

PROGRAMME CONTENT

MONDAY 3 JULY

09.30–10.00	Registration	
10.00–10.15	Welcome	Andrew Main Wilson , Chief Executive, AMBA & BGA
10.15–10.50	<p>Keynote 1: The next generation of inspirational leaders</p> <p>Leadership has been transformed following the global Covid-19 pandemic. This session seeks to explore exactly what's changed.</p> <p>It will ask how organisations and business schools need to adjust to cultivate the right leaders to maximise performance at a time when the pace and scale of change is relentless. It will also delve into how technology is reinventing and revolutionising the very fabric of leadership.</p> <p>Finally, it will explore the reasons why command-and-control and top-down approaches to leadership have had their day and ask how business schools can best train the next generation of leaders to change behaviours, adopt new habits and focus on everyday actions to smash their goals.</p>	<p>Speaker</p> <p>Atholl Duncan, Chair, Black Isle Group</p>
10.50–11.25	<p>Keynote 2: Putting digital learning resources at the heart of a global MBA</p> <p>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?</p> <p>The UK's University of Bath 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.</p> <p>This session will delve further into the University of Bath'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.</p>	<p>Speakers</p> <p>Robin Gibson, Marketing Director, Kortext</p> <p>David Todd, Head of MBA Programmes, University of Bath School of Management</p>
11.25–11.55	Networking and refreshment break	
12.00–12.45	<p>Breakout 1: Innovate, engage, prosper: unleashing the power of Martech for student and learner engagement by Dotdigital</p> <p>Discover how personalised communication, targeted messaging, and data-driven insights can revolutionise engagement and enhance student outcomes. Through real-life case studies and practical examples, you'll gain valuable insights into the strategic use of Martech to maximise engagement, foster lifelong relationships, and drive academic success.</p> <p>Don't miss this opportunity to uncover the secrets behind Martech's transformative impact on student and learner engagement. Join us as we explore innovative approaches that will propel your educational institution towards innovation, engagement, and prosperity.</p>	<p>Speaker</p> <p>Thomas Vernon, Customer Success Director, Dotdigital</p>
	<p>Breakout 2: AI and student assessment</p> <p>How can AI tools be harnessed by business schools to help their students to complete assessments?</p> <p>In this session, Warwick Business School's Isabel Fischer will draw on her experience of co-developing and using an AI-based formative feedback tool in her classes.</p> <p>The future of AI-enabled learning and assessments, as well as the ethical considerations of machines potentially assessing humans, will also be a focus of this discussion.</p>	<p>Speaker</p> <p>Isabel Fischer, Associate Professor (Reader) of Information Systems, Warwick Business School</p>
12.50–13.35	<p>Breakout 3: How to ensure your programme stands out in a crowded market</p> <p>AMBA & BGA's latest MBA Application and Enrolment Report examined 959 MBA programmes on offer at AMBA-accredited institutions in 2021. Yet, as AMBA only accredits the top three per cent of business schools globally, it stands to reason that there are more than 10,000 business schools at which you might find MBA programmes across the world.</p> <p>How can business schools create and sustain a unique selling point to ensure their programmes stand out in this crowded market?</p> <p>Through specialised programmes, international trips, mind-bending technology, or world-leading professors – this session will offer insights into how business schools can ramp up their appeal in the eyes of prospective students against a backdrop of heightening choice and competition.</p>	<p>Chair</p> <p>Joseph Pilkington, Senior Accreditation Manager, AMBA & BGA</p>
		<p>Speakers</p> <p>Amanda Singleton, Deputy Director of MBA Programmes, University of Edinburgh Business School</p> <p>Craig Robinson, Associate Dean QE and Accreditation, King's Business School, King's College London</p> <p>Patti Brown, Executive Director MBA Programs, HEC Paris</p>

