

Annual Academy of Management Meeting in Washington DC, 2002

Theme: **The Changing Face of Management Education: Multiple Perspectives Across Constituencies**

4:10- 5:20 Hilton Washington & Towers:

Chair: Elena P. Antonacopoulou, U. of Manchester

The Business School Perspective, John J. Fernandes, President and CEO of AACSB

The Corporate University Perspective, Jeff Oberlin, VP Corporate Learning Team, Motorola U.

The Professional Association Perspective, Brian A. W. Redfern, Director, Foundation for Management Education

The Government Perspective, Raymond Saner, Centre for Socio-Economic Development; Lichia Saner-Yiu, Centre for Socio-Economic Development

Discussants: Joseph A. Raelin, Boston College; David Ashton, U. of Manchester

Title of session:

The Changing Face of Management Education: Multiple Perspectives Across Constituencies

Purpose

That Management Education is witnessing yet another 'identity crisis' is reflected by the growing number of diverse providers of corporate and executive (mgt) education and the noted 'commercialization' in general as the growing investment in e-learning initiatives is transforming both the way learning is supported and the meanings that education is acquiring. This session will seek to examine the various perspectives that multiple constituencies bring to the current state (changing face) of Management Education. By exploring the various perspectives, assumptions, expectations and approaches as well as role that different constituencies play in the current state of management education the objective is to develop a better understanding of the varying and potentially competing priorities that management education is expected to address and through this process of knowledge exchange to debate the possibilities open for exploring ways of taking management education forward.

Session Format

Due to the limited time restrictions for addressing these critical set

of issues the session will concentrate on four main constituencies in management education; namely the perspective of Business Schools, that of Corporate Universities, the perspective of Professional Associations and that of the Government itself. A speaker from each of these perspectives will be invited to provide a brief overview of the issues that inform their practices and contribution to education (management education specifically) critically reflecting on their role in management education and the assumptions and expectations that drive their current practices.

The four perspectives presented by the panel will then be further discussed by two discussants who will seek to critique the issues that the different perspectives highlight and offer their own perspective about the challenges presented to management education.

The session will be one hour and 10 minutes long. It is therefore, expected that each contributor to the session will have approximately 10 minutes for their presentation/comments (allowing for brief opening and closing remarks by the session chair). The session will be followed by the MED Division Business Meeting and the Social event which will be on the theme of 'celebrating knowledge exchange' which is also the underlying theme of this special session as well.

Panel members are cordially invited to attend the Business Meeting and the Social Event that follows in their honor as during these sessions plaques will be awarded in recognition for their contribution to Management Education.

Panel Members

Session Chair: Elena Antonacopoulou, Manchester Business School, UK

Business School perspective: John Fernandes, President and CEO of AACSB, US

Corporate University perspective: Jeff Oberlin, VP Corporate Learning Team, Motorola University, US

Government perspective: Ray Saner and Lichia Saner-Yiu. Centre for Socio-Eco-Nomic Development (CSEND), Switzerland

Professional Association perspective: Brian Redfern, Foundation for Management Education, UK

Discussants: Joe Raelin , Boston College; David Ashton, Manchester Business School

