

The 4th Eduniversal World Convention

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CLADEA

ESAN

你好

Hi

Hola



Consejo Latinoamericano de
Escuelas de Administración



esan

- Latin America Council of Graduate Business School (CLADEA) is one of the most important webs of business school in the world.
- It offers international cooperation and has membership reciprocity with the principal academic institutions in the world.
- CLADEA's affiliates are around 140 in LA, NA, Europe and Oceania, all its members are public and private teaching and research institutions in the business area.
- ESAN is the first graduate business school in the Spanish speaking world, founded by Stanford University in 1963. It is a founded member of CLADEA.

The Standards of Business School Development.

How not to loose your academic
uniqueness

Latin America

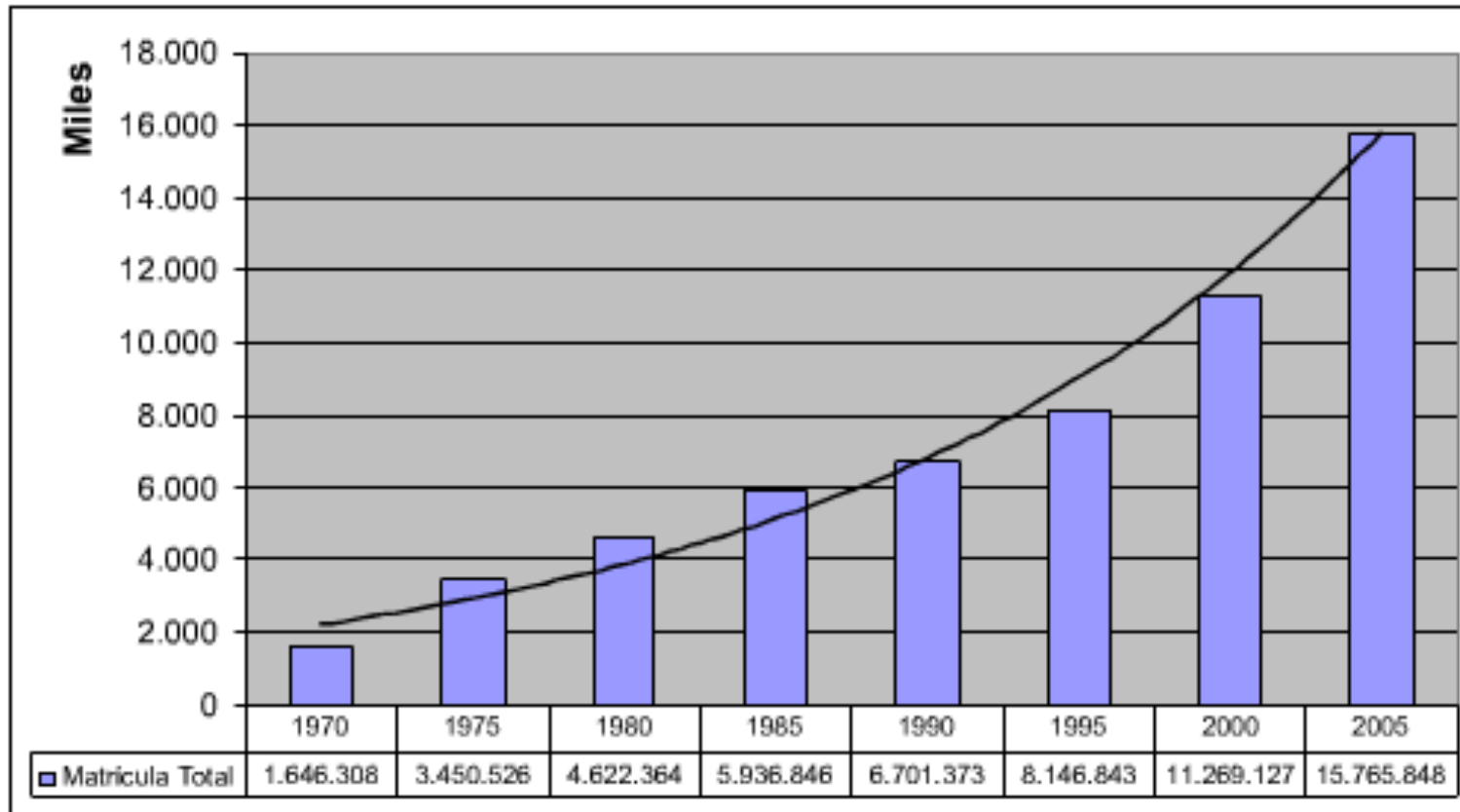
- Comprises 20 nations
- 4 sub regions:
 - Central America
 - Caribbean
 - South America
 - Mexico
- Land exceed that of Canada and USA
- Population close to 600 million