12.50–13.35	<p>Breakout 4: How can business schools transcend different academic worlds as a core aspect of learning design?</p> <p>While management education practitioners have always sought to be interdisciplinary in their teaching, they have not always managed to work harmoniously with other academic disciplines.</p> <p>By comparing this conundrum to a kaleidoscope, this session will highlight how different academic disciplines need to be viewed through different coloured lenses to enable the industry to fully recognise and understand where management education can offer solutions. Clicking these lenses into view, it will argue, requires new tools and thinking.</p> <p>The session will then outline how business schools can develop a multiverse of learning that incorporates bespoke academic comics and animations into learning design using a systems-based approach.</p>	<p>Speaker</p> <p>Denis Fischbacher-Smith, Professor of Risk and Resilience, Adam Smith Business School, University of Glasgow</p>
13.35–14.35	<p>Networking lunch</p>	
14.40–15.25	<p>Breakout 5: Decoding Gen Z: Insights to inform programme development</p> <p>In this session, explore the attitudes, interests, motivations and barriers of Generation Z with Sophia Dempsey, Director of New Product Development at GMAC. Based on new, global qualitative research focusing on business education and career development, find out more about the unique characteristics and expectations of this emerging generation and discover the key insights that can shape your programme development strategies. Don't miss this opportunity to ask questions and gain practical knowledge to help resonate with Gen Z's digital fluency, desire for personalised experiences and passion for social impact.</p>	<p>Speaker</p> <p>Sophia Dempsey, Director of New Product Development, GMAC</p>
14.40–15.25	<p>Breakout 6: Inspiring impactful entrepreneurs</p> <p>Business schools are the perfect breeding ground for the next generation of entrepreneurs because they provide a safe space for a mixture of experimentation and theory. But how can business schools create the right environment to successfully instil entrepreneurial mindsets in their students?</p> <p>In this session, academics and entrepreneurs will discuss how business schools can inspire the world's next set of trailblazing entrepreneurs to create change in an innovative and socially responsible manner.</p>	<p>Chair</p> <p>Felipe Dellinger, Events & Sponsorship Executive, AMBA & BGA</p> <p>Speakers</p> <p>Evelyn McDonald, CEO, Scottish EDGE, Board Member, Scottish Design Exchange, Assessor for Small Business Charter</p> <p>Garrett Sprague, CEO, CoFounder, Smplicare</p> <p>José Pedro Carreón Gutiérrez, MBA Programme Director, EGADE Business School, Tecnológico de Monterrey</p>
15.30–16.15	<p>Keynote 3: Boosting graduate employability</p> <p>Who is the customer? Students, employers and society are all popular answers to this question in this long-established debate for the higher education sector.</p> <p>In this session, top employers and business school representatives will discuss the gaps in technology skills and general attributes they see in the market. They will also offer their advice on how business schools can produce technology ready graduates that fill these gaps, boosting their employability in the process.</p>	<p>Chair</p> <p>Melissa Telka Oliver, AMBA Membership & Account Manager, AMBA & BGA</p> <p>Speakers</p> <p>Bob Athwal, Culture & Belonging Director, Skyscanner</p> <p>Corentin Curchod, Senior Lecturer in Strategic Management & Organisation, University of Edinburgh Business School</p>
16.15–16.45	<p>Networking and refreshment break</p>	
16.45–17.20	<p>Keynote 4: Evaluating the cross-cutting skills demanded by employers today</p> <p>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.</p> <p>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.</p> <p>Join this session to gain insights into how to prepare learners for the workforce demands of today and tomorrow through the evaluation of cross-cutting skills.</p>	<p>Speakers</p> <p>Patrick Kyllonen, Distinguished Presidential Appointee, ETS</p> <p>Maria Kirilova, GRE Programme Director, ETS</p>
19.00 – 22.30	<p>Networking dinner - The Caves</p>	

PROGRAMME CONTENT

TUESDAY 4 JULY

09.45–10.15

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.

Speaker

Andrew Main Wilson, Chief Executive, AMBA & BGA

10.15–10.50

Keynote 7: The skills gap crisis – can business schools provide a sustainable solution?

