

POST-CONVENTION REPORT

**CONNECT, SHARE EXPERTISE, AND DISCUSS GLOBAL
TRENDS WITH THE BEST 1000 BUSINESS SCHOOLS
WORLDWIDE**

ISTANBUL, TURKEY

7th Eduniversal World Convention

ANNUAL CONFERENCE FOR DEANS AND DIRECTORS FROM THE
BEST BUSINESS SCHOOLS IN THE WORLD

OCTOBER
21 – 25, 2014



eduniversal



I. ACKNOWLEDGMENTS

As with most events, organizing the 7th edition of the Eduniversal World Convention was a collaborative effort and the result of several months of hard work and planning. Therefore, the Eduniversal team would like to take a moment to thank all the participants, speakers and partners for their contribution to the success of this valuable conference.

We would like to address a special thank you to The University of Istanbul School of Business, our host institution for welcoming us on their campus and for the involvement and contribution of their faculty in organizing this event.



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Vice Dean
DR. ABDULLAH OKUMUS

Director
DR. YAKUP SELVI

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KARAMEHMETOGLU**

Faculty and Committee Member
DR. NAZLI KEPCE

Faculty and Committee Member
DR. ESMA NUR CINICIOGLU



The team would also like to acknowledge the support of our Communication Partners for their contribution. We are grateful for their support and dedication to the Eduniversal mission.

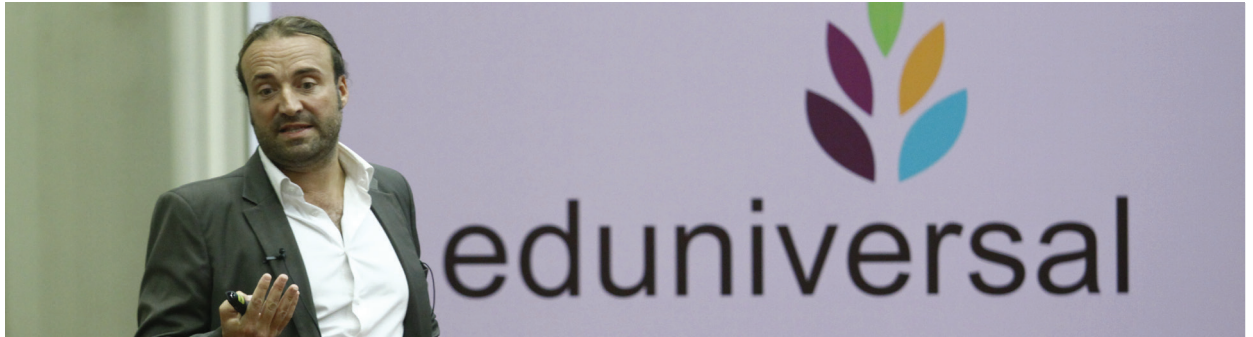


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Briefly about Eduniversal and the Eduniversal World Convention

Headquartered in Paris, Eduniversal is a global ranking and rating agency specialized in higher education. The company has established a strong expertise in evaluating academic institutions and programs in France since 1994, and internationally since 2007.



“ *The Eduniversal World Convention is like the United Nations of the Educational World.*

*Prof. Dr. Aneeta MADHOK,
Eduniversal International Scientific Committee
Member - Central Asia* ”

Eduniversal produces two annual global rankings:

- The Best 1000 Business Schools in 154 countries (www.eduniversal-ranking.com)
- The Best 4000 Masters and MBA programs in 30 fields of study in 154 countries (www.best-masters.com)

These rankings are designed to provide information to prospective graduate students in order to help them with their search for their future studies in the following 9 geographical zones: Africa, Central Asia, Eastern Europe, Eurasia & Middle East, Far East Asia, Latin America, North America, Oceania, and Western Europe.

The Eduniversal ranking is published once a year and announced at Eduniversal's annual World Convention.

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EDUCATING THE WORLD ...

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In an ever-changing and rapidly globalizing world, students, professionals and universities are realizing the importance of a quality business education, that stretches across borders, and teaches future business leaders to think on an international scale, all while remaining socially responsible.

Therefore, the first crucial aspect for higher education institutions, and other stakeholders, is to come together to share their best practices and build the future for business education. The second aspect is to take this practical advice and continue to innovate, while remaining true to the heritage of the institution.

KEY OBJECTIVES

Advance Goals Objectives Institution Discovering Success Models
Best Practices Business Education Understanding
Current Topics Deans Directors Academic Personnel Explore
Business School Interact Leaders Educational Development Academia
Conference Sessions Exhibitions Informal Gatherings
Sustainable Strategic Partnerships Peers
Internationalization Promote International
Network Best Business Schools 154 different Countries
9 Geographical Zones

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WHAT IS THE EDUNIVERSAL WORLD CONVENTION?

This global conference is organized once a year with the aim of gathering important academic faculty and directory members from the best institutions in the world. Therefore, giving all the attendees a unique opportunity to network and connect with schools from different geographical parts of the globe and the opportunity to exchange their views and ideas on Global Higher Education.

It also enables them to discover the local culture and the latest trends of business education in the geographical zone where the Convention is organized. This year's Convention dedicated its focus on the development of higher education in the Eurasia & Middle-East, by organizing the event in the city of Istanbul, Turkey, in partnership with the University of Istanbul School of Business.

The Convention features Plenary Sessions and Conferences, a Gala Dinner & Award Ceremony for the Top 28 Business Schools Worldwide, Campus visits, Industry Tours and a Dynamic B2B Exposition with unlimited amounts of networking opportunities throughout the event.

PAST CONVENTIONS

For the past 7 years this Convention welcomed the most prestigious professionals in the Higher Education industry, giving them the opportunity to interact with their international counterparts and meet potential partners. Each year, the Eduniversal World Convention takes place in a new geographical zone in order to highlight the richness and diversity of higher education around the world.

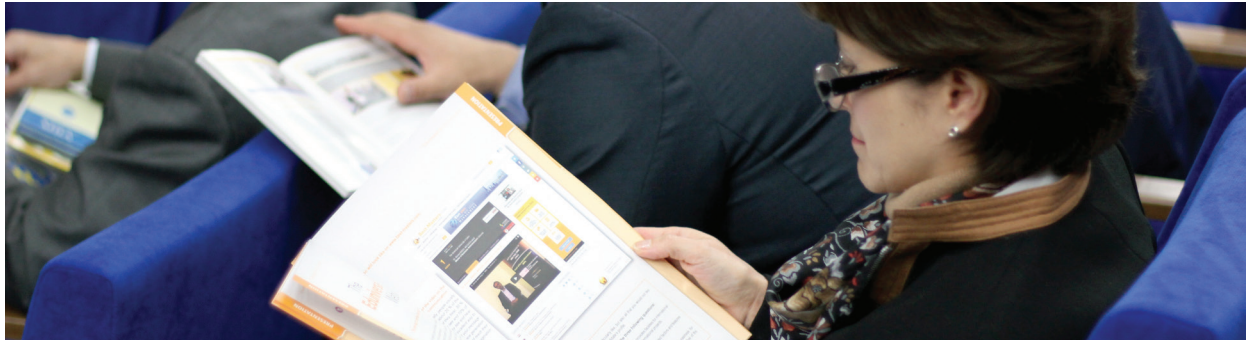


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II. EDUNIVERSAL WORLD CONVENTION 2014

A. INTRODUCTION

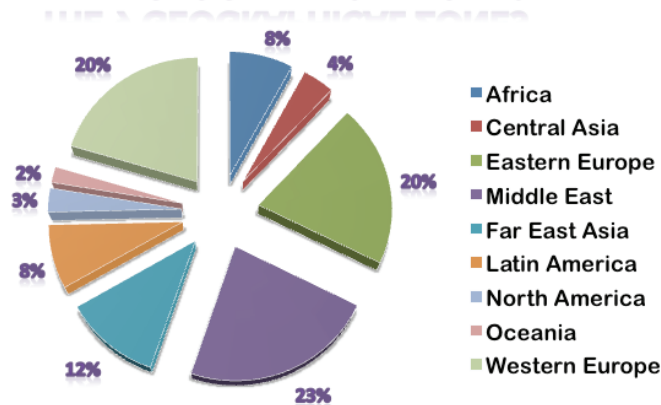
For its 7th edition, the Eduniversal World Convention gathered 250 Deans and Directors from the Best Business Schools in the World such as Harvard Business School, London Business School, Copenhagen Business School, etc.

