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1. Welcome to the New Year: Jonathan Cook (AABS Chairperson)

There are five things to watch in 2011 in addition to our usual programmes - five trends that can take us to a new level of impact.

The first is clearly the growing visibility of Africa on the world economic map. The talk from previous years of Africa's century and an African renaissance is beginning to sound less fanciful. Many of our countries are growing fast, international investment interest is rising, and increasingly we have the resources to create the African miracle - if only we had the leadership and managers who could match resources to opportunity.

This is where we business schools come in. The challenge to us is to improve our game by several orders of magnitude, both in scale and in quality. The continent needs us to develop the managers who have the vision, energy, skill and

responsibility to take Africa where we need to go. This is an awesome opportunity! Let's not waste a single class, a single student, a single teaching opportunity in responding to this. AABS is a vehicle through which we can encourage and support each other in doing what we never thought possible.

In support of this, we are delighted with the growing profile that AABS enjoys internationally. Last year we signed reciprocal agreements with the EFMD and CEEMAN and signed up to PRME. This year we have concluded an agreement with GMAC. These join our warm relationships with the GBSN, SABSA and SADCnet, which works with new schools in Southern Africa. We are in close contact with the AACSB and are exploring links with other associations. The purpose of all this activity is to be able to serve our members better through access to



Jonathan Cook

quality-enhancing courses, events and materials, by encouraging exchanges, by discovering what best practices we can learn from, and by asserting an African voice in global forums. We have begun conversations about a south-south dialogue that could lead to business schools in emerging markets defining and supporting our own perspective on what is needed from business schools, and what we mean by quality.

The second is the growing reach of our membership. We are delighted that the business school at the American University in Cairo has been accepted as a member, our second in North Africa. ESAMI in East Africa brings our membership to 23. We have four pipeline schools which have come through SADCner. This is good gradual growth, but Africa needs hundreds, not dozens of good schools. We are committed to supporting the growth and creation of good business schools, and will be giving this even more attention through the year. And we would love members to develop projects like SADCnet in other regions.

The third is the Agribusiness management project. We have been asked by the Bill and Melinda Gates Foundation to develop a proposal for a consortium of member schools to train managers in their grantee organisations in the field of agribusiness.

AABS does not usually take on projects, but this is an opportunity to bring business to our members, to create a partnership between members that can spread insight and quality, and to address an industry that has been identified as one of the great growth opportunities in Africa. What a winner! Maybe this will be the prototype of similar projects to spread quality management education across the continent.

The fourth is our new approach to quality. We are not an accrediting body, but we want to do all we can to ensure that our members grow rapidly in excellence. So this year we are visiting our two members in Cape Town to learn from them and offer our best ideas. We have a formal structure to follow, and we will roll out these peer visits across the whole membership over the next few years. We are committed to AABS membership being a badge of quality. The fifth is the growing demand for

responsible management, both in the environment and in terms of good governance and ethics. We have an ethical responsibility to develop leaders for our countries who will build for the long term, and not just short term personal advantage.

All of these trends come together at our annual members meeting in April. We will network; we will debate together what it means to be a quality school in Africa; we will visit the GSB in Cape Town and Stellenbosch's USB; and then the new one-day conference model has the theme of responsible management in Africa, and will be attended by a wonderful range of colleagues and authorities from around the world. I look forward to seeing you in Cape Town for what will be a magnificent set of meetings!

February 2011

2. AABS Membership and Pipeline Schools 2011

AABS would like to welcome two new AABS Members: ESAMI and The American University in Cairo Business School and one new Pipeline School: The University of Lusaka.



2.1 Information on ESAMI Business School

The Eastern and Southern African Management Institute (ESAMI) is a Pan-African Regional Management Development Centre established in 1980 and currently owned by ten governments from the Eastern and Southern Africa region. These include Tanzania, Kenya, Uganda, Malawi, Zambia, Mozambique, Zimbabwe, Swaziland, Namibia and Seychelles. It is a service and market-oriented institution offering high level specialized management training and development programmes, consultancy and action-oriented management research services. ESAMI's target clients are government, regional and international institutions, NGOs, parastatals, private sector and national training institutions in the Eastern and Southern African region. ESAMI's service area coverage extends beyond Eastern and Southern Africa; it includes Botswana, South Africa, Lesotho, Rwanda, Burundi, Ethiopia, Nigeria, Ghana, and Gambia. In recognition of this contribution on the African continent, the United Nations Economic Commission for Africa (UNECA) adopted ESAMI to be a Centre of Excellence in Management Development in Africa. ESAMI has its Headquarters in Arusha, Tanzania, and has offices in all its member states.

The ESAMI Business School was established in 1999 with a single centre in Arusha and a class of 25 students only at the time. Today the School has a centre in every ESAMI member country with a total student number of over 1,000.

