



# Cooperation with Latin American Business Schools: What we can learn and how we can cooperate effectively



PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ

# Strategic Alliances CENTRUM Católica



# STRATEGIC PARTNERSHIPS



# STRATEGIC PARTNERSHIPS

Over 100 strategic partnerships with schools, associations and companies

## Double-degree joint-programs with:

- Tulane University – A.B. Freeman
- EADA Business School
- Maastricht School of Management
- University of Calgary - Haskayne



UNIVERSITY OF  
**CALGARY**  
HASKAYNE  
School of Business







# STRATEGIC PARTNERSHIPS

## ALADEN

The Latin American Alliance of Business Schools (ALADEN) is an alliance formed by:

- CENTRUM Católica (Perú)
- COPPEAD (Brazil)
- EGADE (Mexico)
- IESA (Venezuela)
- UNIANDES (Colombia)



## Goals:

- Promote Latin American integration through knowledge
- Strengthen ties between the schools and the corporate world
- Form leaders who can perform in the global stage through the application of their specialized knowledge of the Latin American reality
- Increase the international exposure and prestige of the region's research



# INTERNATIONAL ORGANIZATIONS

International Memberships:

Association to Advance Collegiate Schools of Business (AACSB)

Association of MBAs (AMBA)

European Foundation for Management Development (EFMD)

International Assembly for Collegiate Business Education (IACBE)

Consejo Latinoamericano de Escuelas de Administración (CLADEA)

Business Association of Latin American Studies (BALAS)



# INTERNATIONAL ORGANIZATIONS

Network of International Business Schools (NIBS)



European Academy of Business in Society (EABIS)



**EABIS**  
European Academy  
of Business in Society

Globally Responsible Leadership Initiative (GRLI)



Executive MBA Council



MBA Roundtable



Academy of Management



The Aspen Institute



Beta Gamma Sigma



Step Project







# Strategic Alliances Overview



## Ideally for business schools it means

A relationship between the school and other institutions whose purpose is to cooperate and collaborate to pursue lofty goals that would be difficult to achieve individually. The alliance allows partners to learn from each other and improve, gain a different perspective, maximize the use of resources and capabilities, and make these benefits available to their students and stakeholders



## What it usually means

A framework agreement that most of the time does not develop beyond a barely used student and faculty exchange agreement, another name to the list.

*Strategic Alliances will only flourish if both partners are interested in working actively.*



# INTERNATIONAL PARTNER SCHOOL AGREEMENTS

## International

### General

- Collaboration and cooperation

### Specific

- Student and Faculty Exchange

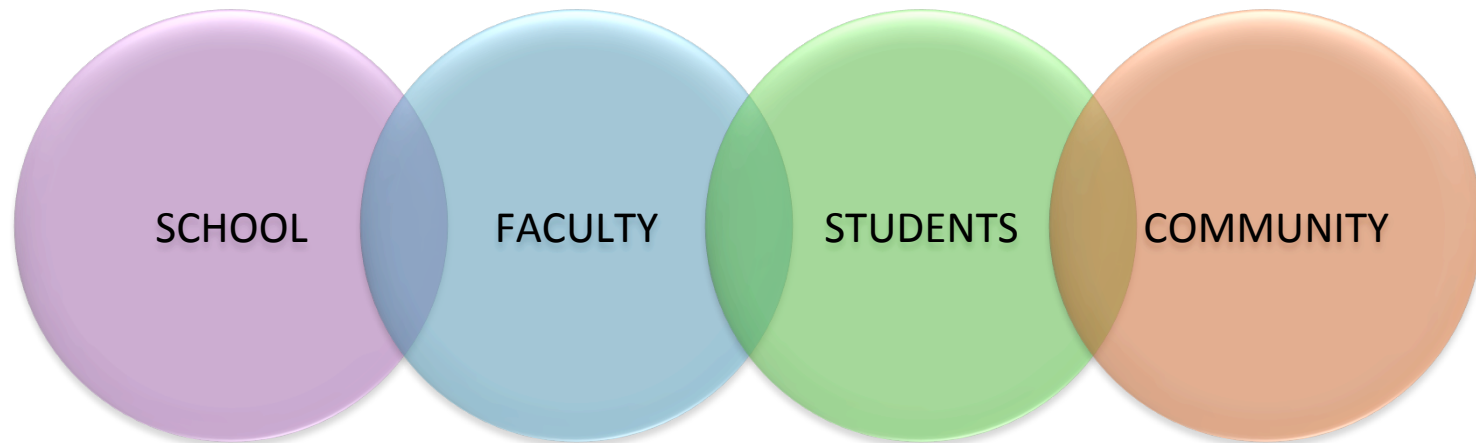
Most common – Less benefits

- Student group visits
- Joint Research
- Joint Programs
- Double degrees
- Multiple school programs