Employers are increasingly unsatisfied with the quality of university graduates. Students, on the other hand, are becoming more and more preoccupied with how their subjects of choice will impact on their starting salary and career prospects, post-graduation.

This convergence in perspectives on education has come to be known as the 'learn-to-earn' paradigm. Yet, there are suggestions that 'learn-to-learn' would be more appropriate in view of reports that much of what students learn at university may be redundant by the time they graduate.

For example, a Dell study has suggested that 85 per cent of jobs available in 2030 do not currently exist. Another report, by Accenture and others, estimated that one in three members of the global workforce will need some form of skilling, upskilling or reskilling to bridge the gap in an economy that is predominantly powered by AI.

In considering what the future holds for management education, this session will ask how this sea of oppositional perspectives can be navigated and how it will impact on business schools.

Speakers

Salah Khalil, Founder and CEO, Macat International

Graham Hudson, Chief Marketing Officer, Macat International

Jim Knight, Director, Macat International

10.50–11.20

Networking and refreshment break

11.25–12.10

Breakout 7: Embedding sustainability principles into an executive MBA programme

This presentation highlights the integration of Environmental, Social, and Governance (ESG) principles within the curriculum of an Executive MBA programme at Jyväskylä University School of Business and Economics. It will touch upon four pedagogical cornerstones: Expertise, Change management, Self-knowledge, and Networks.

While acknowledging that the environmental aspect is not their programme's core focus, it is still addressed through relevant case studies. However, it is the social and governance dimensions where leadership education truly shines. By incorporating ESG frameworks, Jyväskylä's curriculum offers a comprehensive view of business and leadership, extending beyond financial performance.

This presentation will illuminate how the integration of ESG principles enhances the curriculum's impact by aligning them with our pedagogical cornerstones. Students are empowered with the tools to navigate societal challenges, cultivate responsible leadership, and foster ethical decision-making, ultimately enabling them to make meaningful contributions to social and governance realms.

Speaker

Jani Kurhinen, Programme Manager, Jyväskylä University School of Business and Economics

Breakout 8: 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.

Speakers

Ellen Buchan, Insight, Content & PR Manager, AMBA & BGA

Leonora Clement, Head of Marketing and Communications, AMBA & BGA

12.15 – 13.00

Keynote 8: The most common missing elements from management programmes

BGA's Programme Consultancy Review is a service utilised by many of its member business schools across the world, which identifies gaps and benchmarks their management programmes against other schools in the rest of the AMBA & BGA network. In this session, audiences will have the opportunity to learn what BGA's assessors commonly identify as missing elements when conducting programme reviews, as well as the recommendations schools typically receive to make programmes such as the MBA more enriching and impactful for primary stakeholders.

Speaker

Victor Hedenberg, Membership Director, AMBA & BGA

13.05 – 13.40

Keynote 9: Integrating AI large language models into higher education business processes

The use of AI in higher education has reached fever pitch after the public launch of ChatGPT late in 2022. There has been a flurry of new AI related degree programmes launched around the world promising to help our graduates to master the technology behind AI or to apply the latest tools to their future employer's business model. The focus has rightly been on making our alumni 'future-proofed'. But what about the higher education industry? AI and large language models present an unprecedented opportunity to upgrade the service and support offered to both students and staff, allowing us to use our time where it counts most – on human interactions. So where do we start and where is it taking us?

Speaker

Oliver Matthews, Vice-President & CMO, Frankfurt School of Finance and Management

13.40 – 14.40

Networking lunch

PROGRAMME SUBJECT TO CHANGE



AMBA & BGA

Excellence Awards

and Gala Dinner 2024

The AMBA & BGA Excellence Awards bring together the leading lights of the global business education community to recognise and celebrate excellence among business schools, students & graduates, suppliers and employers that share AMBA & BGA's values of ambition, impact and integrity.

The deadline for entries is Friday 21 July 2023. The countdown for submitting your entries has well and truly begun.

Learn more at www.associationofmbas.com/awards24

