

Sunday, 11 October 2015		
Time	Location	Session/ Activity
19:00 – 21:00	Fairmont Copley Plaza Hotel, Boston St. James room	Welcome cocktail & Registration
Monday, 12 October 2015		
Time	Location	Session/ Activity
08:30 – 08:45	Fairmont Copley Plaza Hotel, Boston	Departure by bus to Harvard University campus
09:15 – 09:30	Harvard University campus	Registration
09:30 – 11:00	Harvard University campus Knafel Gymnasium	<p>Opening of the 8th Eduniversal World Convention</p> <p>Welcome by Mr. Martial GUIETTE, CEO & Founder, Eduniversal Group, France Welcome by Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America</p> <p><i>Business education trends from around the world. The future of Business School: challenges and opportunities</i></p> <p>Chair: Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business</p> <p>Speakers:</p> <ol style="list-style-type: none"> Prof. Sherif KAMEL, Eduniversal Scientific Committee member for Africa Prof. Dr. Aneeta MADHOK, Eduniversal Scientific Committee member for Central Asia Dr. Virginijus KUNDROTAS, Eduniversal Scientific Committee member for Eastern Europe Prof. Nehme AZOURY, Eduniversal Scientific Committee member for Eurasia & Middle East Prof. Sung Joo PARK, Eduniversal Scientific Committee member for Far East Asia Prof. Edson Luiz RICCIO, Eduniversal Scientific Committee member for Latin America Prof. Michael WOOD, Eduniversal Scientific Committee member for Oceania Mr. Axel SCHUMACHER, Eduniversal Scientific Committee member for Western Europe Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America
11:00 – 11:15		Break
11:15 – 12:15	Harvard University campus Knafel Gymnasium	<p>Plenary session 1: <i>North American Business Schools as success models: What can we learn?</i></p> <p>Speakers:</p> <ol style="list-style-type: none"> Prof. Scott SMART, Whirpool Finance Faculty Fellow, Kelley School of Business, Indiana University, USA Prof. Jorge HADDOCK, Dean, College of Management, University of Massachusetts Boston, USA Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business
12:15 – 12:30		Break
12:30 – 13:30	Harvard University campus Knafel Gymnasium	<p>Plenary session 2: <i>Changing student population: How to respond to their needs?</i></p> <p>Chair: Prof. Sergey MYASOEDOV, Vice-Rector of the Russian Academy of National Economy and Public Administration (RANEP), President of RABE (Russian Association on Business Education), Moscow, Russia</p> <p>Speakers:</p> <ol style="list-style-type: none"> Mr. Martial GUIETTE, CEO & Founder of Eduniversal Prof. Md Nazrul ISLAM, Professor and Acting Dean, Asian Institute of Technology (AIT) School of Management, Thailand Dr. Elena PEREVERZEVA, Dean, Moscow International Higher Business School MIRBIS, Russia

