Andrew Main Wilson
Chief Executive

AMBA & BGA

CEEMAN Annual Conference – 2019
Wroclaw
• The only specialist Accreditation and Membership brand for Business Schools’ flagship product and students – the MBA

• Exclusive network – limited to 300 quality Business Schools
• Powerful new brand for Business Schools and Student & Graduate members
• Strong emphasis on both Practical and Responsible Management Impact
• Entire School Portfolio focus: Undergraduate → Postgraduate
• 3 School Portfolio engagement levels:
  Membership → Validation → Accreditation
  Bronze → Silver → Gold
# AMBA Poverty & Action - Societal Impact Survey

Source: AMBA & BGA Survey 2019

<table>
<thead>
<tr>
<th>Survey Participants</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business School Leaders</td>
<td>188</td>
</tr>
<tr>
<td>Business School Students</td>
<td>425</td>
</tr>
<tr>
<td>Business School Graduates</td>
<td>1304</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1917</strong></td>
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</tbody>
</table>
### Poverty & Action Survey

<table>
<thead>
<tr>
<th>Question</th>
<th>Business School Professionals</th>
<th>Students and Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I feel my Business School makes a genuine effort to tell its students how they can make a difference to those less well off in society</td>
<td>65%</td>
<td>49%</td>
</tr>
<tr>
<td>2. I am confident my Business School helps the poorest people in society</td>
<td>52%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: AMBA & BGA Survey 2019
What would help Business Schools make more of an impact on tackling Poverty?

- Funding to run programmes and projects which support entrepreneurs from poor backgrounds: 64%
- Increasing the awareness Business Schools play in addressing issues surrounding poverty: 58%
- More emphasis on poverty reduction as a purpose of Business Schools: 55%
- More curricula on MBA programmes dedicated to alleviating poverty: 50%
- More collaborative working and sharing between Business Schools: 45%
- Funding to directly implement projects based on research: 42%
- Training academics to help communicate their research findings: 35%
- Political support for the Business School community's role in influencing business approaches: 32%
- Greater external investment into your local economy (e.g. digital infrastructure and transport facilities): 32%
- More support staff within your Business School to help influence businesses, regulators and politicians into making a difference: 31%
University of Cape Town – Graduate School of Business

Opened a new teaching and research site – The Solution Space Hub

1. Ecosystem for early-stage start-ups

2. R&D platform to experiment with emerging business models
Case Study 2 – Ecuador

ESPAE – Graduate School of Management

Conducting research into training smallholder farmers and urban micro-retailers how they can operate more efficiently to benefit both low-income producers and consumers.

*Issue: Business School staff are incentivised in terms of teaching objectives, faculty goals and cohort intakes – not helping and supporting poverty impact innovation.*