

# ***EFMD UPDATE***



**Eric Cornuel**  
**Director General**

**2009 EFMD Meeting for Deans & Directors General**

30 January 2009 – SDA Bocconi (Milan, Italy)



# AGENDA

## UPDATE 2008

Membership

Network Events

Accreditation

Development

Publications

## FORECAST 2009

Network Events

Corporate Strategy

Accreditation

Development

Strategic Partners



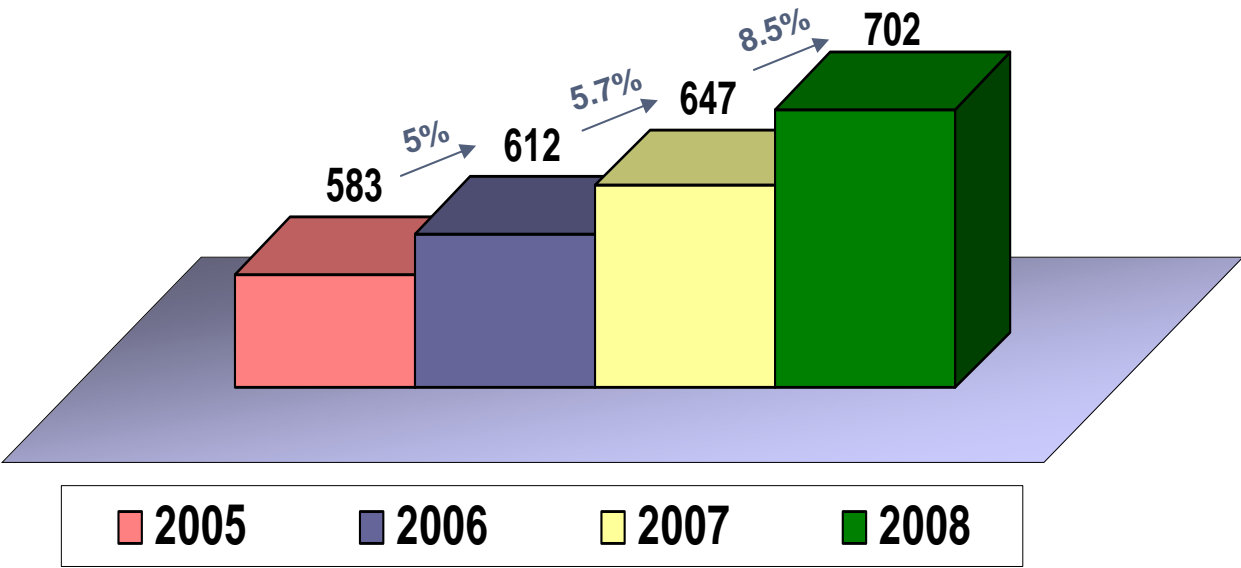
# HOW WE WORK



**Support Services**  
Finance HR IT