More than 120 Schools from 60 countries participated in this one-off event to promote the internationalization of Higher Education & student mobility.

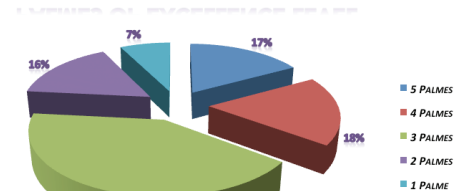
Another goal of the Convention is to announce the Rankings of the Best 1000 Business Schools in 154 countries and to reward the Top 28 Business Schools in 9 geographical zones (Top 3 per geographical zone) according to the Deans' recommendations. The 2014 Deans' vote campaign (<http://www.eduniversal-deans-vote.com>) has recorded a considerable evolution with a participation rate of 62,2%.



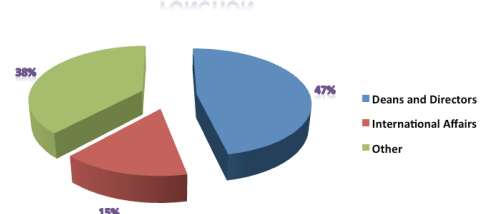
SCHOOL REPRESENTATION FROM THE 9 GEOGRAPHICAL ZONES



SCHOOL REPRESENTATION BY PALMES OF EXCELLENCE LEVEL



PARTICIPANTS REPRESENTATION BY FONCTION



LIST OF ATTENDEES

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SCHOOL	COUNTRY
Ecole Supérieure Algérienne des Affaires - ESAA	Algeria
Buenos Aires University (UBA) - Buenos Aires Business School	Argentina
University of Wollongong - Sydney Business School, Faculty of Business	Australia
Université Catholique de Louvain - UCL Louvain School of Management	Belgium
Universidad Católica Boliviana - Escuela de la Producción y la Competitividad	Bolivia
Pontificia Universidade Católica do Paraná - PUCPR Escola de Negócios	Brazil
International Scientific Committee - Latin America	Brazil
International University College	Bulgaria
Concordia University John Molson School Of Business	Canada
McGill University - Desautels Faculty of Management	Canada
Tongji University - School of Economics and Management	China
Hohai University Business School	China
Beijing Normal University - School of Economics Business Administration	China
Universidad Externado de Colombia -Facultad de Administración de Empresas	Colombia
Zagreb School of Economics and Management	Croatia
The University of Economics Prague (VSE)	Czech Republic
Copenhagen Business School - CBS	Denmark
Universidad del Pacífico Escuela de Negocios	Ecuador
The American University in Cairo - School of Business	Egypt
Integrated Thebes Academy - Higher Institute of Management and Information Technology	Egypt
International Scientific Committee - Africa	Egypt
The University of The South Pacific (USP) Faculty of Business and Economics	Fiji Islands
INSEEC Business School	France
IPAG Business School	France
Toulouse Business School	France
KEDGE Business School	France
Financia Business School	France
Audencia Nantes School of Management	France
Paris ESLSCA Business School	France
ESB Business School - Reutlingen University	Germany
International Scientific Committee - Western Europe	Germany
Athens University of Economics and Business (AUEB)	Greece
Xavier Institute of Management & Entrepreneurship (XIME)	India
Xavier University Bhubaneswar (XUB) - Xavier Institute of Management Bhubaneswar (XIMB)	India
Indian Institute of Management Bangalore (IIM-B)	India
University of Limerick - Kemmy Business School	Ireland
Dublin Institute of Technology College of Business	Ireland
Nagoya University of Commerce & Business (NUCB)	Japan
Keio University - Keio Business School (KBS)	Japan
School of Business- The University of Jordan	Jordan
Almaty Management University	Kazakhstan
University of Nairobi - School of Business	Kenya
BA School of Business and Finance	Latvia

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SCHOOL	COUNTRY
RISEBA - Riga International School of Economics and Business Administration	Latvia
Holy Spirit University of Kaslik - USEK - Faculty of Business and Commercial Sciences	Lebanon
American University of Beirut - Suliman S. Olayan School of Business (OSB)	Lebanon
International Scientific Committee - Eurasia & Middle East	Lebanon
Vytautas Magnus University Faculty Of Economics And Management	Lithuania
International Scientific Committee - Eastern Europe	Lithuania
Universiti Utara Malaysia (UUM) - Othman Yeop Abdullah Graduate School of Business	Malaysia
Universiti Sains Malaysia (USM) - Graduate School of Business	Malaysia
EGADE Business School - Tecnologico de Monterrey	Mexico
Universidad de Monterrey - UDEM Business School	Mexico
Universidad Autonoma de San Luis Potosí - Facultad de Contaduría y Administración	Mexico
EGADE Business School - Tecnologico de Monterrey	Mexico
Mongolian University of Science and Technology (MUST) - School of Business Administration and Humanities	Mongolia
University of Montenegro Faculty of Economics	Montenegro
ESCA School of Management	Morocco
HEM Business School	Morocco
Groupe ISCAE	Morocco
Rotterdam School Of Management, Erasmus University	Netherlands
Maastricht School of Management (MSM)	Netherlands
Institute of Business Management (IoBM)	Pakistan
Alquds University - Faculty Of Business & Economics	Palestinian Authority
Gdansk University of Technology Faculty of Management and Economics	Poland
University of Warsaw - School of Management	Poland
SGH - Warsaw School of Economics	Poland
Poznan University of Economics	Poland
Universidade Nova de Lisboa - Nova School of Business and Economics	Portugal
ISCTE Business School- University Institute of Lisbon	Portugal
Institute of Management, Business and Law	Russia
Plekhanov International Business School	Russia
Lomonosov Moscow State University Business School (Lomonosov MSU BS)	Russia
Graduate School of Corporate Management - Russian Presidential Academy of National Economy and Public Administration	Russia
Faculty of Management, National Research University Higher School of Economics	Russia
Business School of Ural Federal University named after the first President of Russia B.N.Yeltsin	Russia
St. Petersburg State University - Graduate School of Management	Russia
IBS Moscow, Institute of Business Studies, the Russian Presidential Academy of National Economy and Public Administration	Russia
Moscow International Higher Business School MIRBIS	Russia
Business School of Ural Federal University named after the first President of Russia B.N.Yeltsin	Russia
University of Business & Technology / CBA - College of Business Administration	Saudi Arabia
Groupe ISM	Senegal
UNISA - University of South Africa - Graduate School of Business Leadership (SBL)	South Africa
University of Cape Town Graduate School of Business	South Africa
Chung-Ang University Business School	South Korea
International Scientific Committee - Far East Asia	South Korea

