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
EFMD TOTAL MEMBERSHIP GROWTH
2005 - 2008

- 2005: 583, 5% growth
- 2006: 612, 5.7% growth
- 2007: 647, 8.5% growth
- 2008: 702

www.efmd.org
EFMD MEMBERSHIP WORLDWIDE
AS OF DECEMBER 2008

A total of 702 members
EFMD MEMBERSHIP BY CATEGORY
2006 - 2008

<table>
<thead>
<tr>
<th>Category</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>330</td>
<td>411</td>
<td>453</td>
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<tr>
<td>Affiliated</td>
<td>142</td>
<td>126</td>
<td>107</td>
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<tr>
<td>Associate</td>
<td>18</td>
<td>15</td>
<td>19</td>
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<tr>
<td>Honorary/Emeritus</td>
<td>52</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Reciprocal</td>
<td>70</td>
<td>71</td>
<td>73</td>
</tr>
</tbody>
</table>
NEW CORPORATE MEMBERS 2008

Lilly
Answers That Matter.

ERNST & YOUNG
Quality In Everything We Do

HANIEL

ThyssenKrupp Academy

Schindler

Bertelsmann
media worldwide

Hudson

CATERPILLAR®

SwissLife

VENAV S.p.A
SOCIETÀ NAZIONALE PER L'ASSISTENZA AL VOLO

Deutsche Post World Net
MAIL EXPRESS LOGISTICS FINANCE

DELHAIZE GROUP

LLOYDS

www.efmd.org
EFMD MEMBERSHIP SURVEYS

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

- 400 Annual Conference
- 280 Deans & Directors Meeting
- 143 EFMD Advisory Seminars
- 106 External Relations Meeting
- 88 Sharing Best Pract. Workshops
- 110 Executive Education Meeting
- 91 MBA Conference
- 232 EFMD-AACSB Conference
- 175 EFMD-CEIBS Conference
- 64 Undergraduate Conference
- 33 Public Sector Conference

Network Events
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
• 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
115 EQUIS accredited business schools

24 EPAS accredited programmes

15 CLIP accredited corporate learning centres

9 CEL accredited programmes
• 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® on surveys
GLOBAL RESPONSIBILITY

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

94% Very Important / Important

4% Somehow Important

2% Not Important

Source: 2008 EFMD Membership Survey

www.efmd.org
• Launch of PRME in July 2007 in Geneva

• PRME Steering Committee: EFMD, GRLI, EABIS, AACSB International, Aspen Institute, GMAC®, NetImpact
  – 19 & 20 June 2008: meeting hosted by EFMD in Brussels

• Close to 200 PRME signatories

  – “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

- 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*
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
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
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
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
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 – 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
Potential Actions for 2009

• Create an on-line directory of business schools

• Advocate for quality assurance
EFMD STRATEGIC PARTNERS

• 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

• 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!