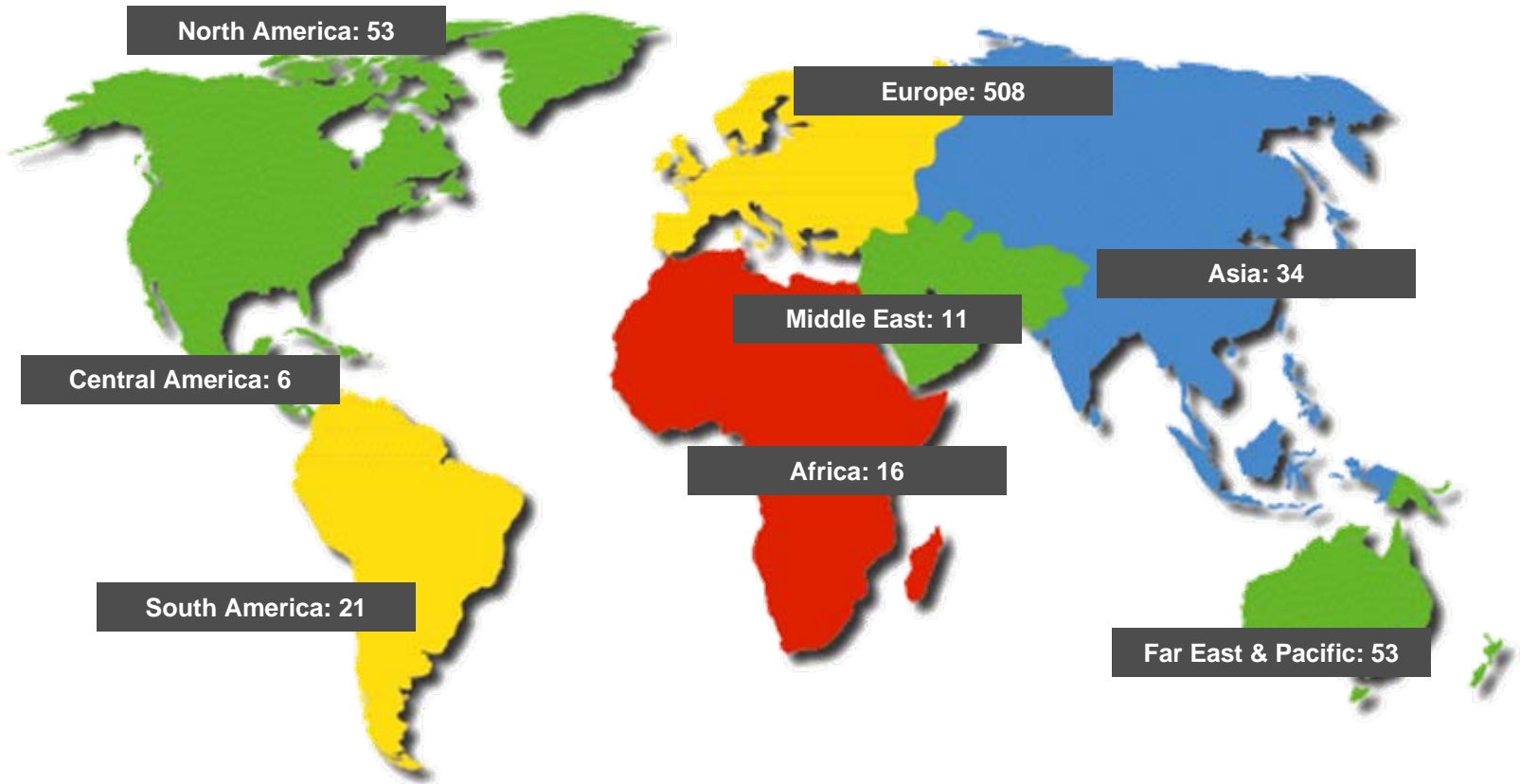


# EFMD TOTAL MEMBERSHIP GROWTH 2005 - 2008





# EFMD MEMBERSHIP WORLDWIDE AS OF DECEMBER 2008

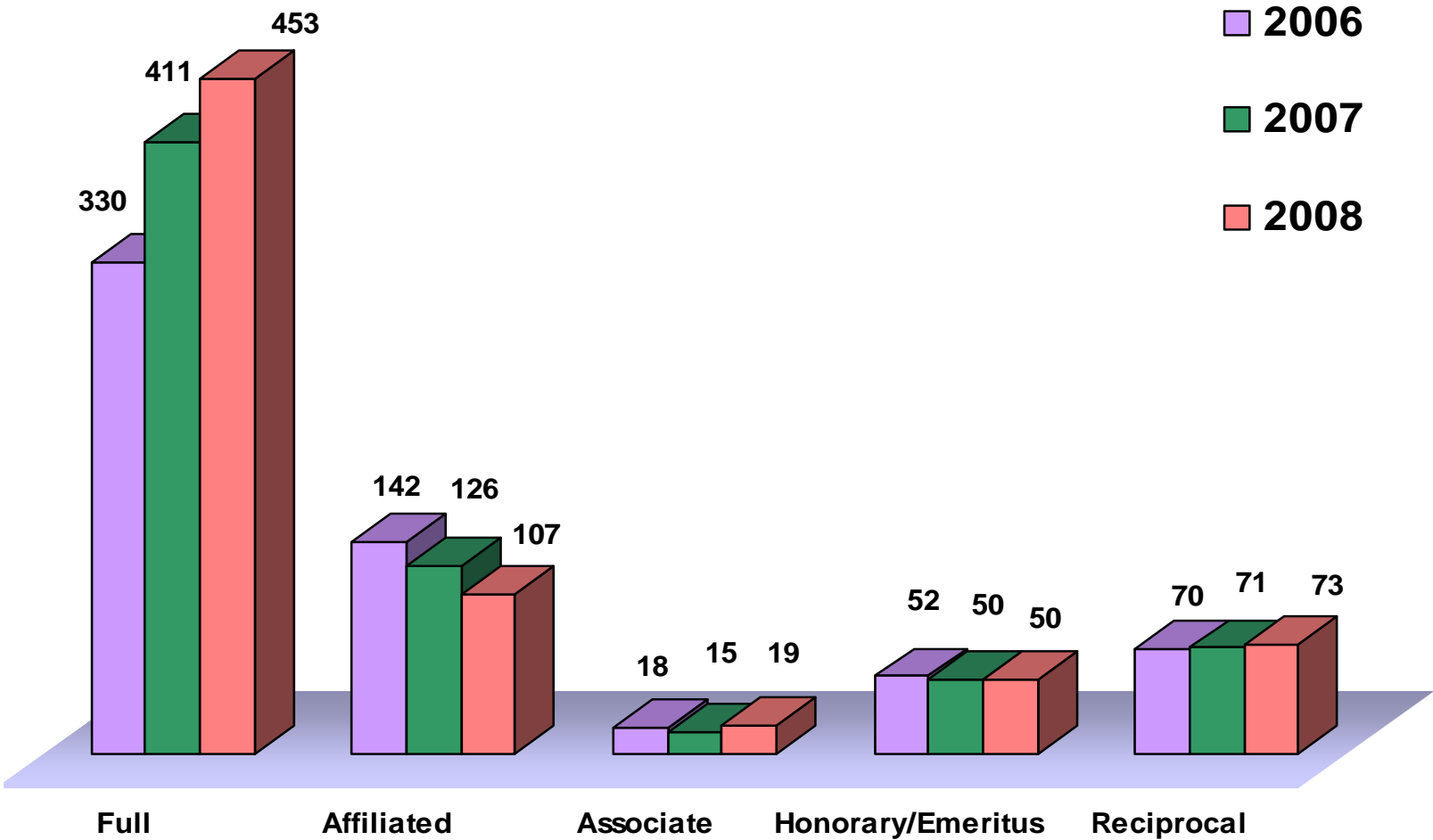


*A total of 702 members*



# EFMD MEMBERSHIP BY CATEGORY

## 2006 - 2008





# NEW CORPORATE MEMBERS 2008

**Lilly**  
Answers That Matter.

**ERNST & YOUNG**  
Quality In Everything We Do

**Henkel**

*A Brand Like a Friend*

**HANIEL**

**ThyssenKrupp Academy**



**Schindler**

**BERTELSMANN**  
*media worldwide*

**Hudson**



**SwissLife**



**ENAV S.p.A.**

SOCIETÀ NAZIONALE PER L'ASSISTENZA AL VOLO

**CATERPILLAR®**

**Deutsche Post World Net**  
MAIL EXPRESS LOGISTICS FINANCE

**DELHAIZE GROUP**

**LLOYD'S**

Membership

[www.efmd.org](http://www.efmd.org)



# EFMD MEMBERSHIP SURVEYS

- 2007: 165 surveys completed
- 2008: 389 surveys completed
- 2009: Survey will be sent to you soon