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SCHOOL	COUNTRY
IEDE Business School - Escuela de Postgrado Universidad Europea	Spain
Universidad de Navarra - Facultad de Ciencias Economicas y Empresariales	Spain
International University in Geneva (IUG)	Switzerland
Université de Lausanne - HEC Lausanne	Switzerland
HIBA - Higher Institute of Business Administration	Syria
Khon Kaen University College of Graduate Study In Management (CGSM)	Thailand
Prince of Songkla University - Faculty of Management Sciences	Thailand
Koç University - Graduate School of Business	Turkey
YEDAB (International Education Counsellors Association of Turkey)	Turkey
Plus Education & Career	Turkey
Sabancı Üniversitesi Sabancı School of Management	Turkey
Global Campus TV	Turkey
South African Embassy in Turkey	Turkey
Israeli General Consulate in Istanbul	Turkey
Indian General Consulate in Istanbul	Turkey
Mexican Embassy in Turkey	Turkey
Argentine General Consulate in Istanbul	Turkey
Brazilian General Consulate in Istanbul	Turkey
IEFT - International Education Fairs of Turkey	Turkey
Slovenian General Consulate in Istanbul	Turkey
Girne American University (GAU) - Faculty of Business & Economics	Turkey
Istanbul University School of Business	Turkey
Mazar International Auditing	Turkey
Canadian General Consulate	Turkey
Australian Embassy in Turkey	Turkey
Harvard Business School	U.S.A.
International Institute of Business	Ukraine
International Management Institute - MIM Kyiv	Ukraine
Nottingham Trent University Nottingham Business School	United Kingdom
Sheffield Hallam University - Sheffield Business School	United Kingdom
Nottingham Trent University Nottingham Business School	United Kingdom
London Business School	United Kingdom
CarringtonCrisp	United Kingdom

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B. PLENARY SESSIONS

Each year, the Eduniversal World Convention is punctuated by the valued presence of experienced and specialized professionals in the field of education. Therefore, giving place to various plenary sessions, workshops and debates covering the current concerns and challenges faced by higher education.



OPENING PLENARY

On October 22nd, the 7th Eduniversal World Convention was officially opened at the University of Istanbul School of Business.

The opening ceremony began with a welcome speech of Dr. Erdal Tekarslan, Dean, Istanbul University, School of Business, Turkey and Prof. Safak Sahir Karamemetoglu, Deputy Rector, Istanbul University, Professor of Physical Therapy and Rehabilitation.



Mr. Martial Guiette, CEO & Founder, Eduniversal Group, France, finished the introductions by welcoming all the participants and by announcing the official opening of the conference.



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PLENARY SESSIONS

Trends in global education and applications. New modes of collaboration



The opening plenary was orchestrated by two members of the Eduniversal International Scientific Committee for Eurasia and Middle East and Africa.

The first speaker was Prof. Nehme Azoury, Dean of the Holy Spirit University of Kaslik, Faculty of Business and Commercial Sciences from Lebanon. This presentation was followed by the interventions of Prof. Sherif Kamel, former Dean of the American University in Cairo School of Business, Egypt, who underlined the fact that the world is changing fast with the various emerging cutting-edge information and communication technologies, and he emphasized on the invaluable role they are playing in shaping modern education. Finally, he explained in more detail the growing world of MOOC's (Massive Open Online Courses), their use and influence in the higher education teaching system and concluded by stating how they can change and impact business schools in the upcoming years.



What are the economic and social effects that your business school has on your region?



This topic was first addressed by Prof. Anne-Marie Croteau, Associate Dean of External Relations and Business Development for the John Molson School of Business, Concordia University, Canada, who showed through her presentation the economic and social effects that JMSB has on its region. She explained how their students, throughout their courses, are deeply involved in the real economic market, with the use of real funds for example (1million Canadian dollars used and traded by their finance majors), or how the school organizes one of the major business contests in the region. To finish, she presented the involvement and effect of their faculty members and students on the social life of the city, which are engaged in numerous programs such as raising funds for the community, the creation of the "5 days for the homeless program" which was initiated 7 years ago by JMSB students and which has now spread on a national level and now counts the participation of people from all types of professions throughout the country.



The presentation of Pr.Croteau was followed by the intervention of Prof. Mr. Yuriy Zelenin, CEO of the International Institute of Business, Ukraine, he did a summary of IIB's roles and impact in the economic and social development of Ukraine from the 90's to the present. From the many

improvements that resulted from the schools activity, he stated economic recovery, peace and social stability.

This session was concluded by Prof. Aykut Berber, Professor of Management at the Business School, Istanbul University, Turkey, who focused his intervention on the need of business schools to interact with external organizations, to embrace “arts & culture” as a potential means of enhancing creativity and to finish he pointed out the importance of understanding the various requirements of a diverse workforce.

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The growth of MOOCs and distance learning opportunities. What does it mean for business education models?

With the fast evolution of this new way to receive teaching through online courses, business schools and education institutions in general are now noting a crucial change in their line of work.

This topic was first addressed by Prof. Sung Joo Park, Professor at Kaist Business School, South Korea, and Eduniversal International Scientific Committee member for Far East Asia. Throughout his presentation he wanted to show how the human factor is and will always be very important in education. As MOOC's are deeply impacting the teaching system today, he emphasized on the necessity to monitor and control this system by reminding its limitations in terms of learning and developing effective knowledge. He also debated on how MOOCs will affect MBA education, by stating their application methods (viewing videos, compliments to an off-line course and the attribution of credits and degrees for these courses) and how their role will undoubtedly be a blending in education models (online and offline), forever changing the way we receive and deliver teaching.

Prof. Jean Charroin, Director and Vice Dean of Audencia School of Management, France, presented the current use and development of MOOC's in both his school and in higher education in general. He also addressed the question of how MOOC's will evolve in the society; finally he debated on the matter of the transformation of the education offer, asking if education will end up becoming a basic consumer good, therefore affecting the global education value chain.

Prof. Sergey Myasoedov, President of RABE and Vice-Rector of The Russian Presidential Academy of National Economy and Public Administration, Russia, concluded this challenging topic by addressing a counter view of the use of MOOC's in education. Therefore, he constructed his presentation around the important ascertainment that education models differ in the various parts of the globe. He explained how this new model represented by MOOC's, does not have the same popularity and use in his region (Russia) and how it will most certainly not evolve much in the upcoming years.



Innovative ways to bring the MBA program into developing markets.

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This topic was first addressed by Mr. Oliver W. Olson, Head of Enrollment Management at the Maastricht School of Management, Netherlands, he explained the general strategy of MSM which consists in targeting developing markets and by offering and delivering their MBA programs in countries which suffer from a lack in management capabilities and which are economically-politically fragile and often conflict ridden. This strategy is made possible by offering inhabitants from those regions access to quality higher education, and accredited degrees to students that may not have access to mobility opportunities, thus by organizing local taught courses directed by MSM faculty in various parts of the world.



Building sustainability into your MBA program. Models of success.



Dr. Victor Araman, MBA Director at the American University of Beirut-Suliman S.

