

# PROGRAMME CONTENT

## MONDAY 15 MAY

Registration and **networking lunch**

**12.00–13.00**

**Welcome**

**13.00–13.15**

**Speaker: Andrew Main Wilson,**  
CEO, AMBA & BGA

**Speaker: Bodo Schlegelmilch,**  
Chair, AMBA & BGA; and Head of the  
Institute for International Marketing  
Management, WU Vienna

**Speaker: Robin Gibson,** Marketing  
Director, Kortext

### Keynote 1: **MBA education in China – the past, present and future**

Beginning with an introduction to the history and development of the MBA degree in China, this session will offer insights into the country's MBA market today, encompassing MBA programme portfolios in China, international joint MBA models and various MBA providers.

Using MBA programmes available at Antai College of Economics and Management, Shanghai Jiao Tong University as a case study, the session will then review recent innovations and strategies of business schools in China. It will also focus on the impact of Covid-19 on international partnerships and how business schools in China are adapting in the post-Covid era to enhance their excellence.

The session is designed to help academic institutions from outside China to be better prepared for partnerships with business schools in China, both now and in the future.

**13.15–13.50**

**Speaker: Fangruo Chen,** Dean, Antai  
College of Economics and Management,  
Shanghai Jiao Tong University

### Keynote 2: **Moving the needle on virtual and hybrid learning formats – choosing a dedicated software**

What are the benefits of using dedicated virtual and virtual hybrid classroom software at a business school? This session will focus on how to demonstrate the return on investment (ROI) from financial and learning perspectives.

As well as showcasing how technology can support your expansion efforts, the session will present case studies of how well-known institutions have implemented virtual and hybrid education successfully, overcome hurdles and positioned themselves as leaders in online executive education.

**BARCO**

**13.50–14.25**

**Speaker: Simone Hammer,** Global Sales  
and Customer Success Director, Barco

### Keynote 3: **Emerging technologies and their impact**

Get insights into new and emerging technologies that are set to disrupt the sector from NEOMA Business School's Alain Goudey and Imperial College Business School's Leila Guerra.

Goudey will guide attendees through the potential impact of generative AI algorithms, such as ChatGPT, on higher education institutions. This will encompass how they could be used to enhance student engagement, personalise learning, increase accessibility and improve assessment. It will also cover key challenges associated with this technology, such as ensuring quality, validity, originality, fairness and privacy.

Guerra will then show what an AI-powered business school looks like, with a particular focus on forming a strategy where AI and faculty work together. She will also outline how to differentiate between trends and real game-changers and how to embrace digital education. The latest technological innovations and the use of smart analytics to redesign the student journey will be covered, with an emphasis on moving away from linear to cyclical and how this will enable the implementation of lifelong learning initiatives.

**14.25–15.10**

**Chair: Bodo Schlegelmilch,** Chair,  
AMBA & BGA; and Head of the  
Institute for International Marketing  
Management, WU Vienna

**Speaker: Leila Guerra,** Associate  
Provost, Digital Lifelong Learning,  
Imperial College London; and Vice-  
Dean (Education), Imperial College  
Business School

**Speaker: Alain Goudey,** Associate  
Dean for Digital, NEOMA Business  
School

Networking and refreshment break

15.10–15.40

**Breakout 1: How technology can increase student engagement and inclusivity in a blended learning environment**

How can business schools use technology to boost student engagement and inclusivity in the hybrid era? This session will explore challenges and strategies uncovered by new research on hybrid learning from AMBA & BGA, in association with Cengage.

Innovations introduced by business schools to enhance the MBA student experience and learning outcomes are also showcased in the research. These include:

- Technology-enhanced curricula and content
- New platforms for collaboration, teamwork and interactivity
- New teaching and assessment tools, including AI

As well as sharing highlights from the research and forthcoming report, this session will host a discussion on nurturing student engagement and addressing the balance of technology and in-person teaching in the hybrid era.

15.40–16.25



**Speaker: Matthew Keown**, Head of Sales for the UK and Europe, Cengage

**Breakout 2: The MBA – change and evolution (Panel)**

In 1908, the first MBA programme was introduced in the US and while the core purpose of an MBA hasn't changed greatly, how the MBA is taught and what is taught has arguably never gone through a period of change such as has been seen in the past few years.