# MEMBERSHIP SURVEYS 2007 & 2008

## Key EFMD features according to members:

- Globally respected accreditation system
- EFMD's pioneering position in Global Responsibility
- Engaging Advisory Seminar themes
- Outstanding international networking opportunities



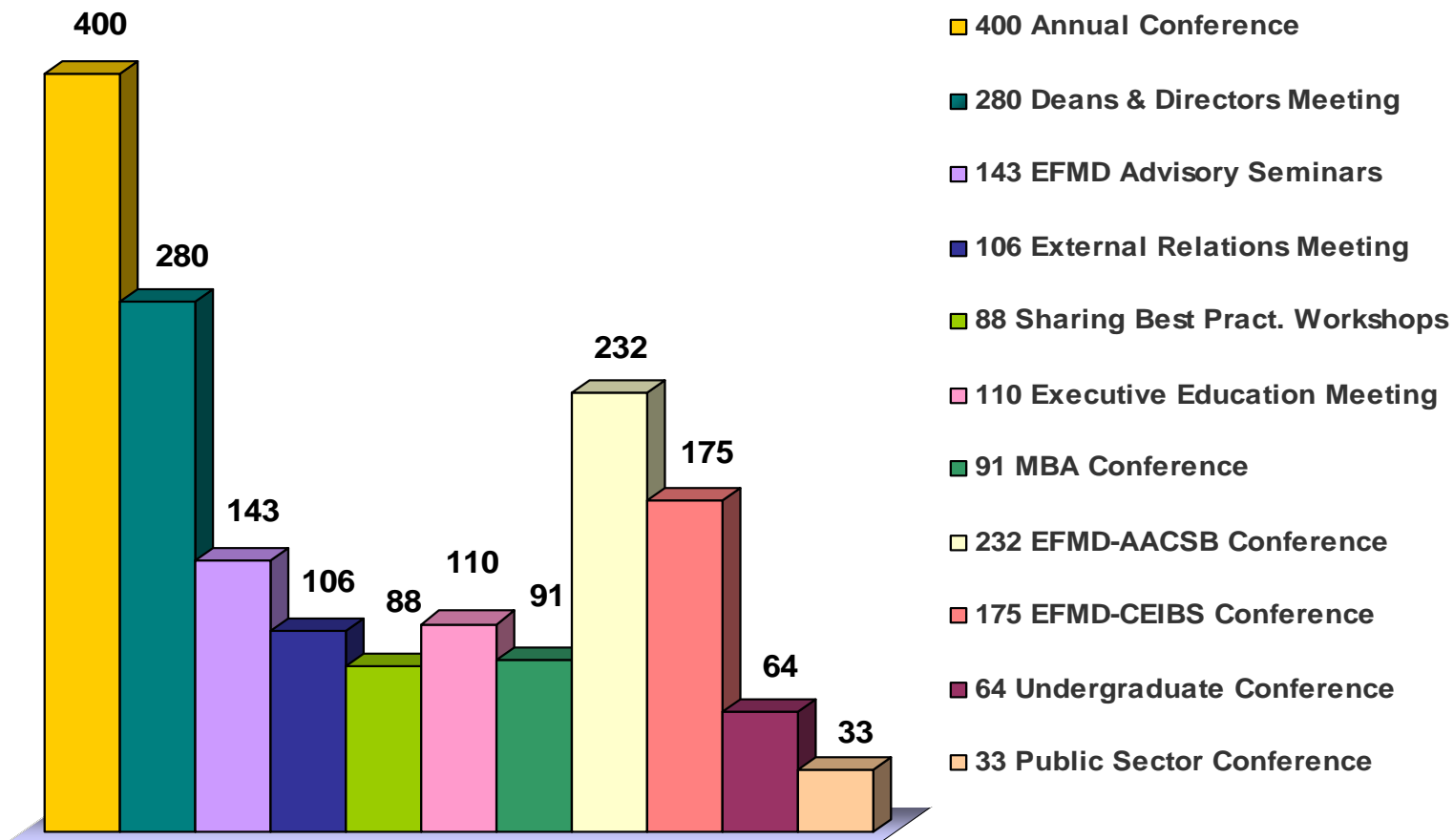
# MEMBERSHIP SURVEYS 2007 & 2008

Improvements suggested by members:

- Collect and disseminate information & benchmarking
- Expansion of events outside Europe
- EQUIS/EPAS process manuals
- Website development



# EFMD EVENTS IN 2008 OVER 1700 PARTICIPANTS





# EFMD ADVISORY SEMINARS 2008

*All seminars evaluated as “very good” to “excellent” by participants*

- Trends and Best Practice in Executive Education
- Integrating Corporate Responsibility in your Accreditation Process
- How to Develop Entrepreneurs: Fostering Innovation and Entrepreneurial Attitudes
- Recruiting and Retaining Excellent Staff in your Business School
- Designing, Implementing and Managing Effective Coaching Strategies: State-of-the-Art Lessons
- Attracting Quality International Students to Programmes
- Emerging Technologies in Management Education



# INTERNATIONAL DEANS' PROGRAMME AGENDA 2008 - 2009

**3-5 DEC 2008:**

## **Module 1**

Petrobras University (Rio de Janeiro, Brazil)

**1-2 APR 2009:**

## **Module 2**

Instituto de Empresa (Madrid, Spain)

**22-23 JUN 2009:**

## **Module 3**

IEDC - Bled School of Management (Bled,  
Slovenia)



# EFMD WEBSITE - NEW PLATFORM

- Faster and more reliable
- More information on members and content:
  - On-line Executive Education Directory launched in 2007
  - Creation of a Members Only Area in 2008
  - Articles, presentations and research papers on-line
  - On-line Library launched in June 2008

***Source: 2007 & 2008 EFMD Membership Survey***



# EFMD MEMBERSHIP DIRECTORY

www.efmd.org



Algeria Argentina Australia Austria Belgium Benin Bolivia Bosnia Herzegovina Brazil Bulgaria Canada Chile China Colombia Costa Rica Croatia Czech Republic Denmark Ecuador Egypt Estonia Finland France Georgia Germany Greece Hungary Iceland India Indonesia Ireland Israel Italy Ivory Coast Japan Jordan Kazakhstan Kenya Kuwait Lebanon Lithuania Luxembourg Malaysia Mexico Monaco Morocco Netherlands New Zealand Nigeria Norway Pakistan Peru Philippines Poland Portugal Romania Russia Saudi Arabia Senegal Singapore Slovenia South Africa Spain Sweden Switzerland Switzerland Taiwan Thailand Turkey Ukraine United Arab Emirates United Kingdom United States Venezuela Vietnam...

Membership Directory  
**2009**

- An on-line version created
- On-line updates operational since November 2008
- The paper version will continue to be distributed\*