Olayan School of Business, Lebanon, addressed this topic by stating the different factors influencing the MBA teaching system. He produced an analysis on the functioning of MBA's, by mentioning the factors which effect positively and negatively these programs. He concluded by emphasizing on the need to rethink the way we offer MBA teaching in order to insure sustainability and to face the continuous changes in the requirements of the economy and society in terms of skill, knowledge and professional practices. For him, the particularity of OSB is their capacity to adapt to their environment, it is also

their constant search for progress and improvement, characterized by the frequent reevaluation and reconfiguration operations conducted on their programs in order to respond to the different requirements and needs not only of the professional community, but also to the local society in general.

To conclude this topic Dr. Raquel Castaño, Director of EGADE Business School campus Monterrey, EGADE Business School - Tecnológico de Monterrey, Mexico, expressed their belief that in order to create sustainability in MBA teaching you have to diversify the trainings, develop different competencies and specializations that can impact the needs of the everyday life of the community and the world, therefore encouraging responsible leadership and creating value by conducting real projects in the community. For her, EGADE weaves Sustainability into their MBA programs by making a clear definition of keys competencies and by embracing them in their teaching. She also stated their non-reliance only on the common capstone courses but also on transversal learning in practice, which is put into application by holding continuous assessments. Finally, she concluded by presenting one of their major successes, which is developing "Sententus" their Center for Sustainable Development.





What determines the international brand identity of the school?

Mr. Martial Guiette, CEO & Founder, Eduniversal Group, France, particularly wanted to address this topic in order to share his experience on building a brand identity, and also to share his expertise on a topic that relies very much on marketing and consulting in the field of education business, which of course represents a core expertise of Eduniversal. Therefore, he focused his speech on the change the business education field has experienced over the years, and how the brand image affected most of the universities and schools around the world.



Mr. Guiette exposed his vision and aim when first creating SMBG in France in 1994, then Eduniversal on an international level in 2007, and his goal was to break the influence and domination of the top schools and universities in Education Training. He wanted to give more power to students by giving them access to better information and free orientation, in order to help them with the crucial choice of their study path, thus by introducing a new angle which consisted in prioritizing the importance of the choice of programs offered by the schools. Consequently, changing the vision of all the stakeholders and focusing more on the fact that the quality of a degree does not entirely rely on the name or fame of the institution that offers it, but more on the content of the education training received. By braking this order, Eduniversal contributed in the widening of the offer of higher education, it give access to better and larger information about the different programs and specializations present on the market, and finally it offers recognition to hard working institutions that constantly improve themselves and who undeniably educate the leaders of tomorrow.



This captivating speech of the CEO of Eduniversal was followed by the presentation of Dr. Karim Seghir, Dean of the American University in Cairo School of Business from Egypt. In his intervention, he studied and exposed the different factors that create and build a brand image for schools, in an increasingly and remarkably competitive international market. Also, he underlined the need to define the criteria that sets a school apart from the competition. He concluded by stating that "A powerful story defines who we are, what we stand for and how we are unique in a competitive marketplace"



Prof. Thami Ghorfi, President of ESCA School of Management from Morocco, noted in his presentation the importance of developing an international brand and embracing the trend of internationalization, which is prominent in the business world today. For him, Internationalization is not only about what a school can gain on an international scale, but mainly about what a school can bring to its foreign students and the international community in terms of experience, skills and qualifications. He concluded by stating that Business Schools need to start seeing Internationalization as a culture that can become part of their general policy and the necessity to drive every aspect of a school's activities in that direction.



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Prof. Michel De Wolf, Dean of the Université Catholique de Louvain – UCL Louvain School of Management from Belgium, focused his study on the African continent and how his university has found the need to exploit this market, regarding the history that ties Africa to the European continent in general and Belgium in particular. He reminded that it is important for their school to provide quality education to the African populations and he pointed out the undeniable fact that the African continent is in constant evolution and that it is crucial for them to be associated to this progress.

The pipeline for graduate jobs: Strategy for intake to job success.



Prof. Konstantine Gatsios, Rector of Athens University of Economics and Business from Greece, underlined the fact that Building pipelines with strong professionals is a measurement of their success. He said that AUEB is in a continuous dialogue with the stakeholders of the economic activity concerning not only their expectations from education institutions in terms of training of the future employees and managers of tomorrow, but also on the characteristics and skills required from these students. For him, it is a dialogue that helps the school to build their programs and also to target and recruit the best talents for their training courses.



Prof. Izel Levi Coskun, CEO of Mazar International Auditing from Turkey, with a focus on the Turkish market he had a different approach of the subject by building his analysis on the step that leads to the professional life and more particularly on the recruitment processes. Therefore, he exposed the different gaps and mistakes encountered by recruiters when facing students for either job interviews or internships. His study was presented by relying on the different observations encountered by his company during recruitment sessions; he revealed that the top problems faced by HRs during these sessions are: profile mismatch, technical incompetency and non-conformity with the professional expectations of the position. Dr. Coskun finished by advancing some suggestions that business schools can use in order to help their students overcome those problems and be more prepared for the post-graduation phase and the beginning of their professional life.



Prof. Ricardo Reis, Associate Dean for International Relations of the Universidade Católica Portuguesa – CATÓLICA-LISBON School of Business and Economics from Portugal, mainly focused his presentation on the key factors and indicators that differentiated his school from the competitors on an international level. Thus by presenting how the school has created a very effective environment for their students, which for him represented the key to best deliver competent students into the job market.



Ms. Catalina Huszar, Senior Brand Manager South Eastern Europe for Dettol, Cillit Bang & Harpic in Romania, she delivered a professional point of view on the subject by focusing her presentation on the key factors that help building a good brand. Her golden rules for a strong personal branding are to be authentic, to think before acting, to foster quality over quantity, to focus on the target audience and to embrace relationships and human contact. Her conclusion is that branding is about giving without forgetting to measure.



WORKSHOPS

In addition to the plenary sessions, three workshops were organized in order to discuss three other topics related to business education. Thus, by having three professionals intervene in small groups in order to discuss and debate the technical aspects of this business.

See the future: what do students want to study and why?

Mr. Andrew Crisp, Founder of CarringtonCrisp from the UK, he presented a captivating presentation on the current trends linked to the choice of destination of students for the pursuit of their higher education. For Mr. Crisp the most popular factors student look for when choosing a country are uncommon and not really related to the quality of programs, and in these criteria we can find the following: the reputation of the universities/business schools, the economic power of the country, the attraction by the culture and sports fame of the country, and finally they search a destination where they can set base after completing their studies.



What makes a good website? How mobile devices change higher education today for tomorrow?

Mr. Antoine Bayle, CEO and Mr. Jean-Michel Leroy, Project Director, of Education Web Consulting from France, both addressed a very interesting presentation and study about how to organize and publish a good website for education institutions. They presented the 5 major points that make a website efficient and which could help schools communicate better and gain in visibility. Those five key points are the following: generating and calculating user satisfaction, optimizing the search engine organization, creating a dynamic website, insuring maintenance and providing a good hosting platform for the equipment.



Implementing & measuring admissions success within different regions and programs.

Dr. Fergal O'Brien, Director of Postgraduate Studies, University of Limerick – Kemmy Business School from Ireland, he addressed the different aspects of admissions success, by stating measurable and immeasurable factors that influence this process. He concluded his intervention with a case study of Kemmy Business School and their strategy in targeting the United States market.





