Andrew Main Wilson

- Chief Executive, AMBA
- Chairman, United Nations PRME

Research Observations – CEEMAN Management Development Needs Research
Observations

1. Complex New Technologies

2. Unique Local Market Challenges

3. Corporate Universities vs Business Schools

4. Creating the Ideal Future Executive
What Employers want from MBAs
Managing Big Data

Source: AMBA Membership Survey - 1,240 Respondents - February 2016
What Employers want from MBAs

Digital Marketing

83% sought by employers in next 3 years
43% included in my MBA
40% skills gap

Source: AMBA Membership Survey - 1,240 Respondents - February 2016
The Value of Global Networks

Russia… Venezuela

Kazakhstan… Australia

Ukraine… Lebanon
The Responsible MBA - Sustainability Matters

Eradicate Poverty

Ensure Equality

Protect Environment

Provide Education
Corporate University vs Business School

McDonald's vs Harvard Business School
Business School – Competitive Advantages

1. Millennials – Career Promiscuity
2. Cohort Diversity
3. Curriculum – Breadth & Depth
4. Student ‘Freedom of Speech’
5. Desirability (90% BS Preference)
School Proposition:

“We are the organisation who know best
What you will need to know,
To succeed in your career
Over the next 5-10 years.”
An MBA is a Priceless Investment in Your Future

91%

91% of AMBA Members surveyed rated the quality of their Business Schools’ teaching and curriculum as ‘Excellent’ or ‘Good’.

Increase the probability of discovering your ideal MBA programme by selecting an AMBA-accredited School.

Source: AMBA Student & Graduate Member Survey
February 2016: 1,240 respondents

<table>
<thead>
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<th>Quality</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
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<tbody>
<tr>
<td>Quality of Curriculum</td>
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<tr>
<td>Quality of Teaching</td>
<td>36%</td>
<td>55%</td>
<td>9%</td>
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AMBA is the world’s only MBA-specific Accreditation and Membership Organisation. Discover our 237 Business Schools and Accreditation standards at: www.mba-world.com
Key Accreditations for prospective MBA students

- AACSB: 18%
- ACBSP: 11%
- AMBA: 45%
- EPAS: 6%
- EQUIS: 19%

Source: EFMD & CarringtonCrisp
Tomorrow's MBA 2016 research
The Ideal Candidate:

1. High Intelligence (Practical not Theoretical)
2. Genuine Integrity
3. Leader and Team Player
4. Intense Curiosity
5. Global Cultural Awareness
6. High Energy Levels (Physical & Mental)
7. Responsible Global Citizen
Management Training Investment

HR Director to CEO:
“What if we train them and they leave?”

CEO to HR Director
“What if we don’t train them and they stay?”