



## 19th CEEMAN Annual Conference

**Management Education in a Changing World: Are We Ready For the Challenge?**

**“Business Education in Search for New Learning Partnerships with Business”**

# Business Education in Search for New Learning Partnerships with Business

Functional approach to the analysis:

4 important questions to take into consideration

# Business Education in Search for New Learning Partnerships with Business

## 4 important questions to take into consideration:

- ▶ **What** Schools are doing to find out which kind of partnership Business is expecting?
- ▶ **How** do they try to meet those expectations?
- ▶ Are they forecasting the **changes** in those expectations?
- ▶ **Who** are those, who are going to deliver those expectations?

# Business Education in Search for New Learning Partnerships with Business

## What Schools are doing to find out which kind of partnership Business is expecting?

- ▶ Obtaining feedback from Executive education
- ▶ Getting feedback of Guest lecturers from Business
- ▶ Launching joint projects with Business
- ▶ Organising joint conferences/events
- ▶ Cooperating with Corporate universities
- ▶ Participating in activities of Associations (CEEMAN, BMDA, etc.)

# Business Education in Search for New Learning Partnerships with Business

## How do they try to meet those expectations?

- ▶ Through traditional study programs , seminars and courses delivered in traditional way;
- ▶ Through custom made in-company programs;
- ▶ Through training in combination with consulting;
- ▶ Through Problem solving approach;
- ▶ Through blended model of learning (face to face + on-line)
- ▶ Through providing conditions for dissemination of Business experiences and skills (electronic platform for sharing experiences - BMDA approach)

## Two examples from Adizes Graduate School (AGS) curriculum

**Spiral Dynamics  
course  
5 credits**



**6 days on ground  
(USA, California)  
PLUS 3 weeks on-  
line**

**Synergetic  
mission  
development  
2 credits**



**2,5 days on ground  
(USA, California)  
PLUS 1 week on-  
line**



STRATEGIC PARTNERS



BUSINESS/ACADEMIC COOPERATION

- Innovative teaching-learning methods
- Joint cooperation program of Kongsberg Rotary
- Advanced Advice is searching for methodology authors

[View all](#)

ACADEMIC COOPERATION

- The Baltic-German University Liaison Office - project competition 2011
- System Engineering and Management

[View all](#)

COMMUNITY PROJECTS

BMDA INTERVIEW



**How to Manage Business Schools in the Fast Changing Environment**  
 During this interview prof. Tatjana Volkova shares her thoughts about managing ways of Business Schools, problems solving possibilities and quality management achievements.

BMDA NEWS



**Rotation of BMDA Staff**  
 Starting from September 12th, 2011 Mrs. Goda Nevidauskiene is taking the position of BMDA Coordinator. She is replacing Ms. Viktorija Kmieliauskaite who has been working in this position for 1 year. Goda has been working as BMDA Coordinator from 2004 till 2008 then she left for the maternity leave.

[More ...](#)

## Business Education in Search for New Learning Partnerships with Business

Are they forecasting the changes in  
those expectations?

**Not always!**

**But should permanently!**

# Business Education in Search for New Learning Partnerships with Business

## Who are those, who are going to deliver those expectations?

- ▶ **Continuously learning faculty**
- ▶ **Faculty doing relevant research**
- ▶ **Those who are more consultants and coaches**
- ▶ **Those who are more integrators and moderators**

# Business Education in Search for New Learning Partnerships with Business

**What are your experiences in  
that?**