III. MAIN EVENTS

A. EDUNIVERSAL GALA AWARDS CEREMONY



The 7th Eduniversal World Convention's Gala Dinner and Awards Ceremony were held on October 22nd at the Hilton Istanbul Bomonti Hotel & Conference Center. And it is the occasion to reveal and release the Rankings of the Best 1000 Business Schools in 154 countries and to reward the Top 28 Business Schools in 9 geographical zones according to the Deans' recommendations and the Eduniversal Evaluation System.

The gala ceremony was organized with a refined gastronomic dinner accompanied by an entertainment show.

As in each edition a special reward is given to the n°1 school in the world. This year the school who was rewarded with the Master Title of the Best School in the World is The Copenhagen Business School-CBS (Denmark).



A special price was also presented to the two Best Business Schools in the World in 2012 and 2013, respectively to Harvard Business School (USA) and London Business School (UK).



THE EDUNIVERSAL EVALUATION SYSTEM

“ The Eduniversal Evaluation System (EES) is based on a 3 step process that helps establish the Eduniversal Business School Ratings and Rankings. This system is supervised by an International Scientific Committee composed of 9 independent expert members in each of the 9 geographical zones. The Dean's Vote is one of the major elements of the EES, where the Deans and Directors of the best 1000 business schools in the world give their recommendations for each school from the 154 countries. The number of recommendations gathered will determine the ranking of the schools within each country and Palme league ”

For more info visit: (<http://eduniversal-ranking.com/methodology/>)



Harvard Business School (USA), London Business School (UK), Copenhagen Business School (Denmark)

TOP 28 BUSINESS SCHOOLS IN 9 GEOGRAPHICAL ZONES

Each year, during the Gala Dinner, the Top 3 Business Schools selected from each of 9 geographical zones receive Awards from the Eduniversal Scientific Committee members.

The Awards Ceremony highlights the Top 28 Business Schools. These schools received the highest recommendation rates from Deans and Directors around the world who participated in the Eduniversal Deans Vote in 2014. As a reference of academic excellence and successful internationalization, the winners will be honored and invited to share their latest innovations and achievements. During the ceremony, the rankings are announced by zone and by position. Then each school representative is invited on stage to deliver a small speech and to be presented with the reward for his institution.

The list of the top 28 business schools in the world in 2014 are the following:



EURASIA & MIDDLE EAST :

- **No°1 - Koç University - Graduate School of Business, Turkey**
Representative: Ms. Nida BEKTAS, Executive Director
- **No°2 - Tel Aviv University's Faculty of Management - The Leon Recanati Graduate School of Business Administration, Israel**
Representative: General Consul Mr. Shai COHEN
- **No°3 - Istanbul University School of Business, Turkey**
Representative: Dr. Erdal TEKARSLAN, Dean



FAR EAST ASIA :

- **No°1 - National University of Singapore - NUS Business School, Singapore**
- **No°2 - Hong Kong University of Science and Technology - HKUST Business School, China**
- **No°3 - CEIBS - China Europe International Business school, China**

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CENTRAL ASIA :

No°1 - Indian Institute of Management Bangalore, India

Representative: Prof. Devanath TIRUPATI, Academic Dean

No°2 - Indian Institute of Management Ahmedabad, India

Representative: General Consul Mr. Manish GUPTA

No°3 - Indian Institute of Management Calcutta, India

Representative: General Consul Mr. Manish GUPTA



AFRICA :

No°1 – University of Cape Town - UCT Graduate School of Business, South Africa

Representative: Mrs. Saskia HICKEY, Market Intelligence and Strategy Manager

No°2 - University of Stellenbosch Business School, South Africa

Representative: H.E. Mr. Vika Mazwi Khumalo, Ambassador of South Africa in Turkey

No°3 - The American University in Cairo School of Business

Representative: Dr. Karim SEGHIR, Dean School of Business



LATIN AMERICA :

No°1 - EGADE Business School - Tecnológico de Monterrey, Mexico

Representatives: - Dr. Raquel CASTAÑO, Director EGADE Business School Monterrey - Ambassador H.E. Mrs. Martha Barcena Coqui

No°2 - FGV - EAESP São Paulo Business Administration School, Brazil

Representative: Vice consul Mr. José Roberto Hall Brum de Barros

No°3 - IAE Business School - Universidad Austral, Argentina

Representative: Prof. Gabriel Noussan, Dean



NORTH AMERICA:

No°1 - Harvard Business School, USA

Representative: Mrs. Seyma Yavuz, The Harvard Business School Club president

No°2 - Yale School of Management, US

No°2 - McGill University Desautels Faculty of Management, Canada

Representative: Mr. Tolga TUZUN, Desautels McGill alumnus

No°3 - Stanford University Graduate School of Business, USA

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EASTERN EUROPE :

No°1 - St. Petersburg University Graduate School of Management, Russia

Representative: - Ms Anastasia TEPLINSKAYA, Head of International Academic Cooperation Department

Ms. Khristina RIPAК, Assistant to Director General, International Accreditations

No° 2 - The University of Economics Prague (VSE), Czech Republic

Representative: Mr. Petr MUSILEK, Vice Rector for Science and Research

No° 3 - University of Ljubljana Faculty of Economics, Slovenia

Representative: Mr. Andrej Fercej, Consul for Economic Affairs of the Republic of Slovenia



OCEANIA :

No°1 - The University of Melbourne - Melbourne Business School, Australia

No°2 - Monash University Faculty of Business and Economics, Australia

No°3 - The University of Sydney Business School, Australia

Representative: Mr. James Larsen, Ambassador of Australia



WESTERN EUROPE: :

No°1 - Copenhagen Business School – CBS, Denmark

Representative: Prof Sven BISLEV, Vice Dean

No° 2 - London Business School, UK

Representative: Mr. Peter JOHNSON, Senior Recruitment and Admissions Manager

No° 3 – INSEAD, France



FOR THE COMPLETE RANKING OF THE 1000 BEST BUSINESS SCHOOLS, VISIT:

WWW.EDUNIVERSAL-RANKING.COM





B. Palmes of Excellence Awards Ceremony

The 2014 Palmes of Excellence Ceremony took place on October 23rd, at the Istanbul University School of Business. Each year, Eduniversal rewards all the Top 1000 Business Schools present at the Convention for their academic achievement, by presenting them an Official Eduniversal Palme of Excellence Award indicating their Palme League.



During the Palmes of Excellence Ceremony, each school receives an official trophy awarded with the number of Palmes reached for this year (Eduniversal Official Selection).

Business Schools who have moved into a new League will be honored with a special distinction and will be invited to share their achievements.

A Palme level is awarded to each school based on a set of internationalization criteria developed by the International Scientific Committee. These schools are then ranked within each Palme level according to the assessment made by peers: The Deans' vote.