So, what's 'new' when it comes to delivering a world-class MBA programme? This panel will discuss how business schools can differentiate their programmes, integrate new and emerging technologies and meet students' ever-growing expectations. It will also consider the challenges facing leading MBA providers and some of the solutions put in place to tackle these.

15.40–16.25

**Chair: Victor Hedenberg**, Membership Director, AMBA & BGA

**Speaker: Jane Usher**, Head of Department, Milpark Business School

**Speaker: Patrick Butler**, Director, Global Executive MBA, Monash Business School

**Speaker: Debbie Kemp**, MBA Director, Kent Business School, University of Kent

**Speaker: Paolo Taticchi**, Deputy Director, University College London (UCL) School of Management

**Keynote 4: Transforming business education and enhancing real-world practice in a global context**

The importance of experiential learning in business education cannot be overstated. In recent years, MBA consulting projects have emerged as a valuable platform that enables students to apply theoretical knowledge to real-world business scenarios.

This session will discuss the critical role these programmes play in providing students with cross-cultural communication experience and expanding their global business perspectives. In so doing, it will explore locations in which the University of Southampton MBA and Austral Education Group have operated global consulting modules across the regions of Europe, the Middle East, Latin America and beyond.

The session will also outline best practices for institutions when designing course curricula, module structure (including hybrid options) and student deliverables so that all stakeholders (corporations, faculty, students and society) benefit from this collaboration in a sustainable manner.

16.25–17.00



**Speaker: Lloyd Edmondson**, Founding Member and Client Development Director, Austral Education Group

**Speaker: Peter Rodgers**, MBA Director, Southampton Business School, University of Southampton

**Speaker: Rob Angell**, Deputy Director, Southampton Business School, University of Southampton

**Keynote 5: What executive education reveals about the future of the MBA**

Management education is undergoing dramatic changes. New degrees, new formats and new players are shaking up the industry, but where is this journey going?

By highlighting how executive education has changed in recent years, especially since the pandemic, this session will try to shed some light on what lies ahead for management education as a whole.

Pervasive technology, personalisation, stackability and, above all, demonstrated impact are increasingly non-negotiable. What are the implications for your business school?

17.00–17.35

**Speaker: David Bach**, Dean of Innovation and Programmes, IMD

Networking dinner at **Abades Triana**  
Sponsored by **Kortext**

18.45–23.00  
(including travel time)

# PROGRAMME CONTENT

## TUESDAY 16 MAY

### Showcasing Session: **Chinese business schools' distinctiveness as a foundation for international strategic partnerships**

In this session, deans from AMBA & BGA business schools in China will present one distinctive feature of their institution that can attract international partners and initiate strategic collaborations.

In a series of brief presentations, more than a dozen deans will showcase a unique aspect of their business school. Their presentations will boil down the essentials of each institution's strategic vision and specialisation into a single characteristic, in alignment with China's Belt and Road Initiative (Silk Road).

This session will therefore offer a series of insightful takeaways and is a must for all international delegates who are looking to develop strategic partnerships with institutions in China.

**07.45–09.00**

**Host: Zhongming Wang**, International Advisor for China, AMBA & BGA; Director, Global Entrepreneurship Research Centre, School of Management, Zhejiang University

**Host: George Iliev**, Director of Strategic Projects & Innovation; Accreditation & China Director, AMBA & BGA

### Keynote 6: **AMBA & BGA activity update and strategy presentation**

Discover some of the past year's most impressive ideas in management education with AMBA & BGA's CEO and hear his thoughts on key market trends for the next five years.

This session will also provide delegates with an update on AMBA & BGA's current performance and plans for the future, as well as looking at its positioning in key international markets.

**09.00–09.30**

**Speaker: Andrew Main Wilson**, CEO, AMBA & BGA

### Keynote 7: **Navigating complexity through responsible leadership**

The context of business in the global south is characterised by weak institutions and chronic inequality exacerbated by challenges of digital and climate injustice, when compared to the context of business in the global north.

