Perspectives and Priorities for Business Schools: Delivering Impact and Value

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Celebrating a British Success

- ~130 schools in the UK.
- 269,000 FTE students, up 60% in 15 years, now 14% of all HE students.
- 35% FTE students non-domiciled.
- Successful overseas campuses.
- More EQUIS accredited schools than any other country.
- Second only to US in citations and publications.
- Important financial contribution to many universities.

Drivers of Success

- English, English, English …
- Open globally facing economy.
- Light(er) touch university regulation.
- Strong national quality assurance frameworks.

- But what of business school characteristics?
  - Question whether British model is better than that of other countries.
  - Question sustainability of prevailing model in changing external environment.

Waves of Disruption

- Internet driven socio-technical change and the legacy of the global financial crisis:
  - Technology: online supported models of delivering education.
  - Consumerism: increasing expectations and demands of users.
  - Competition: entry and growth of for-profit and international providers (… and for staff).
  - Policy: emphasis on user payment and provision of performance data (… and immigration).

Responding to Disruption

- Reframing the business school proposition:
  - Rebalancing the curriculum – from analytical skills to leadership and creativity.
  - Rethinking the research agenda – balancing academic objectives with enhancing practice.
  - Redesigning models of delivery – flexible modes of delivery to support lifelong learning.
  - Reengaging with practice – experiential learning and diversity of staff base.

Achieving a Purposeful Future

- Delivering Impact:
  - Supporting development Britain's businesses of tomorrow
  - Creating world-class managers to lead British businesses
  - Building soft-power in the the global business community
  - Transforming business practice through engaged research
- Delivering Value:
- Designing pathways for life long learning and professional development
- Exploiting technology to create efficient as well as effective programmes

ABS Initiatives to Achieve a Purposeful Future

- Completed Reports:
  - Innovation and Growth Report (2013)
  - CMI/ABS 21st Century Leaders Report (2014)
- Launched Initiatives:
  - Small Business Charter (2014)
- Planned activities:
  - Research funding and impact (2015)
  - Delivering Value Taskforce (2015)

ABS Manifesto for Growth

- Influencing political agenda in run-up to 2015 election:
  - Recognise business and management education and research in STEM**M.**
  - Integrate business schools into local growth policies and business support initiatives.
  - Remove international students from net migration targets.