

***Business Education Trends, The Future of Business  
School: Challenges and Opportunities***

By

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# Business Schools: Trends

- More Dominant
- Extended scope beyond intellectual/academic
- Accreditation
- Sources of Funds
- More collaboration
- Curriculum
- Entrepreneurial
- Increased competition for MBAs
- Delivery

# Challenges

- Not meeting the needs of students nor companies
- No relevant knowledge
- No useful business ideas
- Research and teaching have contributed little
- Too market driven compromising values of higher education
- Too customer focused which may compromise academic integrity
- Losing claims of professionalism
- Quality of contents, grade inflation,
- Fear of less creativity and productivity
- Customer mentality
- Too revenue driven

# Challenges

- Rankings
- Salaries
- Placement
- Extension of career beyond ROI
- “Becoming more signaling screening and placement services than education”
- Emphasis on financial success rather than justice, or philosophy of life
- Declining public support
- Increasing costs
- Contributions and restrictions

# Opportunities

- More interdisciplinary work
- Link research and practice
- Distance education
- Executive education