

# **3rd Eduniversal World Convention**

*Prague, Czech Republic, 28-30 October 2010*

## ***Impact of International Associations on Sustainable Development of Business Schools***

### **The case of CEEMAN**

**Milenko Gudić**

IMTA Managing Director, CEEMAN

# CEEMAN Network

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- **Established in 1993**
- **180 members (institutional, corporate, individual, exchange)**
- **43 countries around the globe**



# 3 Stages in CEEMAN History

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- Learning from others
- Learning from each other
- Sharing with others



# Programs and Activities

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- **Educating Educators – IMTA, CME, IMTA Modules**
- **CEEMAN Annual Conferences**
- **CEEMAN Deans and Directors Meetings**
- **Strengthening schools leadership capabilities (MBS)**
- **Developing operational excellence**
- **Accreditation – CEEMAN IQA**
- **CEEMAN ExEd events**
- **International research**
- **Case writing**
- **Publishing**
- **Networking with networks and learning partners**



# CEEMAN Research

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- **Assessing management training needs at the achieved transition (1998-2001)**
- **Poverty reduction and the role of management education, September 2008**
- **Business schools responses to global crisis , September 2009**
- **Poverty as a Challenge for Management Education, 2010**
- **Hidden Champions in CEE, 2010-11**



# Assessing Management Training Needs

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- **Professional Challenge**
  - Do they need what they want?
  
- **Business Challenge**
  - Do they want what they need?



# The Business of Business Education

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*Business Approach:*      *Key aspects:*

**Vision**

**Programs**

**Mission**

**Process**

**Strategy**

**Actors**

**Innovation**

**Organizational &**

**Risk**

**Institutional**

*Faculty is the Key*



# IMTA

## International Management Teachers Academy

- **A new generation of management educators for a new generation of business leaders**
- **A major European faculty development program**
  - **383 participants**
  - **120 institutions**
  - **33 countries**







# IMTA

## Multiple Role of Faculty

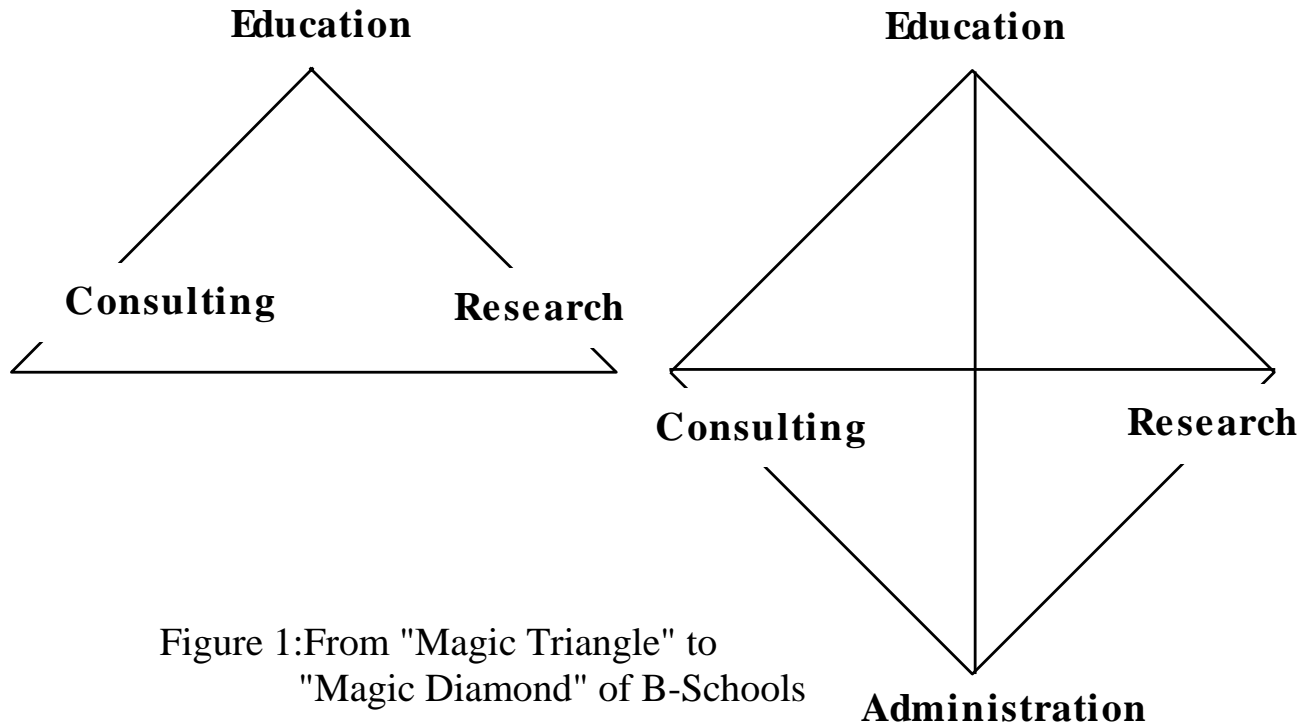


Figure 1: From "Magic Triangle" to  
"Magic Diamond" of B-Schools



# IMTA Modules on Educational Materials Development

- **IMTA Module on Case Writing**
  - **May/June 2010 – February 2011**



- **MTA Module on Research and Publishing**
  - **January/February – June 2011**



# IMTA IMPACT

- Improved teaching skills
- New course design and development
- New cases
  - Case competition winners
- Faculty promotion
- Institution building and change
- Faculty exchange and inter-institutional cooperation and networking
- **IMTA Alumni Association**