***\*Source: 2007 & 2008 EFMD Membership Survey***



# ACCREDITATION UPDATE 2008



115 EQUIS accredited business schools



24 EPAS accredited programmes



15 CLIP accredited corporate learning centres



9 CEL accredited programmes





# KNOWLEDGE & SURVEYS UNIT

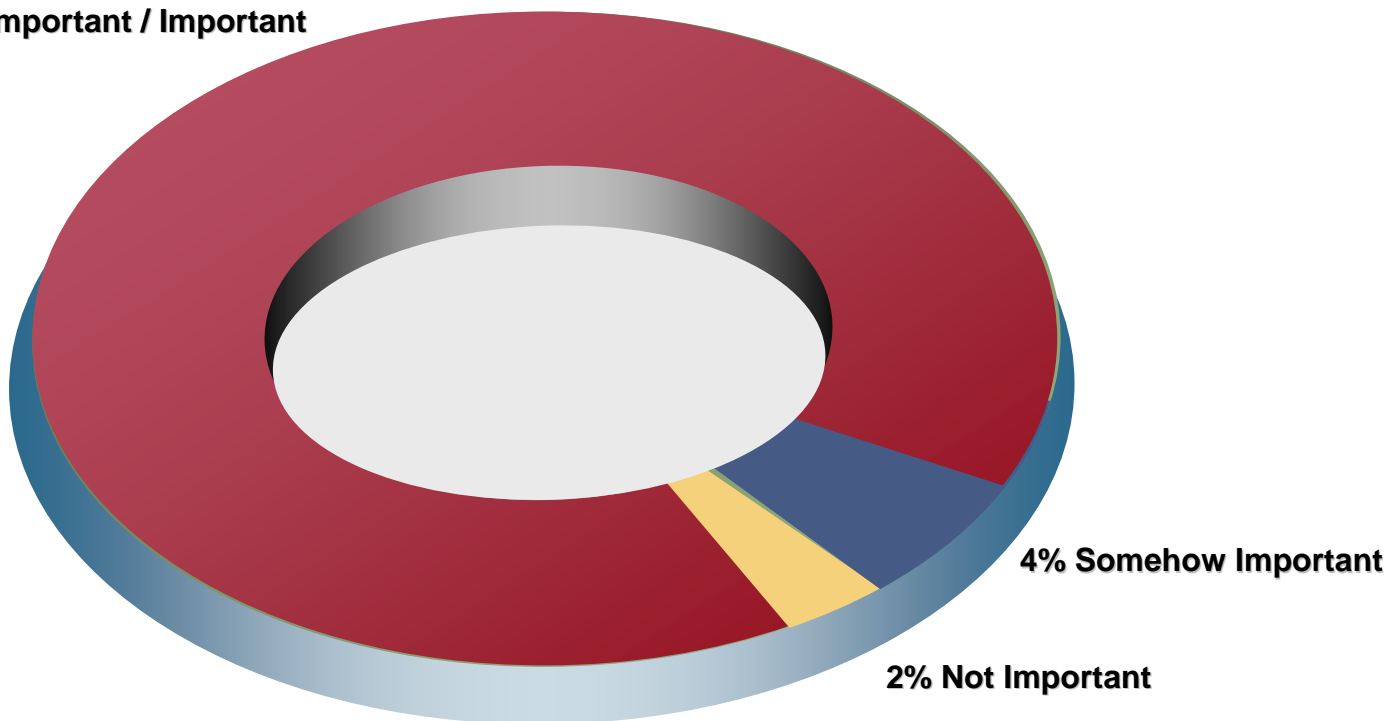
- Strategic decision strongly supported by the 2007 & 2008 membership surveys
- Analysis and dissemination of EQUIS/EPAS data
- CLIP Research Project and support for CLIP Workshops
- Strategic partnership with GMAC<sup>®</sup> on surveys



# GLOBAL RESPONSIBILITY

Continued Importance of Corporate Global Responsibility and Globally Responsible Leadership according to EFMD members

**94% Very Important / Important**



**Source: 2008 EFMD Membership Survey**



**[www.efmd.org](http://www.efmd.org)**



- Launch of PRME in July 2007 in Geneva
- PRME Steering Committee: EFMD, GRLI, EABIS, AACSB International, Aspen Institute, GMAC<sup>®</sup>, NetImpact
  - 19 & 20 June 2008: meeting hosted by EFMD in Brussels
- Close to 200 PRME signatories
- PRME Global Forum, New York, 4 – 5 December 2008
  - “How to Get Started with the PRME”
  - “Sharing Information on Progress with Stakeholders”



# GLOBALLY RESPONSIBLE LEADERSHIP INITIATIVE



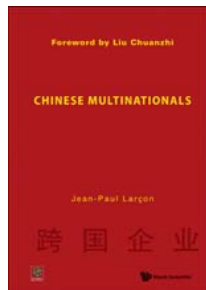
- Expansion from 21 pioneers in 2004 to 58 partners in 2008
- GRLI Manifesto: in 6 languages available [on www.grli.org](http://www.grli.org)
- 3 Key Themes
  - Reframing the Purpose of Management Education
  - The Corporation of the 21st Century
  - Managing Cultural Change in Organisations
- 2 General Assemblies in 2008



