

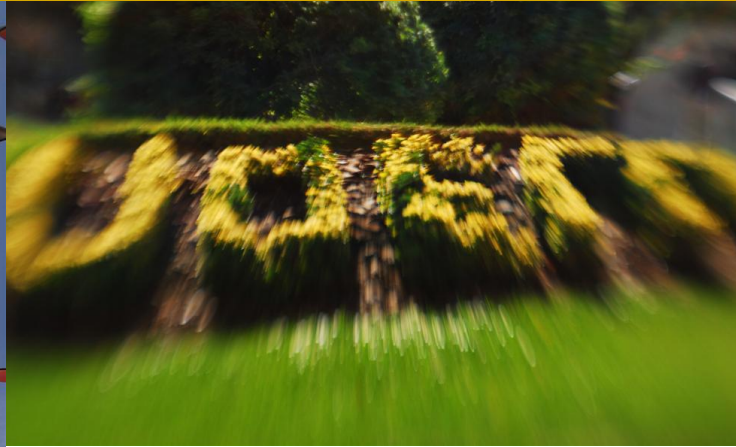


UDEM Business School

Innovation: An Imperative
Element for the Business Schools
in a Complex Global Context

Dr. Carlos Basurto

Eduniversal
October 2011
Shanghai, China



UNIVERSIDAD DE MONTERREY

A UNIQUE MODEL
OF LIBERAL ARTS



Origin and Philosophy



- UDEM: A model of liberal arts education, founded in 1969.
- One of only four US-accredited universities in Latin America



Globalization



Opportunities:



New Ideas, New Technologies, New Partners

Globalization



Challenges:

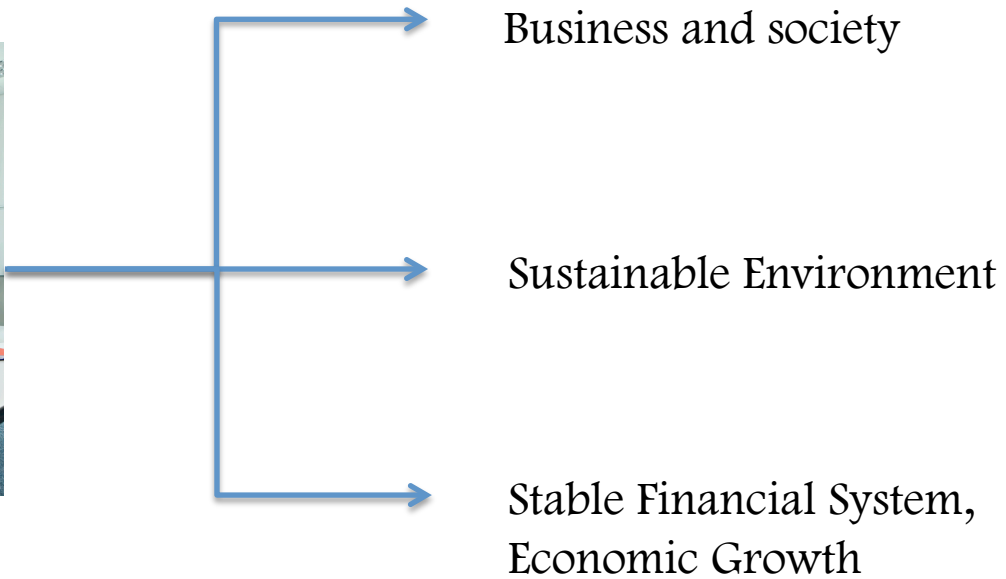


Global Problems: Poverty, Depleting Environment, Financial Crisis.