FOR MORE INFORMATION, PLEASE VISIT THIS LINK:
[HTTP://WWW.EDUNIVERSAL-RANKING.COM/METHODOLOGY/PALMS](http://www.eduniversal-ranking.com/methodology/palms)

C. "Spotlight on Best Masters and MBA Programs in 154 Countries" - Networking Dinner

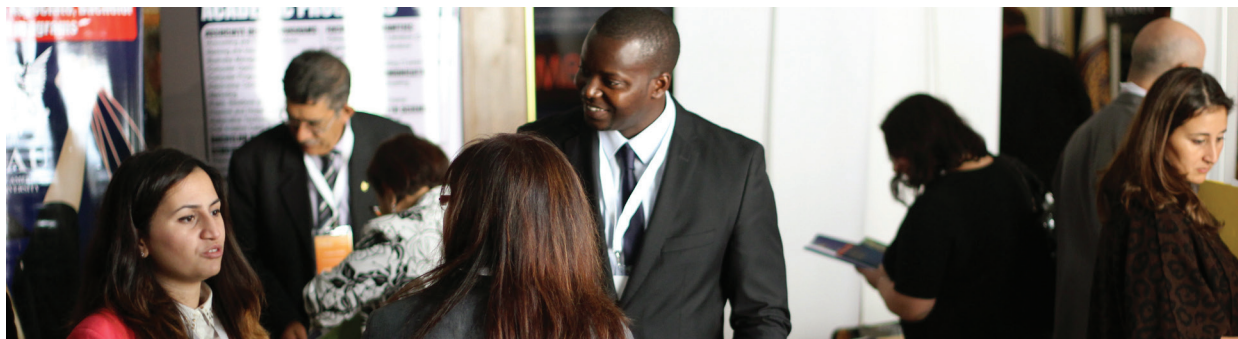
On the eve of October 23rd, the Networking Dinner was held at Restaurant 1001 Direk Cistern.

The Networking Dinner is the occasion to highlight the latest developments in postgraduate programs around the world and also to present them with the guide of the 2013-2014 rankings of the 4,000 best Masters in 30 fields of study worldwide.

The participants were able to exchange and network while enjoying a special dance show called "Dervish" and a very delicious and varied Turkish meal.

This event also featured a brief presentation made by Mr. Andrew Crisp, founder of CarringtonCrisp, UK on the topic of "B-school 2020: where will student demand take business education?"





D. EDUNIVERSAL EXHIBITION

The 7th Eduniversal World Convention includes the opportunity for Business schools and Masters Programs to present in the exhibition hall during entire Convention.

The Exhibition hall is accessible to all registered participants, with more than 50 exhibitors present which had a table to display their marketing materials.

During the Exhibition, Convention attendees can meet and speak with representatives from schools at each exhibition table. Through discussions and with help of the school's presentation materials, participants are able to discover innovative ways of developing programs in different countries.



EXHIBITORS' LIST

SCHOOL	COUNTRY
Ecole Supérieure Algérienne des Affaires - ESAA	Algeria
Buenos Aires University (UBA) - Buenos Aires Business School	Argentina
Concordia University John Molson School Of Business	Canada
Beijing Normal University - School Of Economics Business Administration	China
Zagreb School of Economics and Management	Croatia
Universidad del Pacífico Escuela de Negocios	Ecuador
The American University in Cairo - School of Business	Egypt
The University of The South Pacific (USP) Faculty of Business and Economics	Fiji Islands
INSEEC Business School	France
IPAG Business School	France
EDUNIVERSAL	France
Athens University of Economics and Business (AUEB)	Greece
Xavier Institute of Management & Entrepreneurship (XIME)	India

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SCHOOL	COUNTRY
Ecole Supérieure Algérienne des Affaires - ESAA	Algeria
Buenos Aires University (UBA) - Buenos Aires Business School	Argentina
Concordia University John Molson School Of Business	Canada
Beijing Normal University - School Of Economics Business Administration	China
Zagreb School of Economics and Management	Croatia
Universidad del Pacífico Escuela de Negocios	Ecuador
The American University in Cairo - School of Business	Egypt
The University of The South Pacific (USP) Faculty of Business and Economics	Fiji Islands
INSEEC Business School	France
IPAG Business School	France
EDUNIVERSAL	France
Athens University of Economics and Business (AUEB)	Greece
Xavier Institute of Management & Entrepreneurship (XIME)	India
Indian Institute of Management Bangalore (IIM-B)	India
University of Nairobi - School of Business	Kenya
BA School of Business and Finance	Latvia
RISEBA - Riga International School of Economics and Business Administration	Latvia
Universiti Utara Malaysia (UUM) - Othman Yeop Abdullah Graduate School of Business	Malaysia
Universiti Sains Malaysia (USM) - Graduate School of Business	Malaysia
School of Business- The University of Jordan	Jordan
EGADE Business School - Tecnológico de Monterrey	Mexico
Universidad Autonoma de San Luis Potos_ - Facultad de Contadur_a y Administraci_n	Mexico
ESCA School of Management	Morocco
Groupe ISCAE	Morocco
HEM Business School	Morocco
Maastricht School of Management (MSM)	Netherlands
Institute of Management, Business and Law	Russia
Plekhanov International Business School	Russia
Lomonosov Moscow State University Business School (Lomonosov MSU BS)	Russia
Faculty of Management, National Research University Higher School of Economics	Russia
IBS Moscow, Institute of Business Studies, the Russian Presidential Academy of National Economy and Public Administration	Russia
Moscow International Higher Business School MIRBIS (Institute)	Russia
UNISA - University of South Africa - Graduate School of Business Leadership (SBL)	South Africa
Chung-Ang University Business School	South Korea
IEDE Business School - Escuela de Postgrado Universidad Europea	Spain
International University in Geneva (IUG)	Switzerland

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SCHOOL	COUNTRY
Khon Kaen University College of Graduate Study In Management (CGSM)	Thailand
Istanbul University School of Business	Turkey
Koç University - Graduate School of Business	Turkey
Girne American University (GAU) - Faculty of Business & Economics	Turkey
Turkish Student International Education Magazine	Turkey
YEDAB (International Education Counsellors Association of Turkey)	Turkey
Plus Education & Career	Turkey
Global Campus TV	Turkey
IEFT	Turkey
Sabancı Üniversitesini - Faculty of Management	Turkey
International Management Institute - MIM Kyiv	Ukraine
Nottingham Trent University Nottingham Business School	United Kingdom
Sheffield Hallam University - Sheffield Business School	United Kingdom

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E. PEER TO PEER MEETINGS

This event is one of the most praised by the schools participating in the Convention. Each year a Special online agenda platform is put in place on the Eduniversal Convention website, allowing the participant schools to set up and book one to one meetings with the school of their choice, along with a variety of informal meetings throughout the Convention. The online platform allows them to set up their meeting agenda according to their needs and preferences.



Once the Convention starts, a special area is devoted to these meetings, giving the participants a unique opportunity to meet with Deans, Directors and Academic Members from the top ranked business schools to discuss business opportunities, develop partnerships, exchange ideas and debate.

Each year, these meetings are a great success and many partnerships are signed or decided on the spot.

70% of attending Business Schools established new partnerships in the 6 months following the Convention last year

KEY OBJECTIVES

- Implement exchanges and dialogue between professors and students
- Increase students' and faculty's mobility
- Find new research partners
- Create innovative new programs
- Open new campuses

“

Participants are looking for collaborations with other schools and this is one of the benefits that come from networking at the Eduniversal Convention... I've seen many collaboration developed here.

*Prof. Dr. Aneeta MADHOK, Eduniversal International
Scientific Committee Member - Central Asia*

”



F. CAMPUS VISITS

On October 24th, campus visits were hosted by two of the most prestigious Universities in Turkey, Koç University and Sabanci University. The Campus visits allow participants to better learn about the development of the best academic institutions in the host country. The tours featured introduction sessions by the universities and walking tours to discover the facilities, faculties and campuses.