# EU PRESIDENCY STEERING COMMITTEE

- Position Paper presented to Ministers of Education in Member States
  - Quality Measures & Systems
  - Research in Management Disciplines
  - Governance of Academic Institutions
- Slovenian Presidency – Meeting with Commissioner Potocnik (DG Research) in May 2008 – funding for Management Research

# PUBLICATIONS 2008



- *Global Focus* magazine considered as good / very good by 91% of respondents (2008 Membership Survey)
- *WebWorks*: report on best practice for Business School websites – with CarringtonCrisp and ABS (The Association of Business Schools, UK)
- *Journal of Management Development: Challenging the Purpose of Business Schools*
  - Edited by Howard Thomas, Warwick Business School, UK
- *Chinese Multinationals* – The rise of Chinese companies during the last two decades
  - Edited by Jean-Paul Larçon, HEC Paris, France

***The latest issue of the Global Focus Magazine is in your conference pack***



# ***2009 FORECAST***





# UPCOMING CONFERENCES 2009

- **EFMD Entrepreneurship Conference 26 – 27 February**  
Host: EAE Business School (Barcelona, Spain)
- **EFMD MBA Conference 22 – 24 March**  
Host: AESE - Escola de Direção e Negócios (Lisbon, Portugal)
- **EFMD External Relations Meeting 23 – 24 April**  
Host: Cass Business School (London, United Kingdom)
- **EFMD Annual Conference 7 – 9 June**  
Venue: Crown Plaza, Brussels
- **EFMD – CENTRUM Católica Conference 5 – 8 July**  
Host: CENTRUM Católica (Lima, Peru)
- **EFMD Undergraduate Management Education Conference 16 – 18 September**  
Host: Umeå University, Umeå School of Business (Umeå, Sweden)
- **EFMD Executive Education Meeting 12 – 13 October**  
Host: ISM University of Management & Economics (Vilnius, Lithuania)





# EFMD ADVISORY SEMINARS 2009

- 6 FEB** Soft Skills Are Hard – Approaches for Measuring The Impact of Coaching & Selection of Coaches
- 16 MAR** Publishing Research and Increasing Impact
- 31 MAR** New Management Opportunities for Business School Growth
- 3 APR** Particular Challenges of MSc Programmes in Business Schools
- 12 MAY** Translating Soft Skills into Teaching Methods – How to Teach Soft Skills
- 19 MAY** Doctoral Programmes
- 26 MAY** Fundraising in Business Schools: Is It a Crisis for Everyone?
- 24 SEP** Managing IT for Increasing Business Value
- 2 OCT** Career Services in Business Schools
- 17 OCT** Managing Business School Rankings
- 17 NOV** Opportunities for Business Education in Africa
- 24 NOV** Internationalisation of Business Schools: Challenges and Opportunities

*More Details at the EFMD Stand*



# INTERNATIONAL DEANS' PROGRAMME AGENDA 2009 - 2010

## **DEC 2009: Module 1**

Cambridge University, Judge Business School, UK

Cranfield School of Management, UK

## **MAR 2010: Module 2**

Beijing, CN

## **JUN 2010: Module 3**

ISM University of Management & Economics, LT (tbc)

***More details contact [griet.houbrechts@efmd.org](mailto:griet.houbrechts@efmd.org)***



# EXCELLENCE IN PRACTICE AWARD 2009

- "Partnership in Learning & Development"
- Best practices of cooperation between a company and a business schools / executive development centres / consultancies
- Deadline for submission of papers: 31 March 2009

## ***Winners 2008***

Swiss Re & Impact:

The Best of Both Worlds – Exploiting the power of experiential learning in the Swiss Re business context



# EFMD CASE COMPETITION 2009

- Open to members and non-members of EFMD
- 10 Categories
- Award of 2,000 €
- Category on Global Responsibility sponsored by EFMD
- Deadline for submission of cases: 31 July 2009