Business Schools



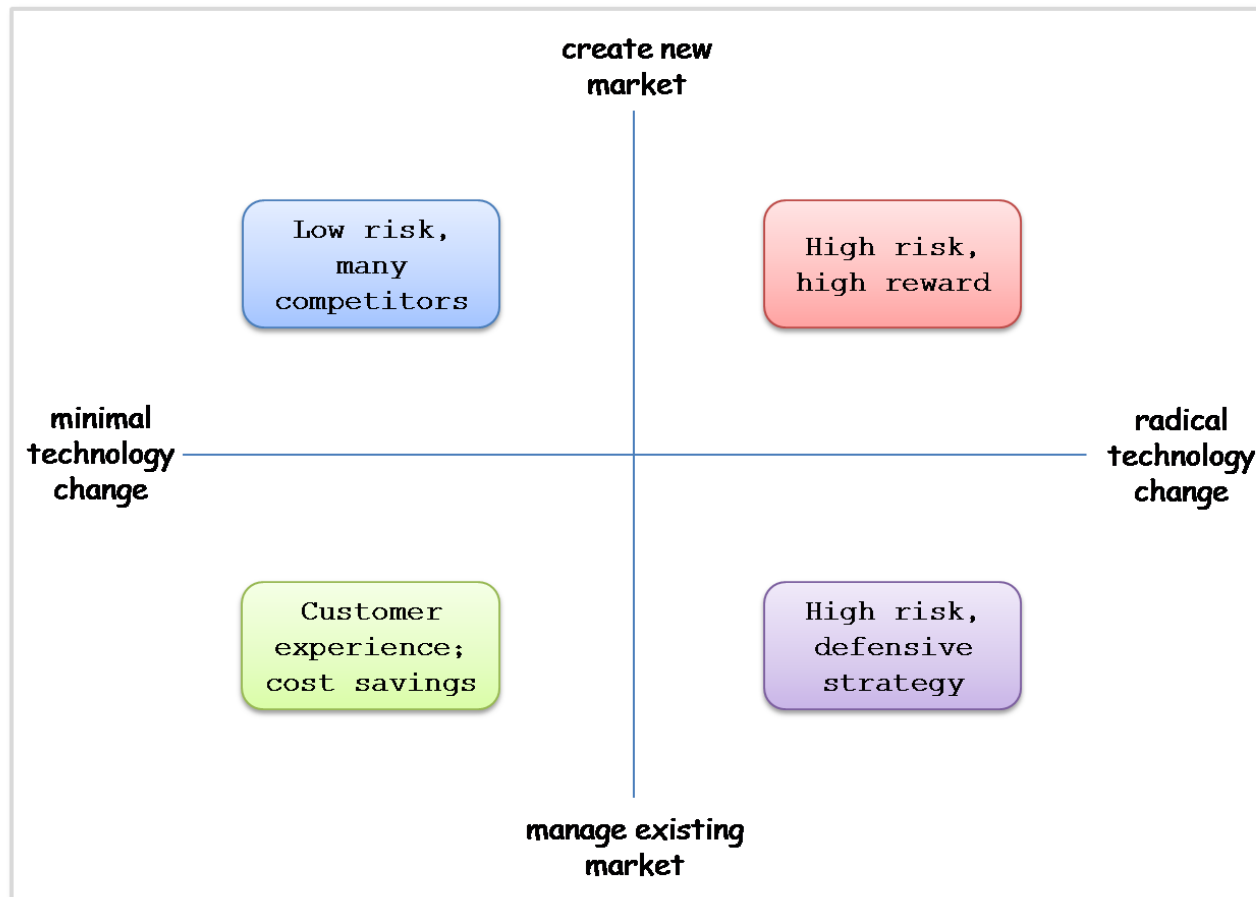
Basic Role: To Educate Future Leaders



Disruptive Innovation: Essential Path for Business Schools of Today and Tomorrow

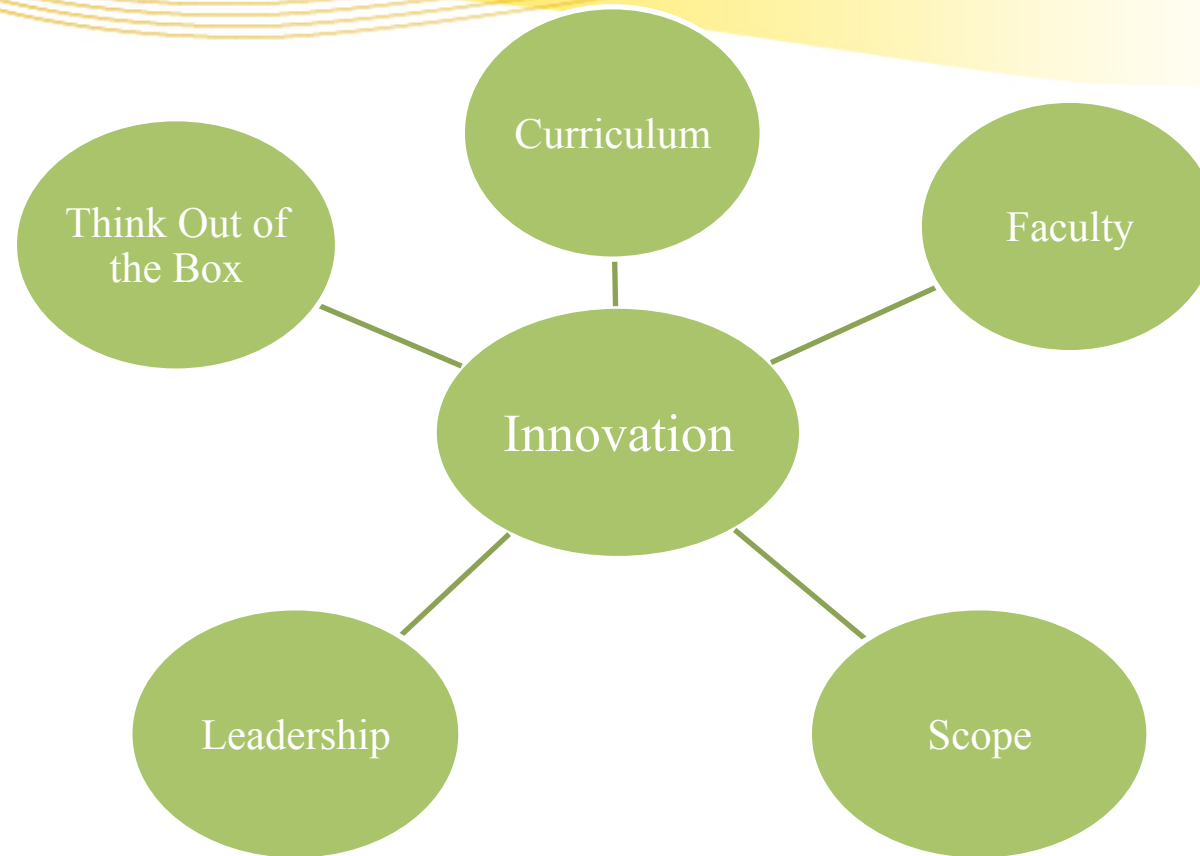


Incremental vs Disruptive Innovations: Picking Your Spot