Least common – Most benefits

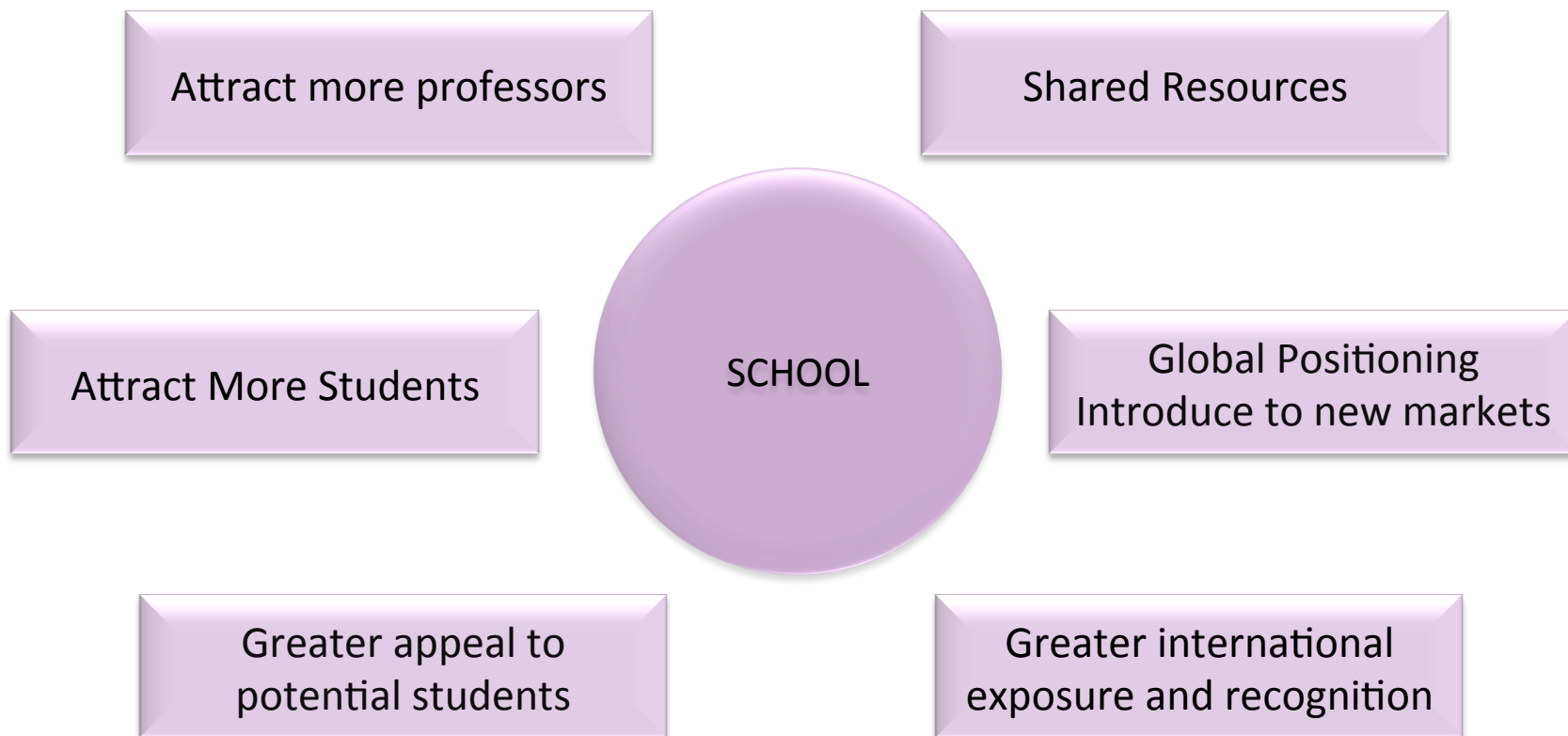


## Who Benefits from Strategic Partnerships?





# BENEFICIARIES



# BENEFICIARIES

**International Teaching Experience**

**Strong Positioning**

**Greater Research Opportunities**

**FACULTY**

**Professional development opportunities through seminars and conferences**

**Learn from Partners**

**Enriches Networking**



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# BENEFICIARIES

Real international experience

Learn from international professors

Access to global graduate and professional networks

STUDENTS

International peers to network with and share experiences

Degrees and certificates from international institutions



# BENEFICIARIES

Globally minded responsible leaders

Community Impact Projects

COMMUNITY

Community Learning Opportunities

Cultural Exchange Opportunities



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# Developing a Strong Partnership





# FIRST CONTACT

**Schools must first become in contact with each other:**

**Usually through:**

- International events
  - Organization conferences
  - Accreditation meetings
- Specific target school
  - Letter to Dean and international coordinators
  - Personal meeting and visit



# DESIGN AND LOGISTICS

Specific program design:

Academic Deans and coordinators plan:

- Curricular design
- Topics and content
- Teachers

International Alliance Office must plan:

- Student travel arrangements
- Accommodation
- Local transport
- Schedule of activities
- Corporate visits



# PROMOTING

The schools must promote their programs:

Promotional advertisement

Active webpage

Promomail

Informational meetings

On-campus promotional campaigns

Sponsor international events



# Why Latin America?



# BUSINESS LEARNING OPPORTUNITIES

## Latin America holds great business knowledge:

- Economic learning ground
- Extreme and varied situations
- Entrepreneurial success
- Creative financing
- Unique business models





# BUSINESS OPPORTUNITIES

## Increased business opportunities:

- Economic stability
- Investment opportunities
- Young, dynamic markets
- Business friendly
- Entrepreneurial culture



# CULTURAL EXCHANGE

Unique learning opportunities:

- Different languages
- Different perspectives
- Vibrant cultures
- Adventure travel
- Cultural travel



# CHALLENGES

Breaking down cultural barriers, misconceptions, and biases

Through:

Accreditations

Research

Student travel

If the program is a success with the students, then its future is guaranteed



END

Thank you