Higher education

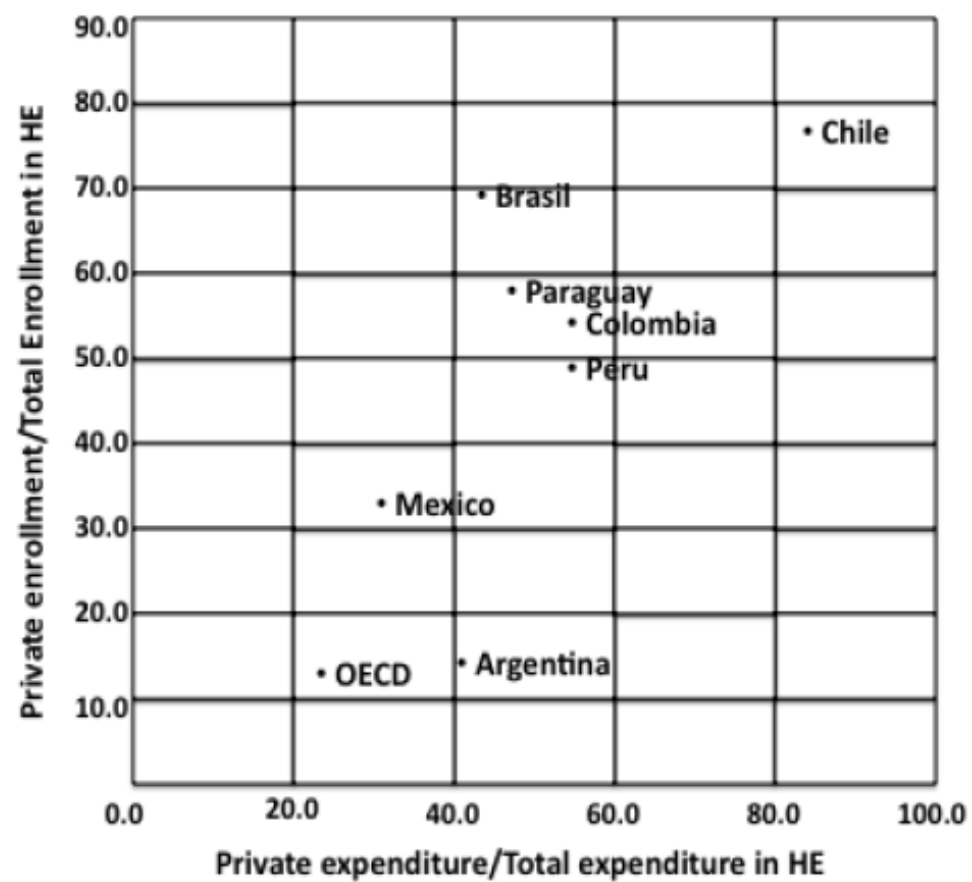
Country	Tertiary Element	
	1995	2010
Argentina	1 054 145	2 098 180
Bolivia	154 040	339 252
Brazil	1 661 034	4 163 733
Chile	327 074	694 971
Colombia	576 540	1 112 574
Costa Rica	83 608	175 284
Ecuador	174 584	295 608
Mexico	1 420 461	2 366 661
Panama	69 528	130 026
Peru	346 532	839 328
Uruguay	74 842	109 817
Venezuela	597 487	1 074 350
Total (around)	8 millions	20 millions