This session showcases how Gordon Institute of Business Science (GIBS), University of Pretoria, weaves the complexity of its business environment into its teaching, research and engagement programmes to provide business leaders with solutions in this precarious climate.

It will also highlight the importance of providing locally relevant and globally oriented responsible management education. In so doing, it will demonstrate how this is done at GIBS through deep connections with businesses in the African region, targeted alliances with business schools on the continent and the rest of the world and an innovative partnership approach.

**09.30–10.05**

**Speaker: Morris Mthombeni**, Dean, Gordon Institute of Business Science (GIBS), University of Pretoria

### Keynote 8: **Putting digital learning resources at the heart of a global MBA**

Growing the global reach of an MBA programme remains a core objective within many development strategies, but how can equity of access and an intuitive digital experience for students be guaranteed across borders?

The UK's University of Southampton has seen considerable growth to its MBA programme fuelled, in part, by its ability to understand and meet student needs with regards to learning materials access. In partnership with Kortext, it has created a resilient MBA programme with digital resources embedded at its heart as well as data analytics that guide engagement and development.

This session will delve further into the University of Southampton's collaboration with Kortext, discussing what has worked while also looking to the future of cross-border digital learning within MBA settings, in a world where AI tools such as ChatGPT will deliver opportunities as well as challenges.



**10.05–10.40**

**Speaker: Peter Rodgers**, MBA Director, Southampton Business School, University of Southampton

**Speaker: Rob Angell**, Deputy Director, Southampton Business School, University of Southampton

**Speaker: Robin Gibson**, Marketing Director, Kortext

## Networking and refreshment break

10.40–11.10

**Breakout 3: Designing teaching and learning for a digital world – shaping the future of authentic business education**

Are educators designing courses that reflect contemporary society and contemporary business? This session will explore how educators can incorporate the 21st-century skills of collaboration, citizenship, communication, creativity, critical thinking and problem solving. It will also outline why these skills are so critical for the future of business education and how they can help business schools shape future leaders with the ability to navigate through a digitally mediated world of business.

As such, the session will focus on the role of technology as a medium through which educators can best prepare students. In particular, it will consider how business schools can frame online education as deliberate and purposeful as well as how they can create authentic learning experiences in which students acquire the necessary skills of globalisation, digital citizenship and diversification.

11.10–11.55



**Speaker: Eloise Symonds**, Head of Research and Training in Digital Education, Insendi

**Breakout 4: BGA accreditation**

The Business Graduates Association (BGA) is AMBA's sister brand and is already firmly established in the industry less than five years after its launch, with a network of more than 250 members and more than 30 accredited business schools worldwide.

Join this session to learn more about the distinctive features of BGA and the opportunities available to institutions through its membership, validation and accreditation pathways. In addition, business schools that already hold AMBA accreditation can find out about opportunities for gaining BGA accreditation alongside their next AMBA assessment visit.

11.10–11.55

**Speaker: Mark Stoddard**, Director of Accreditation and Director of BGA Services, AMBA & BGA

**Keynote 9: Advancing EDI across all learning formats (Panel)**

There is a widespread perception among business school leaders that it is easier to create an inclusive business school when students are on campus, as opposed to online, according to a recent AMBA & BGA study. A key challenge for generating greater inclusivity in remote study, meanwhile, is the need to ensure that all students interact and engage.

How can business schools create and develop spaces where everyone is welcome and in which we celebrate difference and uniqueness – in both face-to-face and online modes of study? How can we help tomorrow's leaders to become heroes of diversity in their future careers?

This session will explore best practices relating to equity, diversity and inclusion (EDI) and examine key challenges found in business schools and the world of work.

11.55–12.30

**Chair: Wendy Loretto**, Dean, University of Edinburgh Business School

**Speaker: Emiko Tsuyuki**, Dean, Chuo Business School, Chuo University

**Speaker: Metka Tekavčič**, Dean, School of Economics and Business, University of Ljubljana

**Speaker: Ann Olazábal**, Interim Dean, University of Miami Patti and Allan Herbert Business School

**Speaker: Aditya Singh**, Director, Athena School of Management

**Keynote 10: Digital differentiation – leveraging blended delivery for outstanding results**

Flexibility and accessibility are increasingly central requirements for MBA candidates used to a new world of remote and hybrid working. As such, the integration of digital pedagogy has become a must for MBA programmes wishing to remain competitive in the market.

