

Some Thoughts and Background on the Changing Nature of Business Schools - Krannert's Unique Global Opportunities

Chris Earley
Dean, Krannert School of Management

Guide for Presentation

- Personal Review and Overview
- Academic and Administrative Experiences
- Perspective Concerning the Future of Business Education
- Preliminary Thoughts About A Possible Krannert Business School's Future

A Brief History of (my) Time

- Background Basics
- Academic Focus and Research
- Administrative Experiences - a tale of two Deans
 - Lessons Learned
 - globalize and innovate (anticipate and outpace);
 - embrace citizenship/community (understand its significance and impact on others);
 - create and pursue a differentiated strategy (leverage core competencies and create a unique focus) - get the basics in order and then enact key differentiators;
 - move people and systems beyond their comfort zone (how to achieve the first 3 items is by empowering people and pushing them out of their comfort zone);
 - enhance philanthropy by creating unique linkages for individuals and compelling them with the opportunities that an institution can create for itself in the future (Riady example; EBV example and recent Walmart gift)
- Future Glance - the search for unabashed excellence (LBS and NUS experiences)

A Few Examples of NUS and UConn Initiatives

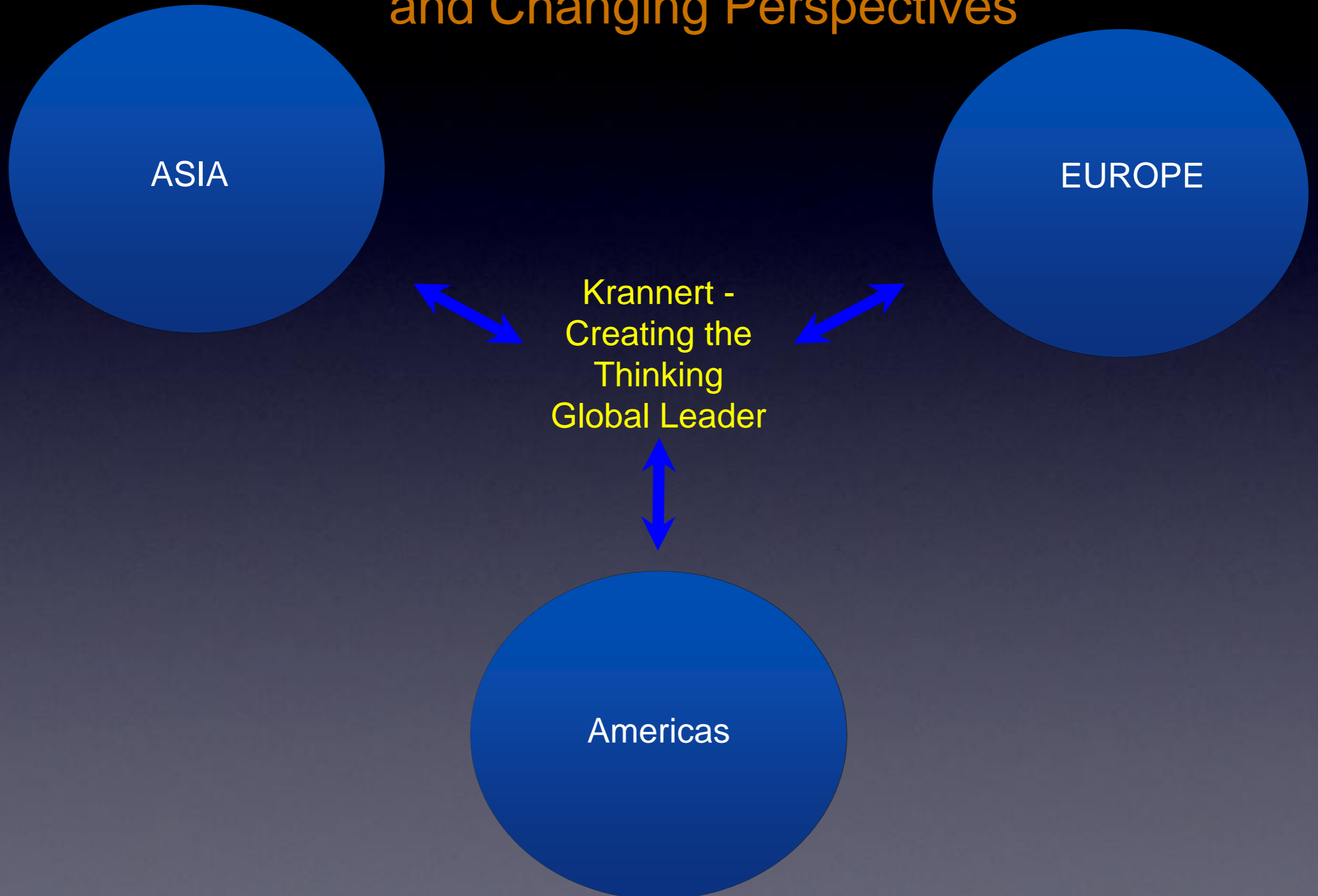
- RMI - NUS-Berkeley joint initiative with MAS
- Joint MBA degree with Fudan, KU, NUS (Asian MBA)
- UConn Digital Media Initiative (Fine Arts, Engineering, Business and units within CLAS)
- Career-centric Custom MBA - new model of education
- MS in FRM and BAPM - listening to the alumni as advisors
- Living/Learning Community - an entirely new model of engagement

Trends in Business Education

- Bocconi Accord on Higher Education
 - Role of MBA versus pre-experience MS degrees
 - Role of Undergraduate-MS combination degrees
- Generalist versus Specialist Focus
- Globalization and the nature of partnerships/networks - What does it really mean to play the linking role for the world?

So how might Krannert ascend to the top?

Moving Forward - Integrating Systems and Changing Perspectives



Krannert's Opportunities

- **Challenge:** Underutilized relationships to the wider university with student and faculty learning opportunities
- **Response:** key educational units such as Sciences (executive education potential); e.g., linking Krannert with Sciences/Engineering through Discovery Park (UConn's IA and FA as parallels) or perhaps the FSU Chemistry-Entrepreneurship student "detective" approach
- **Challenge:** Increasingly competitive market for MBA and Executive Education and challenge of not simply following the paths of (inter)national competitors
- **Response:** Lessons from LBS, NUS, UConn
 - Executive education and the Nestle program;
 - A truly global IMM program reaching out to Asia and L. America;
 - Creating company-specific MBA and related programs for global technology companies such as GE, UTC, Siemens, Sennheiser with US-Europe-Asia foci
- **Challenge:** Tapping into the Research Context of the School and University
 - **Response:** Leveraging the Synergies around Global Economic Policy, Global Innovation in Financial Markets, Global Supply Chain and Logistics, Leadership in Manufacturing Initiative with Shanghai Jiaotong University



What are the possibilities?