*More details contact [diana.grote@efmd.org](mailto:diana.grote@efmd.org)*



# DRUCKER FORUM 2009

			<p>CONFERENCE PRE-ANNOUNCEMENT</p> <p>1st GLOBAL PETER F. DRUCKER FORUM VIENNA</p>	
«REACHING OUT	< >	COMING HOME»	19. – 20. 11. 2009	

An event organised by the Peter Drucker Society of Austria  
with the support of EFMD, Wirtschaftsuniversität Wien and  
Emerald Publishing

*Details in the latest edition of the Global Focus  
or contact [richard.straub@efmd.org](mailto:richard.straub@efmd.org)*



# CORPORATE SERVICES STRATEGY

- Reinforcing EFMD's positioning in the corporate world
- A sharpened Value Proposition:
  - EFMD supports excellence in international corporate learning & development organisations (both in companies and public sector)
  - Building on the CLIP accreditation process to recognise and increase excellence in practice



# ACCREDITATION FORECAST 2009



- 40 reviews scheduled in 2009
  - 10 initial reviews
  - 30 re-accreditation reviews
- 15 schools in the pipeline
- 15 new applications per year on average
- Next EQUIS Accreditation Seminar:
  - 23 April 2009 at EFMD



- 15 reviews scheduled
- 47 eligible Programmes
- 20 new applications per year on average
- Next EPAS Accreditation Seminar:
  - 5 March 2009 at EFMD



# ACCREDITATION FORECAST 2009



- 1 review scheduled
- 1 re-accreditation
- 3 reviews in the pipeline



- 2 reviews scheduled
- 3 re-accreditation reviews





# GRLI 2009



2 publications in 2009 with Emerald

- Reframing the Purpose of Business Education
- Tales on GRLI

2 General Assemblies for the partners:

- 1-4 March: Belo Horizonte, Brazil
  - Hosted by Fundação Dom Cabral and Petrobras
- 6-9 October: Bordeaux, France
  - Hosted by BEM and Caisse d'Epargne-CEAPC

Ongoing selection of new partners



# EU AFFAIRS

## Key Focus Areas for 2009

- Survey on investment in management research vs. other research funding
- Engaging in the next Lisbon cycle
- Updating/renewing the position paper
- Follow up with DG Research to influence future research policy



# EFMD STRATEGIC PARTNERS



## EFMD – GMAC®

- MBA Career Council Cooperation for Surveys
  - 2009 edition of the Recruiters Survey: Presentation of the results at the EFMD MBA Conference
    - 22 – 24 March at AESE - Escola de Direção e Negócios (Lisbon, Portugal)
  - 2009 edition of the Alumni & MBA Surveys
- Conferences Sponsorship



# EFMD STRATEGIC PARTNERS



## Potential Actions for 2009



- Create an on-line directory of business schools
- Advocate for quality assurance



# EFMD STRATEGIC PARTNERS



**EABIS**  
European Academy  
of Business in Society

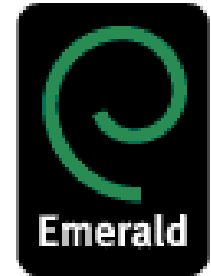
- Business in Society Gateway
  - One of the world's largest online resource centres on CSR issues
  - Features unique global directory of EFMD/EABIS member profiles

*[www.businessinsociety.eu](http://www.businessinsociety.eu)*

- Business case for diversity project funded by DG Employment
- CSR Platform Green Book
  - Framework report for future CSR research priorities in Europe



# EFMD STRATEGIC PARTNERS



- 5th Outstanding Doctoral Research Awards
- Special Issue of the Journal of Management Development
  - Guest edited by Howard Thomas and Eric Cornuel on *Challenges and Impacts of Business School Research: Balancing Rigour and Relevance* (September, 2009)



# COMING SOON

- 2009 EFMD Membership Directory
- 2009 EFMD Membership Survey
- EFMD Annual Report 2008



***THANK YOU!***