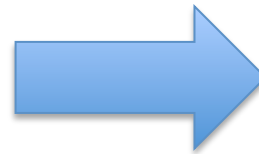


Adapted: Von Hippel, Christensen

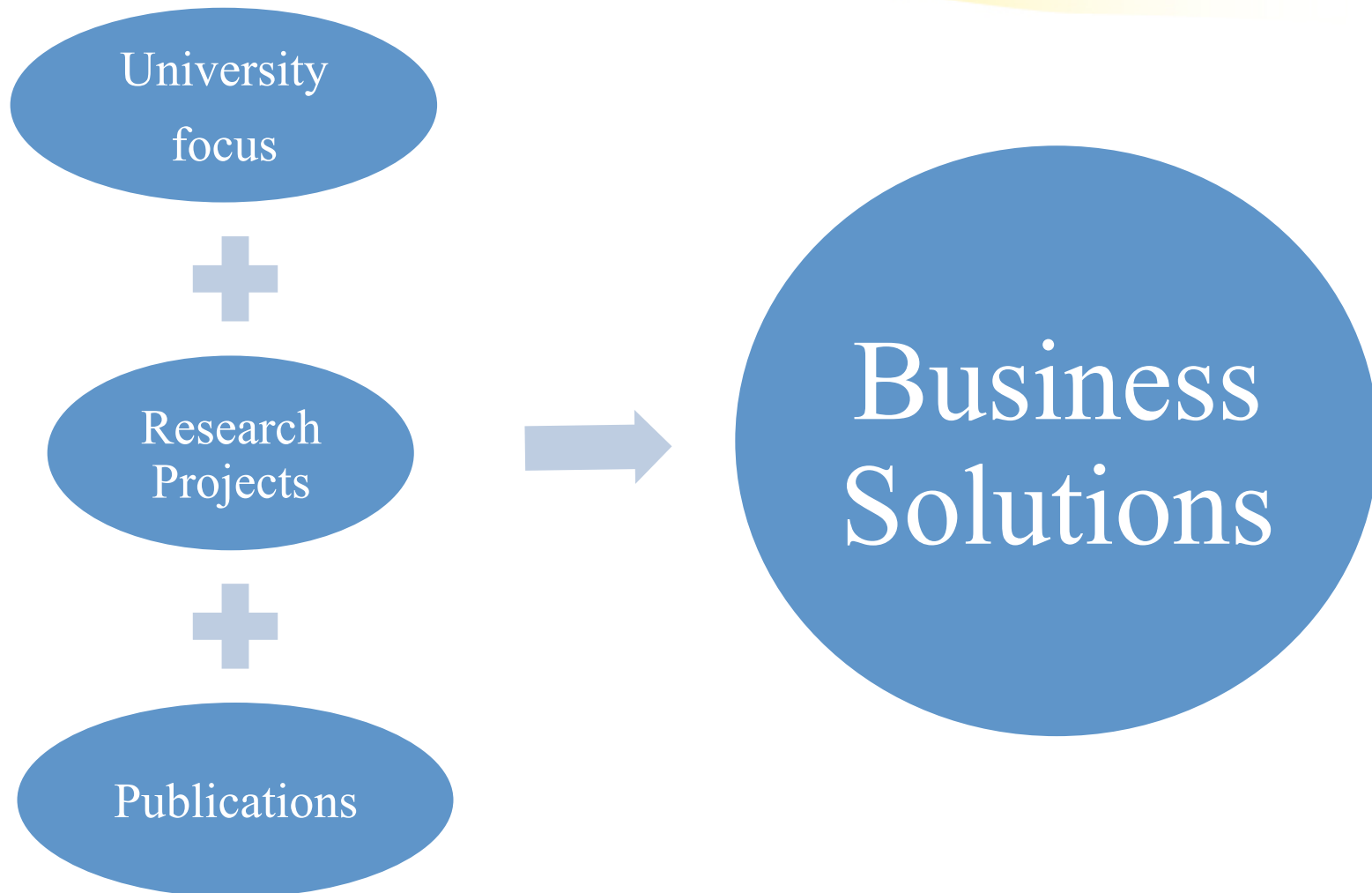
Multifaceted Innovation



Thinking Out of the Box



Innovation and Faculty



Scope: Strategic Partnerships



Transformative Leadership