But how can business school leaders leverage technology to ensure that it is truly transformative? How can you ensure that it reflects the changing needs of candidates and employers alike, in terms of future-readiness, and that it offers a 'best of both worlds' learning journey that is supportive whether at a distance or face to face? And with technology still evolving at pace, what structures and systems can you put in place to keep up with the curve?

Join this session to learn how you can leverage blended delivery to achieve outstanding results for your MBA programmes.



12.30–13.05

**Speaker: Haithem Marzouki**, Director of Innovative Pedagogy, NEOMA Business School

**Optional:** 15 minutes for certificate celebration for AMBA & BGA newly accredited schools & re-accredited schools

**13.05–13.20**

**Networking lunch**

**13.05–14.05**

**Breakout 5: Teaching and learning strategies – how you can meet your MBA students’ changing expectations**

In our digital, fast-paced world, MBA student expectations are changing rapidly and business schools need to find solutions that meet growing demands for flexibility, convenience, relevance and affordability.

This session will explore how business schools are tackling these issues and delivering on their strategic priorities, with Perlego.

Working with more than 200 institutions globally, Perlego aims to help universities and business schools enhance the digital learning experience offered to their students and provide the premium experience executives expect from their programmes, with a solution that is both cost-effective and inclusive.

**Breakout 6: Discover the benefits of AMBA & BGA membership for your students and graduates**

The workplace of tomorrow will place high demands on business graduates and competition for roles is fierce, but the support provided by AMBA & BGA membership can help ensure they are future-ready.

In this session, the AMBA & BGA membership team will showcase the benefits of student and graduate membership and reveal how it can help your business school by giving your students a competitive edge.

The session will cover how AMBA & BGA membership:

- Offers a wealth of free resources through which your current students and recent graduates can get prepared and boost their employability
- Helps your alumni ensure they retain their competitive edge throughout their careers
- Supports your school by integrating our services into your existing offers seamlessly and effectively

The session will also draw on exclusive insights from recent AMBA & BGA research to give you an international perspective on our student and graduate members.

**14.05–14.50**

**Perlego**

**Speaker: Alberta Fumagalli Romario**, Business Development Manager, Perlego

**Speaker: Ryan Borgesius**, Vice-President of Sales, Perlego

**Speaker: Luke Pennington**, Business Development Manager, Perlego

**Speaker: Katharine Templeton**, Business Development Manager, Perlego

**14.05–14.50**

**Speaker: Mellissa Telka Oliver**, AMBA Membership & Account Manager, AMBA & BGA

**Speaker: Ben Maheson**, BGA Membership & Account Manager, AMBA & BGA

**Keynote 11: Competitors, allies or ‘frenemies’? How business schools can build positive partnerships (Panel)**

As technology increases our ability to work and study from anywhere, business schools must compete in an increasingly global context, where ‘non-academic’ organisations are also entering the educational space. How can business schools make use of international collaborations, alliances and partnerships to improve their offerings and ensure they remain relevant?

This session will examine our expert speakers’ recent collaborations and partnerships, as well as plans for the future, with a focus on enhancing the student experience, producing impactful research and sharing examples of best practice. It will also showcase the benefits of adopting a proactive, innovative approach to strategic collaboration.

**14.50–15.25**

**Chair: Karen Spens**, President, BI Norwegian Business School

**Speaker: Gulnara Kurenkeyeva**, Rector, Almaty Management University

**Speaker: Horacio Arredondo**, Dean, EGADE Business School, Tecnológico de Monterrey

**Speaker: Irene Rosberg**, Programme Director for the Blue MBA, Copenhagen Business School

**Speaker: Ajit Parulekar**, Director, Goa Institute of Management

**Networking and refreshment break**

**15.25–15.55**

### Breakout 7: Shaping the future online MBA

The role of the online MBA has changed significantly with blended formats as well as purely online and location-based options all available. In addition, flexibility and variety have become more important than ever and many newer online MBAs have been designed to provide choice, pathways into different areas of specialism, additional courses and executive education.

