <b>20</b></li> <li><b>Mr. Jean-Michel Leroy</b>, Project Director, Education Web Consulting, France <b>20</b></li> </ol>
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<b>15:30 – 16:30</b>	Hall Workshop rooms	<p><b>Peer to Peer meetings &amp; Exhibition with Coffee</b></p> <p><b>Workshop</b></p> <p><b>Implementing &amp; measuring admissions success within different regions and programs.</b></p> <p><b>Speaker:</b></p> <p><b>Dr. Fergal O'Brien</b>, Director of Postgraduate Studies, University of Limerick – Kemmy Business School, Ireland <b>18</b></p>		

16:45		Departure by bus to Hilton Istanbul Bomonti Hotel
19:45	Hilton Istanbul Bomonti Hotel	Departure by bus to the Restaurant "1001 Direk"
20:30 – 23:30	Restaurant "1001 Direk"	Networking dinner "Spotlight on the best Masters & MBA programs"  <b>B-school 2020: where will student demand take business education?</b> Speaker: <b>Mr. Andrew Crisp</b> , Founder, CarringtonCrisp, UK
23:30	Restaurant "1001 Direk"	Departure by bus to Hilton Istanbul Bomonti Hotel
<b>Friday, 24 October 2014</b>		
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>
07:30	Hilton Istanbul Bomonti Hotel	Departure by bus to Koç University Graduate School of Business
09:00 – 11:00		<b>Campus visit: Koç University Graduate School of Business</b> - Presentation - Presentation from current program students (MBA, CEMS MIM, MSc Finance – TBC) - Coffee break - Campus tour
11:15		Departure by bus to Sabanci University Sabanci School of Management
12:30 – 13:30		Lunch at Sabanci University
13:30 – 14:30		<b>Campus visit: Sabanci University Sabanci School of Management</b> - Presentation - Campus tour
14:35		Departure by bus to Sabanci Holding
16:00 – 17:00	Sabancı Center 4.Levent 34330, İstanbul -Türkiye	<b>Company visit: Sabancı Holding 21</b> Hacı Ömer Sabancı Meeting Room Barbaros Ineci, Chief Economist of Sabanci Holding – General Economic Framework of Turkey Eren Mantaş, Financial Planning, Analysis and Investor Relations Director at Sabanci Holding - Briefing of the Sabancı Group
17:00	Sabancı Holding	Departure by bus to Hilton Istanbul Bomonti Hotel
<b>Saturday, 25 October 2014</b>		
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>
09:30 – 15:00		Cultural activities, Informal networking day