Social Responsible Entrepreneurship Leaders



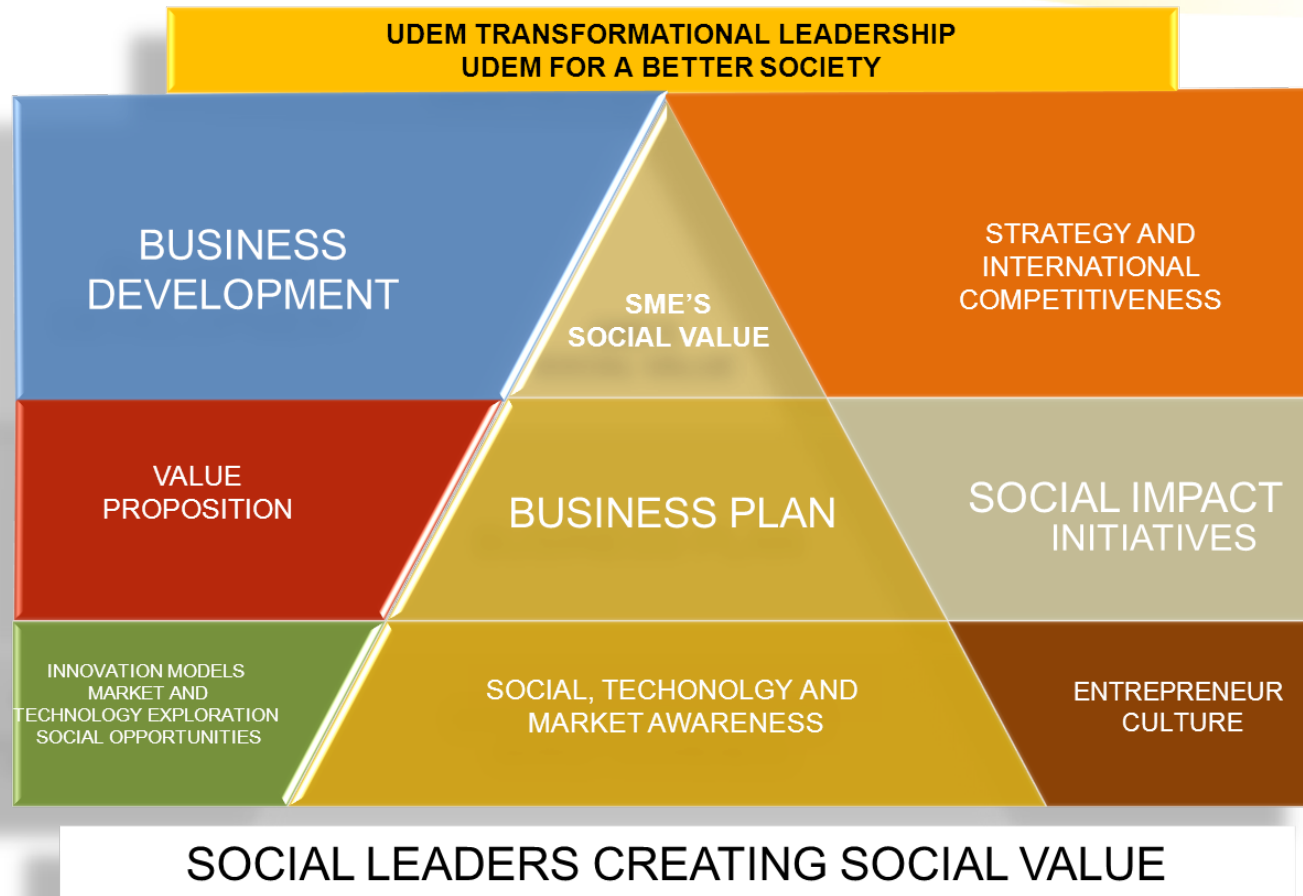
Technical
Business
Education

Ethical and
Social
Responsibility
Education

Ability to Provide
Solutions within
a Sustainable
Frame to
Complicated
Situations

Transformation
and Improvement
of Status Quo and
Creation of a
New Idea

UDEM Business School Social Entrepreneurship Model



** 2.5 YEARS PROGRAM



“Our future growth relies on competitiveness and innovation, skills and productivity... and these in turn rely on the education of our people.” J. Gillard.

Thank You.