KOÇ UNIVERSITY

KOÇ UNIVERSITY, GRADUATE SCHOOLS OF BUSINESS

Koç University was founded in 1993 as a non-profit foundation research university in Istanbul, Turkey.

Koç University has quickly become one of the leading research universities in the country and with a global presence, distinguished by notable contributions to the elevation of education, knowledge and service with high impact both domestically and beyond.

Koç University currently has 4,600 undergraduates, 1,100 postgraduates and more than 490 staff in seven schools and colleges and four graduate schools and institutes. Koç, is among the top three Turkish institutions for international publications per academic, and it attracts the second largest amount of European Union funding to Turkish universities (including three of the six European Research Council grants so far awarded to Turkish institutions). This sharp growth is often attributed to the cultivation of a creative and free environment for students and academics.

The university's faculty consists of Turkey's most established senior researchers and PhD's from elite research institutions worldwide. 95% of all full-time faculty members have doctoral degrees from top-tier universities in the United States and Europe, while the remaining 5% are recruited from top Turkish universities. And Koç University Graduate School of Business is the only school that holds European Quality Improvement System (EQUIS) accreditation in Turkey and the region.

Koç University College of Administrative Sciences and Economics has Business Administration, Economics and International Relations programs whereas Graduate School of Business has MBA, Modular MBA, Executive MBA, MSc in Finance, PhD in Business, CEMS MIM and Koç MIM Programs.



4 PALMES OF EXCELLENCE

Top business school with significant international influence

RANKED NO°1

Master of Science in
International Management
Eurasia & Middle East

RANKED NO°4

Full Time MBA
Eurasia & Middle East



FOR MORE INFORMATION, PLEASE VISIT:
WWW.KU.EDU.TR/EN

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SABANCI UNIVERSITY, SABANCI SCHOOL OF
MANAGEMENT

Established in 1999 as a graduate school of management and later expanded its offerings to include undergraduate education, Sabancı School of Management (Sabancı SOM) has quickly become one of the leading business schools in its region. Always a research-driven school, we are proud to have world-class faculty delivering high quality programs ranging from BA in Management to PhD.

In all our programs we have been innovative, focusing on developing close links with the business community, striking the right-balance between theory and practice of management, and educating socially responsible managers. We have been accredited by the Association to Advance Collegiate Schools of Business (AACSB International) recognizing the strategic importance we give to continuous improvement.

We are striving to make the best of our strategic location between the East and the West, understanding the needs of businesses in our region, and directing our research, teaching and outreach efforts to make the most impact.



3 PALMES OF EXCELLENCE
Excellent business school with reinforcing international influence

RANKED NO°3

Master Economics
Eurasia & Middle East

RANKED NO°5

Full Time MBA
Eurasia & Middle East



FOR MORE INFORMATION, PLEASE VISIT:

WWW.SABANCIUNIV.EDU OR SOM.SABANCIUNIV.EDU

Quick facts on Sabancı University:

Founded: 1996 – First student enrollment in 1999

Number of Faculties: 3 Faculties (Management, Arts and Social Sciences, Engineering and Natural Sciences)

Academic Programs: 12 undergraduate, 5 minor (Chemistry, Mathematics, Physics, Psychology and Entrepreneurship) and 28 graduate programs

Status: Non-profit private university

Number of Students: 3,692 (3,008 undergraduate, 684 graduate students)

Number of Academic Staff: Full-time academic staff: 161, part-time, adjunct, network & practice: 90

Language of instruction: English

G. COMPANY VISIT

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Company visit provides an opportunity for Higher Education leaders to meet with Company representatives. This is the best way to discuss and understand companies' needs and issues. Sabancı Holding opened their door and welcomed all the participants and the Eduniversal team to discover their story of 40 years full of success and philanthropic activities, in their headquarters situated in the heart of Istanbul. The two members of the company who delivered presentations were Barbaros İnceci, Chief Economist of Sabancı Holding and Eren Manta , Financial Planning, Analysis and Investor Relations Director at Sabancı Holding



THE SABANCI GROUP

Sabancı Group companies currently operate in 18 countries and market their products in regions across Europe, the Middle East, Asia, North Africa, North and South America. Having generated significant value and know-how in Turkey, Sabancı Holding has experienced remarkable growth in its core businesses. The Holding's reputation, brand image and strong joint ventures helped further extend its operations into the global market.

Sabancı Holding is the parent company of Sabancı Group, Turkey's leading industrial and financial conglomerate. Sabancı Group companies are market leaders in their respective sectors that include financial services, energy, cement, retail and industrials. Listed on the Borsa Istanbul (BIST), Sabancı Holding has controlling interest in 10 companies that are also listed on the BIST. Sabancı Holding's multinational business partners include such prominent companies as Ageas, Aviva, Bridgestone, Carrefour, Citi, E.ON, Heidelberg Cement and Philip Morris.

In addition to coordination of finance, strategy, business development and human resource functions, Sabancı Holding determines the Group's vision and strategies. In 2013, the consolidated revenue of Sabancı Holding was TL 24.2 billion (US\$ 12.7 billion) with operating profit of TL 4.9 billion (US\$ 2.6 billion). The Sabancı Family is collectively Sabancı Holding's major shareholder with 57.7% of the share capital. Sabancı Holding shares are traded on the Borsa Istanbul with a free float of 40.1% having largest float percentage among holding companies. Depository receipts are quoted on the SEAQ International and Portal.

Their Management Approach:

Responsibility and Transparency

Upholding our core values of modesty, respect and proximity to people, being socially responsible and managing according to the principles of corporate governance

Innovation

Creating long-lasting advantages such as brand, technology, design, network and IP

Participation

Generating a management approach that promotes participation and collective thinking in the decision-making process

Strategic Approach

Managing the present with excellence and shaping our future to ensure long-term advantages

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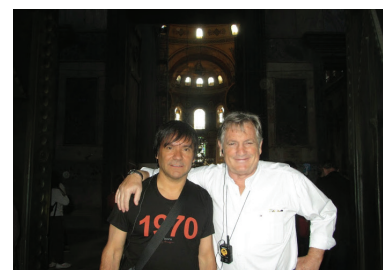


H. CULTURAL ACTIVITIES

Every Eduniversal World Convention reserves a day of rest and informal networking around the best monuments and touristic sites the host city has to offer.

This year the cultural activities were organized in the last day of the Convention, October 25th, and the participants were able to enjoy a guided tour of the beautiful and cross cultural city of Istanbul.

They benefited from a day tour which included the visit of The Sultan Ahmed Mosque (Blue Mosque), the Hagia Sophia church and the Grand Bazaar.