13:30 – 14:30		<i>Lunch</i>		
14:30 – 15:30	Harvard University campus Knafel Center	<p>Workshop 1: <i>International Alumni networks and their role in reshaping the world of business.</i> Knafel Center – Fay House – Sheer Room</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Nick ZECKETS, CEO & Co-founder of QuadWrangle, USA - Dr Rosalinda DUNLAP, Director of Graduate Programs, University of Toledo College of Business and Innovation, USA 	<p>Workshop 2: <i>Developing Joint degrees: models, issues and best practices</i> Knafel Center – Byerly Hall - Byerly classroom</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Dr. Ahmed HASSANEIN, Associate Dean, UG Studies & Administration the American University in Cairo School of Business, Egypt - Dr. Daniya ASSANOVA, President, Almaty Management University, Kazakhstan - Prof. Gurinder SINGH, Additional Group Vice Chancellor, Amity International Business School, India 	Peer to Peer meetings Knafel Center – Room 112
15:30 – 15:45		<i>Break</i>		
15:45 – 16:45	Harvard University campus Knafel Center	<p>Workshop 3: <i>How efficiently recruit the best students in the world? Eduniversal MASTERSBOOKING – new online application tool & recruitment service</i> Knafel Center – Fay House – Sheer Room</p> <p>Speakers: Mr. Antoine BAYLE, General Director, TILD, France Mr. Benoît GEBHART, Project Director, TILD, France Mr. Julien PAVAN, Web PMO, Tild, France Eduniversal team, France</p>	Peer to Peer meetings Knafel Center – Room 112	
19:30 – 00:00	Fairmont Copley Plaza Hotel, Boston Grand Ballroom	Cocktail, Gala Dinner & Awards Ceremony		
Tuesday, 13 October 2015				
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>		
09:00	Fairmont Copley Plaza Hotel, Boston	Departure by bus to Harvard University campus, Memorial Church - Sanctuary		
09:30 – 10:20	Harvard University campus Memorial Church - Sanctuary	<p>Plenary session 3: <i>Global collaborations and alliances in business education. Bringing added value to Business School-to-Business.</i></p> <p>Chair: Dra. Claudia QUINTANILLA - Accreditation and Ranking Director, EGADE Business School, Mexico</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Ms. Katalin KOVACS, Associate Dean Global Education Programs, Maastricht School of Management (MSM), Netherlands 2. Prof. Dr. Fr. Paul FERNANDES, S.J., Vice-Chancellor, Xavier Institute of Management - Bhubaneswar, India 3. Prof. Ruben GUEVARA, Director of MBA and DBA, - CENTRUM Católica, Pontificia Universidad Católica del Peru, Peru 4. Mr. Liam PISANO, Managing Director, LearnLaunch, USA 		
10:30-11:10	Harvard University campus Memorial Church - Sanctuary	<p>Keynote presentation: <i>Rebranding a business school in five (very) emotional stages</i></p> <p>Mr. Ron DUERKSEN, Chief Strategy & Marketing Officer, Desautels Faculty of Management, McGill University, Canada</p>		
11:20 – 13:00	Harvard University campus Memorial Church - Sanctuary	2015 Eduniversal “Palms of Excellence” Awards Ceremony		
13:00-14:00	Harvard University campus	<i>Lunch & Peer to Peer meetings</i>		

14:10 – 15:45	Harvard University campus Loeb House	Plenary session 4: <i>Development & improvement of learning and teaching.</i> Chair: Dr. Ahmed HASSANEIN, Associate Dean, The American University in Cairo School of Business, Egypt Speakers: 1. Dr. Steve HARVEY, Dean, Concordia University John Molson School of Business, Canada 2. Mr. Eric WISCH, COO and VP of Business Development, Cram Fighter, USA 3. Dr. Salim CHAHINE, Professor and Acting Dean, American University of Beirut - Suliman S. Olayan School of Business (OSB), Lebanon 4. Mr. Volodymyr PAVELKO, MBA Program Director, Kyiv Mohyla Business School, Ukraine 5. Prof. Pedro HIDALGO, Director Global MBA, Universidad de Chile – School of Business and Economics, Chile 6. Prof. Daniel TRAÇA, Dean, Universidade Nova de Lisboa - Nova School of Business and Economics, Portugal
15:45 – 16:45	Harvard University campus	Campus Visit: Harvard University
19:30 – 23:30	Top of the Hub & Skywalk Observatory, Boston	Networking dinner “ Spotlight on the best Masters & MBA programs”
Wednesday, 14 October 2015		
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>
08:30 – 11:00	Fairmont Copley Plaza Hotel, Boston St. James room	Peer to Peer meetings & Buffet Brunch
11:20 – 11:45	Fairmont Copley Plaza Hotel, Boston	Departure by bus to New England Aquarium Whale Watch
12:00 – 16:00	Boston Harbor	New England Aquarium Whale Watch
Thursday, 15 October 2015		
<i>Time</i>	<i>Location</i>	<i>Session/ Activity</i>
10:00 – 12:00		Company visit: LearnLaunch (optional) number of places is limited
12:30	Fairmont Copley Plaza Hotel, Boston	Departure by bus to MIT-Sloan School of Management
13:00 – 14:30	MIT-Sloan School of Management	Historical campus visit MIT-Sloan School of Management
15:00 – 17:00	MIT-Sloan School of Management	MIT-Sloan School of Management campus presentation