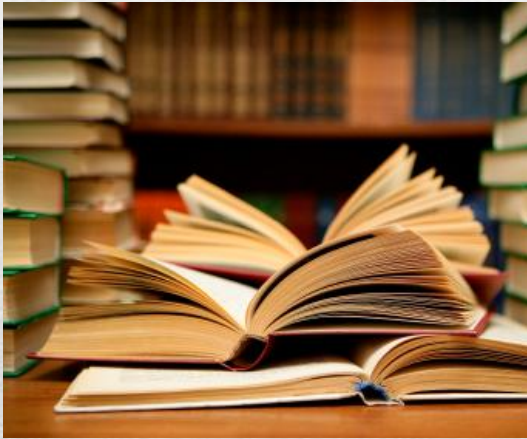


Do we teach what our customers need?

Prof John Powell
CEEMAN Conference
September 2011



Who are these 'customers'?



What do they want?

	What they want	What they need
Students	Contemporary solutions to contemporary problems Clarity in criteria, syllabus etc. Reasonable work loads Short MBAs – minimum real cost 'Coolness' Kudos Jobs	
Industry	Immediately usable graduates	
Research	Publication Relevance Impact	
Society	Social impact projects CSR	

How do we respond?

Listen to our clients, but stick to what we believe

We are the educators

Be responsive to the fashion but understand our own contexts

US schools are not the benchmark nor the only model

Cooperate AND compete

Be sensitive to the transient but educate...don't teach!

Under no circumstances...

1. Allow any teaching to take place in your school
2. Allow the contemporary to overrule the eternal

