



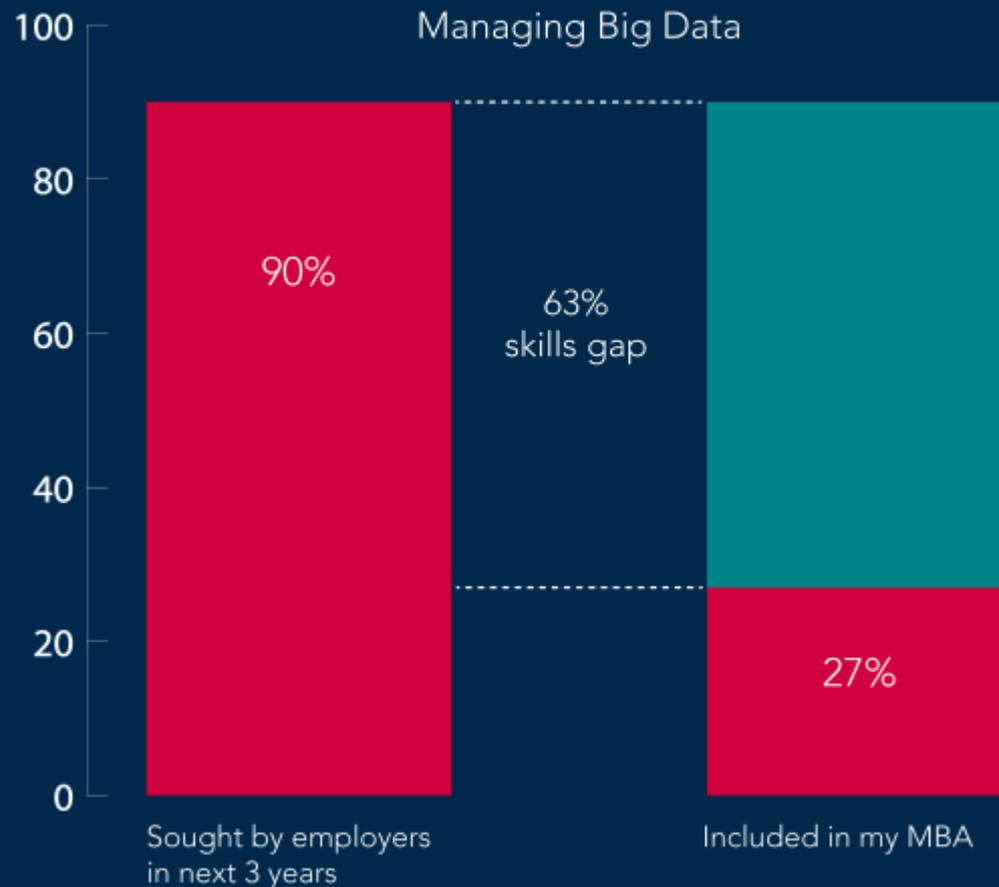
Andrew Main Wilson

- Chief Executive, AMBA
- Chairman, United Nations PRME

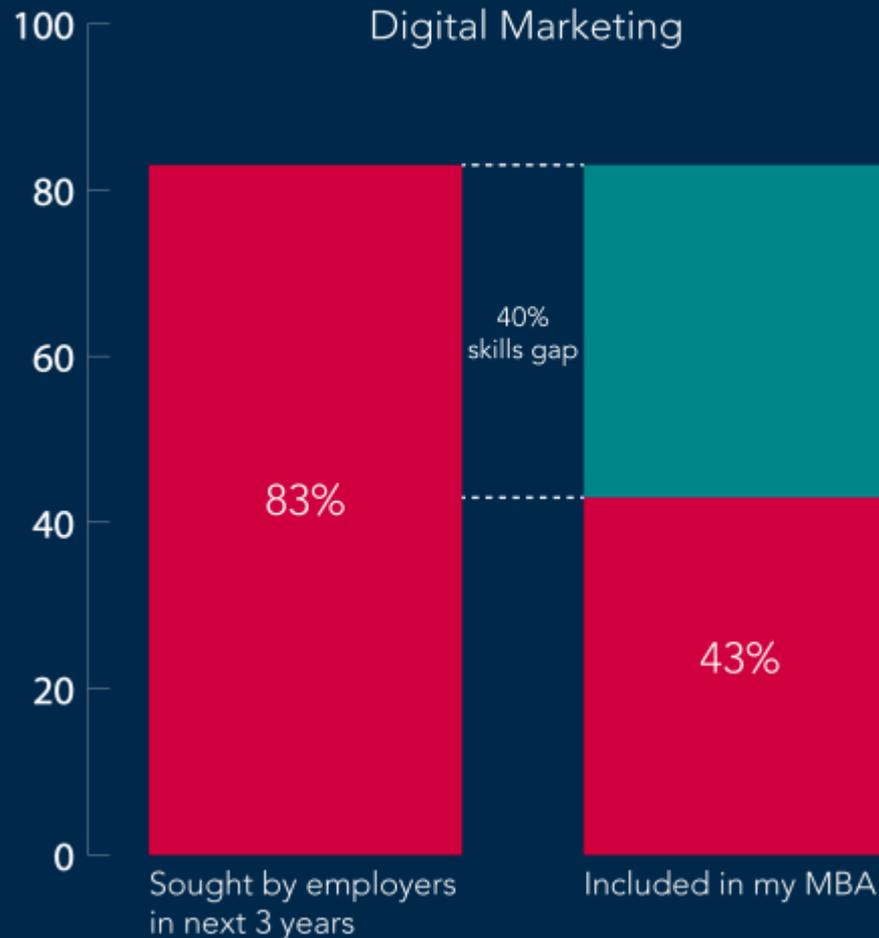
**Research Observations –
CEEMAN Management
Development Needs
Research**