This session will draw on a new study conducted by SMRS in collaboration with GMAC to highlight critical aspects of online MBA programme development and creation, including:

- The appeal of different types of provision
- Student touchpoints impacting enrolment
- Opportunities to enhance the learning experience
- The perceived value of an online MBA
- Factors influencing students' choice of business school
- Employer perspectives

15.55–16.40



**Speaker: Tim Landucci**, Business School Marketing Consultant, SMRS

**Speaker: Jason Lawrence**, Director, Online Programmes, GMAC

### Breakout 8: Untapping students' entrepreneurial capabilities (Panel)

Business schools are perfect breeding grounds for the world's emerging entrepreneurs because they provide a safe space for a mixture of experimentation and theory.

In this way, schools are also well placed to help students develop an entrepreneurial mindset. They won't all be looking to start their own organisation or invent the next world-changing product, but an entrepreneurial mindset and related skills will help them challenge the status quo, adapt to change and identify better ways of doing business regardless of their future career path.

In this session, a panel of entrepreneurial experts will discuss how business schools can nurture entrepreneurial talent.

15.55–16.40

**Chair: Ben Maheson**, BGA Membership & Account Manager, AMBA & BGA

**Speaker: Andrea Tracogna**, Dean, MIB Trieste School of Management

**Speaker: Michele O'Dwyer**, Director of MBA Programmes, Kemmy Business School, University of Limerick

**Speaker: Boris Blumberg**, Executive Director UMIO, Maastricht University School of Business and Economics

### Keynote 12: Market signals and the future of graduate management education

Graduate management education is facing a confluence of market pressures from economic uncertainty, geopolitical tensions and demographic shifts to emerging technologies and ESG scrutiny.

How can the industry position itself to navigate the uncharted waters ahead? What role can online and hybrid options play in addressing market demands? How can AI transform the experiences of candidates in the pipeline and students in the classroom? What is the industry's responsibility for providing access and how do we reconcile rising tuition with shrinking wallets? How are we ensuring that today's students have the necessary knowledge and skills to lead in jobs that are yet to be defined?

In this session, GMAC CEO Joy Jones and University of Edinburgh Business School Dean Wendy Loretto will explore these questions in the context of the changing candidate pipeline, evolving school portfolios, new competitors and disruptive (and transformational) technologies.



16.40–17.15

**Speaker: Joy Jones**, CEO, GMAC

**Speaker: Nalisha Patel**, Regional Director, Europe, GMAC

**Speaker: Wendy Loretto**, Dean, University of Edinburgh Business School

### Networking gala dinner at Hacienda El Vizir

18.30–23.00  
(including travel time)

# PROGRAMME CONTENT

## WEDNESDAY 17 MAY

### Keynote 13: Evaluating the cross-cutting skills demanded by employers today

Today's global job market demands individuals who possess cross-cutting skills that can be applied in a wide range of industries and contexts. These skills, such as collaboration, perseverance, leadership and creativity, are becoming increasingly essential for employers when making hiring decisions.

This session will explore how educational institutions can evaluate and assess these skills to help inform their admissions decisions and student development activities. It will also examine how the evaluation of cross-cutting skills can benefit both learners and employers. By assessing and helping learners develop these skills, education providers can ensure that graduates are well-equipped to thrive in the workforce and help employers create a more diverse and productive work environment.

Join this session to gain insights on how to prepare learners for the workforce demands of today and tomorrow through the evaluation of cross-cutting skills.



09.30–10.05

**Speaker: Patrick Kyllonen,**  
Distinguished Presidential  
Appointee, ETS

### Breakout 9: Reinventing student engagement

Learn from the experiences of NYU Stern and five other leading MBA programmes in this session on revolutionising student engagement and providing students with the personalised experience they expect.