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I. AGENDA

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TUESDAY, 21 OCTOBER 2014		
Time	Location	Session/ Activity
19 :00 – 21 :00	Hilton Istanbul Bomonti Hotel	Welcome cocktail & registration
TUESDAY, 21 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	<p>Opening of the 7th Eduniversal World Convention</p> <p>Welcome by Dr. Erdal Tekarslan, Dean, Istanbul University, School of Business, Turkey</p> <p>Welcome by Prof. Safak Sahir Karamehmetoglu, Deputy Rector, Istanbul University, Professor of Physical Therapy and Rehabilitation</p> <p>Welcome by Mr. Martial Guiette, CEO & Founder, Eduniversal Group, France</p> <p>Trends in global education and applications. New modes of collaboration.</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Prof. Nehme Azoury, Dean, Holy Spirit University of Kaslik - USEK - Faculty of Business and Commercial Sciences, Lebanon, Eduniversal International Scientific Committee member Eurasia and Middle East 2. Prof. Sherif Kamel, Former Dean, the American University in Cairo School of Business, Egypt, Eduniversal Scientific Committee member, AfRICA
10:50 – 11:10		Break
11:10 – 12:00		<p>What are the economic and social effects that your business school has on your region?</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Prof. Anne-Marie Croteau, Associate Dean of External Relations and Business Development, John Molson School of Business, Concordia University, Canada 2. Mr. Yuriy Zelenin, CEO, International Institute of Business, Ukraine 3. Prof. Aykut Berber, Professor of Management, Business School, Istanbul University, TURKEY
12:00 – 13:00		Peer to Peer meetings & Exhibition
13:00 – 14:00		Lunch

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14:00 – 15:00	Auditorium	<p>Plenary session 1</p> <p>The growth of MOOCs and distance learning opportunities. What does it mean for business education models?</p> <p>Chair: Prof. Sung Joo Park, Professor, Kaist Business School, South Korea, Eduniversal International Scientific Committee member for Far East Asia</p> <p>Speakers:</p> <p>Prof. Jean Charroin, Director and Vice Dean, Audencia School of Management, France</p> <p>Prof. Sergey Myasoedov, President of RABE, Vice Rector, The Russian Presidential Academy of National Economy and Public Administration, Russia</p> <p>Prof. Sung Joo Park, Professor, Kaist Business School, South Korea, Eduniversal International Scientific Committee member for Far East Asia</p>
15:00 – 15:20		Coffee break
15:20 – 16:20	Auditorium	<p>Plenary session 2</p> <p>Innovative ways to bring the MBA program into developing markets.</p> <p>Speakers:</p> <ol style="list-style-type: none"> Mr. Oliver W. Olson, MBA, Head of Enrollment Management, Maastricht School of Management, Netherlands Prof. Devanath Tirupati, Dean Academic, Indian Institute of Management Bangalore, India <p>Building sustainability into your MBA program. Models of success.</p> <p>Speakers :</p> <ol style="list-style-type: none"> Dr. Victor Araman, MBA Director, American University of Beirut – Suliman S. Olayan School of Business (OSB), Lebanon Dr. Raquel Castaño, Director EGADE Business School campus Monterrey, EGADE Business School - Tecnológico de Monterrey, Mexico
16:20		Departure by bus to Hilton Istanbul Bomonti Hotel
19:30 – 23:30	Hilton Istanbul Bomonti Hotel	Cocktail, Gala Dinner & Awards Ceremony

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THURSDAY, 23 OCTOBER 2014

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Time	Location	Session/ Activity
07:30	Hilton Istanbul Bomonti Hotel	Departure by bus to Istanbul University, School of Business
09:00 – 09:10		Welcome by Prof.Yunus Soylet, Rector, Istanbul University, Professor of Pediatric Surgery and Consultant Pediatric Urologist
09:10 – 10:30	Auditorium	<p>Plenary session 3</p> <p>What determines the international brand identity of the school?</p> <p>Chair: Dr.Virginijus Kundrotas, Dean of Adizes Graduate School, USA, Scientific Committee member Eastern Europe</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Martial Guiette, Founder & CEO of Eduniversal Group, France 2. Dr. Karim Seghir, Dean, the American University in Cairo School of Business, Egypt 3. Ms. Marti Büyüközden, Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education & Career, Global Campus TV, Turkey 4. Prof. Thami Ghorfi, President, ESCA School of Management, Morocco 5. Prof. Michel De Wolf, Dean, Université Catholique de Louvain – UCL Louvain School of Management, Belgium
10:30 – 11:00		Coffee break
11:00 – 12:00		<p>Plenary session 4</p> <p>The pipeline for graduate jobs: Strategy for intake to job success.</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Prof. Konstantine Gatsios, Rector, Athens University of Economics and Business, Greece 2. Dr. Izel Levi Coskun, CEO Mazars International Auditing, Turkey 3. Prof. Ricardo Reis, Associate Dean for International Relations, Universidade Católica Portuguesa – CATÓLICA-LISBON School of Business and Economics, Portugal 4. Ms.Catalina Huszar, Senior Brand Manager South Eastern Europe, Dettol, Cillit Bang & Harpic, Romania

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12:00 – 13:00	Hall	Peer to Peer meetings & Exhibition	
13:00 – 14:30		Lunch & 2014 Eduniversal Palmes Ceremony	
14:30 – 15:30	Workshop rooms	Parallel Workshops	
		<p>See the future: what do students want to study and why? Speaker: Mr. Andrew Crisp, Founder, CarringtonCrisp, UK</p>	<p>What makes a good website? How mobile devices change higher education today for tomorrow? Speakers: 1. Mr. Antoine Bayle, CEO Education Web Consulting, France 2. Mr. Jean-Michel Leroy, Project Director, Education Web Consulting, France</p>
15:30 – 16:30	Hall Workshop rooms	Peer to Peer meetings & Exhibition with Coffee	<p>Workshop Implementing & measuring admissions success within different regions and programs. Speaker: Dr. Fergal O'Brien, Director of Postgraduate Studies, University of Limerick – Kemmy Business School, Ireland</p>
16:45	Hilton Istanbul Bomonti Hotel	Departure by bus to Hilton Istanbul Bomonti Hotel	
20:30 – 23:30	Restaurant "1001 Direk"	Departure by bus to the Restaurant "1001 Direk"	
23:30	Restaurant "1001 Direk"	<p>Networking dinner " Spotlight on the best Masters & MBA programs"</p> <p>B-school 2020: where will student demand take business education? Speaker: Mr. Andrew Crisp, Founder, CarringtonCrisp, UK</p>	

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FRIDAY, 24 OCTOBER 2014

Time	Location	Session/ Activity
07:30	Hilton Istanbul Bomonti Hotel	Departure by bus to Koç University Graduate School of Business
09:00 – 11:00		Campus visit: Koç University Graduate School of Business <ul style="list-style-type: none">• 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		Campus visit: Sabanci University Sabanci School of Management <ul style="list-style-type: none">• Presentation• Campus tour
14:35		Departure by bus to Sabanci Holding
16:00 – 17:00	Sabancı Center 4.Levent 34330, stanbul -Türkiye	Company visit: Sabancı Holding Hacı Ömer Sabancı Meeting Room Barbaros neci, Chief Economist of Sabanci Holding – General Economic Framework of Turkey Eren Manta , 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

SATURDAY, 25 OCTOBER 2014

Time	Location	Session/ Activity
09:30 – 15:00		Cultural activities, Informal networking day

IV. WANT TO GET INVOLVED?

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Eduniversal invites you to join us as a Host, Media Partner or Sponsor. The 8th edition of the Eduniversal World Convention will be organized next year in either North America or Oceania. And as always more we will do our best to gather the best Schools, Universities, Companies and Medias in order to once more help develop the field of Business Education.

If you want to Host and Co-organize the event, want to be a Sponsor, Media Partner and Communicate about your Institution or Company ... Applications are still open, all you have to do is contact us.

Questions? Comments?

Any questions or comments regarding the Eduniversal World Convention should be addressed to the Eduniversal Convention Team.



convention@eduniversal.com



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