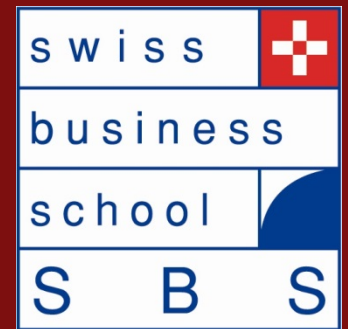


# HOW TO MAKE GLOBAL PARTNERSHIPS

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ACADEMIC DEAN



# WE ARE IN TROUBLE



- The Chronicle (Sept, 7, 2017)
  - 40% of undergraduate colleges report decreasing enrollments

The WSJE (Sept, 8, 2017)

Skepticism grows over college degrees

Only Democrats, urban residents, middle and upper-class Americans still believe in College. The others don't.

BUT

the unemployment rate among college grads is 2.7%, compared to 5.1% among high school grads who never went to college.

The WSJE (Sept, 7, 2017)

Do free online school courses have a payoff?

Blogs: No-Pay M.B.A.

# SBS SWISS BUSINESS SCHOOL



- Located: Zurich, Switzerland
- 17 partners
- 5 continents: Latin America, Europe, Asia, Africa, Australia
- Offer BBA, MBA and DBA programs

# WHAT DO WE DO WRONG

- DO WE TEACH SKILLS?
  - DO WE HAVE A CAREER PLACEMENT OFFICE?
  - DO WE HAVE A GAP BETWEEN ACADEMICS AND FIRST JOB?
  - AREN'T WE ENTREPRENEURIAL, STUDENT-FOCUSED ENOUGH?
  - AREN'T WE SELF-RELIANT ENOUGH?
- 
- RESULT: THE MILLENNIALS ARE SMARTER, MORE DEMANDING AND MORE REQUESTING

# WHAT SHOULD WE DO?

- GLOBALIZATION: DRIVER
- INTERNATIONALIZATION: RESPONSE
- COMMUNICATE INTERNAL: OVERCOME OBSTACLES
- SEARCH FOR OPPORTUNITIES:
  - WHERE?
  - HOW?

# HOW TO DO IT?



- ADAPT YOUR STRATEGIC PLAN
- VARIOUS FORMS
  - LICENSING AGREEMENTS
  - DUAL DEGREES, NO CERTIFICATES
  - EXCHANGE OF FACULTY
  - RESEARCH
  - EXCHANGE VISITS FOR STUDENTS
  
- IMPORTANT: ALIGN BOARD, FACULTY
- THE DEAN IS THE DRIVER TOGETHER WITH YOUR PROFS

# RECOMMENDATIONS



- THINK DIFFERENT
- CHOOSE YOUR KEY MARKETS
- KNOW THAT YOU PROBABLY NEED TO CHANGE THE CURRICULUM
- TALK TO ACBSP, STANDARDS
- QUALITY CONTROL

# OVERALL CONCLUSION



- WITH CHANGING DEMOGRAPHICS:
  - IT IS A SIMPLE QUESTION OF DIE OR ADAPT!
  - ORGANIZATIONAL AGILITY
  - CULTURAL SHOCK
  - OVERCOME OBSTACLES
  - THINK ENTREPRENEURIAL
  - IT HELPS TO DIFFERENTIATE



# PERSONAL LESSONS LEARNED



- IF THINGS DON'T CLICK QUICKLY, THEY NEVER CLICK= DATING
- PERSEVERANCE
- CROSS-CULTURAL COMMUNICATION
- HAVE MORE KNOWLEDGEABLE FACULTY
- IT IS FUN

# BIBLIOGRAPHY



- **Bradford, Guzman & Trujillo (2017), Determinants of successful internationalisation processes in business schools. Journal of Higher Education Policy and Management, 39:4, 436-452.**