Ready Education's Robin Schinning and Siân Wilson will outline how student engagement impacts student success and how business schools can draw on Ready Education's suite of digital solutions to evolve their campuses and increase engagement.

10.05–10.50



**Speaker: Robin Schinning,**  
Account Executive for EMEA  
Business Schools, Ready Education

**Speaker: Siân Wilson,** SDR  
Manager, Ready Education

### Breakout 10: Research review – the latest insights from AMBA & BGA

Discover the latest original research from AMBA & BGA on global trends in postgraduate management education.

Join AMBA & BGA's research team to:

- Benchmark your business school's applications, enrolments, diversity, yield and acceptance rates against others in the AMBA network
- Learn how students use mobile phones and apps during their MBA and business school experience
- Find out how business schools can create a sense of community and inclusivity, while enhancing student engagement and the use of campuses, post-pandemic

This session will also offer a sneak peek into soon-to-be released research on the metaverse and how students and graduates believe it will impact their future career.

10.05–10.50

**Speaker: Ellen Buchan,** Insight,  
Content & PR Manager,  
AMBA & BGA

**Speaker: Leonora Clement,** Head  
of Marketing and Communications,  
AMBA & BGA

Networking and **refreshment break**

10.50–11.20

### Breakout 11: Insights into action – transitioning to more insightful feedback

This session will explore the steps taken by Mannheim Business School to review and implement a new system for student feedback and course evaluations.

It will reflect on the key drivers for change, such as moving from paper to online, automation and providing teaching staff with insightful analytics to help them make improvement-based decisions.

It will also share how Mannheim Business School went about selecting and implementing the new system, as well as future plans to evolve the process and drive student success.

11.20–12.05



**Speaker: Jens Naber**, Chief Digital Officer, Mannheim Business School

**Speaker: John Atherton**, General Manager, Europe and Africa, Explorance

**Speaker: Ian Nickson**, Regional Sales Director, Explorance

### Breakout 12: Sustainable entrepreneurship and leadership development – the Silk Road network (Panel)

Active since 2014, the Silk Road Entrepreneurship Education Network promotes partnerships and joint initiatives among business schools through the establishment of collaborative platforms and workshops.

In this session, deans and professors from business schools in Asia, Europe and Latin America will present their latest progress with regards to capacity building and teaching in the areas of sustainable entrepreneurship and leadership development. This will encompass research projects, best practices and sustainable management models.

The session will also promote the value of green transformation in the context of leadership development and highlight programme upgrading strategies that form part of China's Belt and Road Initiative.

11.20–12.05

**Chair: Zhongming Wang**, International Advisor for China, AMBA & BGA; Director, Global Entrepreneurship Research Centre, School of Management, Zhejiang University

**Speaker: Lina Constanza Stella Leal**, Director of MBA and Executive MBA Programmes, Universidad de los Andes School of Management

**Speaker: Kenji Yokoyama**, Dean of External Relations, NUCB Business School

**Speaker: Håkan Ericson**, Managing Director, Executive Education AB, Gothenburg University

**Speaker: Tian Meng**, Executive Dean, MBA Center and Global Management Education Institute, Shanghai University

### Keynote 14: Your accreditation criteria questions answered

In this session, AMBA & BGA Director Mark Stoddard will outline the AMBA accreditation criteria together with AMBA & BGA's International Accreditation Advisory Board Chair, Steef van de Velde. They will also answer your questions on how to achieve AMBA accreditation.

In so doing, the session will cover examples of common errors and suggest ways for business schools to better demonstrate their strengths to peer review panels. The session is tailored for business schools that are:

- In the process of AMBA accreditation
- Considering the accreditation process
- Preparing for re-accreditation

12.05–12.40

**Speaker: Mark Stoddard**, Director of Accreditation and Director of BGA Services, AMBA & BGA

**Speaker: Steef van de Velde**, Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

### AMBA & BGA Global Conference 2023: closing remarks

12.40–13.00

**Speaker: Andrew Main Wilson**, CEO, AMBA & BGA

### Optional: 15 minutes for certificate celebration for AMBA & BGA newly accredited schools & re-accredited schools

13.00 – 13.15

### Networking lunch

13.00 – 14.00