Higher education has grown significantly





...and in the role of private provision for higher education



Business schools in LA

- Follows the Bologna process
 - Universities from Continental Europe were the model followed in LA.
 - We perceive the Europe's globalization as less "menacing" than that from the USA.
 - Traditional and historical ties between Europe and LA
 - Bologna for us is a "work in process"

Business schools/standardizing process

- **ALCUE Summits.** Heads of State and Government of both regions got together on several occasions, and proposed to create the UEALC/ALCUE higher education space, establishing a joint secretariat for such a purpose. Very little came out of them.
- **Tuning Latin America.** Following its European version and funded by the EU, this is the largest teaching oriented international project undertaken in LA.
- **6x4 UEALC.** Working with university professors from 6 different knowledge areas, and viewing each area from 4 different perspectives – academic credits, assessment, competencies and research-, this is the largest teaching oriented project financed by LA universities.
- **ALFA III.** Collaboration between EU and LA universities in teaching, development and integration.
- **Accreditation's and membership.** ACCSB, AMBA, EQUIS, PIN, NIBES

Business schools/Globalization

- We believe in Globalization
 - Recognizing that we all compete in a global environment.
 - Much of the world's population isn't in the US or Western Europe.
 - Diversity and reaching more diverse members.
 - Welcoming to new partners.
 - Exposing our students and colleagues to other cultures.
 - Keep annual meeting turning in different countries.
 - Integrating corporate social responsibility in our schools.

Business schools/situation

- Encouraging production in publications.
- Internationalization in progress
 - Courses taught entirely by international faculty
 - International speaker within courses some as video conferences
 - International weeks (1 by semester) –students and faculty
 - International travel (in all our programs)
 - Exchange and Double degree agreements
 - Share some courses with universities abroad -4 or more prof. from different countries offer a team teaching course supported on virtual rooms)
 - International competitions for MBA students
- Implications of Internationalization
 - Renew the material and content in courses
 - Teaching and learning methodologies
 - Faculty development (languages and PhD is a must)
 - Prepare students for performing in multicultural context

What LA can offer?

- LA Business school's are doing their homework.
- Management is the overriding resource of all countries.
- Strategic alliances with academic institutions, regional bodies and worldwide companies, are needed to deal with societal demands and business needs of a global world.
- After the crisis of 1990's. LA people created the solutions that let countries grow. Now the world call us "the emergent countries"
- It was our Emergent LA people who uses Creativity to reinvent our lives.

LA propose this model

- Take advantages of Natural resources
- Investing in Infrastructure requirements
- Adjusting its education model
- Create intercultural models of Management
- Build Relations based on trust
- Build technology spaces
- Promoting technology development
- We have Multinational Latin companies

MN Latin companies

- 25 from Brasil
- 13 from Mexico
- 12 from Chile
- 3 from Argentina
- Peruvians:
 - Topy Top (Textil)
 - Ajeper (Soda)
 - Ransa (Logistique)
 - Alicorp (Food distribution)
 - Grupo Gloria (Cans food)
- Ebel (beauty)
- Pardo's Chicken (Food)
- Grupo Inka Tops (Alpaca)
- 2do Muelle (Restaurant)
- Brujas de Cachiche (Restaurant)
- Gaston Acurio Restaurants
- Grupo Hochschild (minning)

Is LA's future tied to America or to Asia?

- Our economies like the case of Peru has strong growth over the past 5 years helped by market-oriented economic reforms and privatizations in the 1990's and measures taken since 2001 to promote investment. GDP grew 8.0% in 2006, 6.7% in 2005 and projected to grow by more than 6.5% in 2011.
- Recent economic expansion has been driven by construction, mining, export growth, investment and domestic demand.

Is guanxi different from life in LA?

- We tie our relations supported in our families and friends.
- 5.6 millions of micro and small business are moving to the formal economy. They work between 60 and 80 hours by week and provide less than 50% of PBI.
- We don't have an insurance for unemployment, we count on our business and our families.

Is it a future LA-China?

- I believe Yes
- 600 of million people
- Growing economies
- Complementary sectors to ASIA Pacific
- **Come to see the characteristics of emerging countries!**

Shie Shie!

Thank You!

Muchas gracias!