# Schools' Leadership Development

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- **CEEMAN Deans and Directors Meetings**
- **MBS - Managing Business Schools Seminars**



# Improving Operational Excellence

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- **Program Management Seminars**
  - 6 editions since 2005
  - 7th edition: 12-14 March 2011





# CEEMAN IQA

## International Quality Accreditation

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- **A mark of excellence, locally and globally**
  - Focus on mission relevant to specific environment and context
  - Abilities and resources to pursue and achieve school's mission and focus
  - Results achieved, innovations and impact made

# CEEMAN Champion Awards

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- **Awarding outstanding achievements in:**
  - Research
  - Teaching
  - Course design and program development
  - Institution management



# CEEMAN Annual Conferences

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- **Emerging business issues**
- **Leadership challenges**
- **Implications for management development**





# CEEMAN Conferences

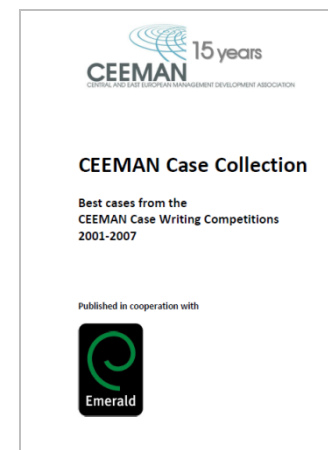
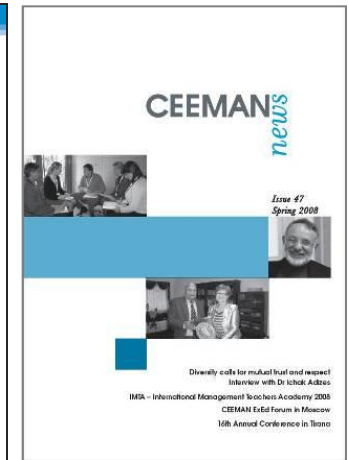
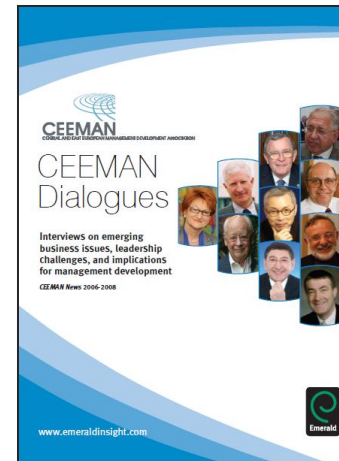
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- Innovations in management education, Kiev, 2005
- Creating synergies between business schools and businesses, Berlin, 2006
- Globalization and its implications for management development, Istanbul, 2007
- Management education for the realities of emerging markets, Tirana, 2008
- Local responses to global crisis, Riga, 2009
- Global performance challenges and implications for management development, Caserta, 2010
- *Managing diversity: European destiny & hope (EURAM 2008), Ljubljana, Bled, 2008*

# CEEMAN Publishing

- CEEMAN News
- Conference proceedings
- CEEMAN Dialogues
- Research reports
- CEEMAN Case Collection
- Video repository
- Online directory of schools and experts



# CEEMAN Value Platform

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- **Celebrates diversity, respect for culture and values**
- **Fosters creativity and innovation**
- **Promotes context and environment driven mission, results achieved and impact made**



# CEEMAN in global initiatives for sustainable development and responsible leadership

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**PRME** Principles for Responsible Management Education

- among the first signatories of PRME
- PRME Steering Committee member
- leading PRME working group on fighting poverty



# Challenge:Future global student competition

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- **Focus on innovation, sustainability and youth**
  - 14,000 students community from 1,000 schools from 180 countries, 1,652 competing,
  - International Advisory Board, Youth Advisory Board, partners
- **Challenge:Future Summit** in Bled, May 2010
  - 250 attendees from 40 countries
  - 1,500 viewers

[www.challengefuture.org](http://www.challengefuture.org)

# CEEMAN and Networking

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- **CEEMAN as a network**
- **Helping members develop and benefit from their networks**
- **Networking (with) networks**



# Welcome to CEEMAN !!!

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- **Your Window into Management Development in the World in Transition**
- *Growing together by learning together*
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