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



What Employers want from MBAs Digital Marketing



The Value of Global Networks

Russia... Venezuela

Kazakhstan... Australia

Ukraine... Lebanon

The Responsible MBA - Sustainability Matters

Eradicate
Poverty

Protect
Environment

Ensure
Equality

Provide
Education



Corporate University vs Business School



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



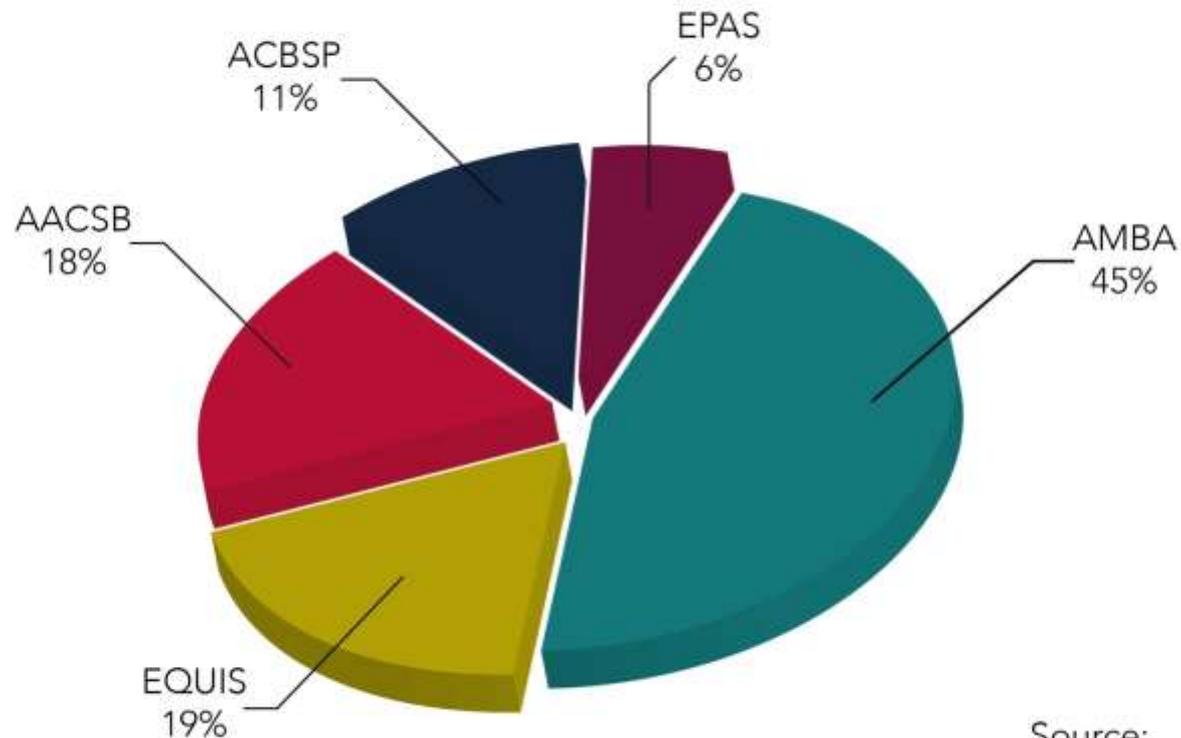
91% of AMBA Members surveyed rated the quality of their Business Schools' teaching and curriculum as 'Excellent' or 'Good'.

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

	Excellent	Good	Average	Poor
Quality of Curriculum	38%	53%	9%	0%
Quality of Teaching	36%	55%	9%	0%

Key Accreditations for prospective MBA students



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

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?”