The ESAMI Business School offers general MBA degree, specialized MBA degree, Diploma and Certificate courses as follows:

- General Day MBA Degree Program. This MBA is offered in partnership with Maastricht School of Management of the Netherlands.
- General Evening MBA Degree Program
- MBA in Transport Economic and Logistics Management
- MBA in Customs Management. This specialized MBA is offered in partnership with Canberra University of Australia.
- MBA in Human Resources Management
- Higher Diploma in Management and Administration
- Diploma in Management and Administration
- Diploma in Human Resources Management
- Certificate in Management and Administration

The MBA Program is accredited by the Tanzania Commission for Universities (TCU) and by AMBA through its partnership with Maastricht of School of Management. The MBA Program is also registered with UK NARIC. The MBA in Customs Management is recognized by the World Customs Organization (WCO). All Degree, Diploma and Certificate Programs are recognized by all ESAMI member governments.

2.2 Information on American University in Cairo

The School of Business of the American University in Cairo is recognized as the top private Business School in Egypt and one of the top in the Arab and Africa regions ranked second in 2009 and 2010 by Eduniversal. The MBA program was ranked first in Africa and the Middle East by QS Top MBA in 2009. The school attracts the best students, faculty and staff and regularly opts for continuous improvement and integrating its programs and services within a global context while catering for local culture and needs. The business programs were accredited by AACSB International in 2006 and one of only 596 (5%) business schools from around the world that are AACSB International accredited out of 12,600 business schools.



AUC School of Business has identified three pillars; entrepreneurship, innovation and leadership in the ways business programs are developed, improved and delivered and in the ways students are exposed to a learning experience that extends both in class and outside the classroom including business plan competitions, internships, case studies writing and student projects and activities. The school is gradually becoming a research-intensive institution where faculty enhances learning through research findings and prepares students to compete in a knowledge-based global community.

The School of Business, established in 2009, as part of a restructuring process of the former School of Business, Economics and Communication (BEC), established in 1993, is being repositioned to cement its already claimed position as the top business school in Egypt and one of the top business schools in the Arab and Africa regions. The first department of the school, Economics, was established back in 1947 offering undergraduate and graduate degrees as well as diploma programs. Management education started in 1966 with an MA in Management (as part of the Department of Economics and Political Science). The Department of Management was established in 1972. The first undergraduate program in business was introduced in 1979 and the first Master of Business Administration (MBA) in Egypt was offered by the Department of Management in 1982. The Department of Accounting was officially established in 2009 although graduates with bachelor of accounting started as early as 1996. The School offers three undergraduate programs: the Bachelor of Economics (BEcon), the Bachelor of Accounting (BAC), the Bachelor of Business Administration (BBA) degrees and a new undergraduate program that has its roots in the BBA, a Bachelor of Business Administration in Management of Information and Communication Technology (MICT). A Master of Business Administration (MBA) program is offered at the graduate level. Masters in Economics and graduate diplomas are offered in Economics as well.

Engaging the business world at the School of Business and bridging the gap between theory and practice is well underway. Apart from the academic degree programs, several centers were established to extend the school's reach. The 33-year-old Management Center (MC) has produced more than 125,000 graduates to date. During the past six years, the center witnessed an annual growth of 30 percent; a three-fold increase in the number of offered programs, reaching 352; and a four-fold increase in the number of enrolled candidates. At the same time, the center expanded to manage programs in 10 different markets throughout the region.

In addition, there is the Citadel Capital Financial Services Center (CFCC), which houses an instructional facility offering real-time financial data and hands-on financial services experience. Also, the International Executive Education Institute (IEEI) aims to be the leading regional platform for world class executive development and networking, by establishing partnerships with leading business schools such as Kellogg School of Management, Rotterdam School of Management, IE Spain and the National University of Singapore.

Finally, the newly established El-Khazindar Business Research and Case Center (KCC) aim to generate business case studies and offer active learning opportunities to students. The most recent addition to the school in 2010 is the Access to Knowledge for Development Center (A2K4D). The center highlights the commitment of the School of Business development-related research. The center represents a hub for academic scholarship and policy analysis on access to knowledge for development in Egypt and the Arab world. A2K4D, a founding member of the A2KGA, has been formed in collaboration with the Information Society Project of Yale Law School. The center's first book titled Access to Knowledge for Development in Egypt, has already been published in collaboration with Bloomsbury Academics.

In academic year 2010-2011, the size of the student body is 1,194 students; of which 236 are graduate students (20%) and 958 are undergraduate students (80%). The total number of alumni to date is 8,873 alumni; of which 1,911 (22%) are alumni of a graduate degree; 1,447 (16%) are MBA alumni and 464 (5%) are alumni of master and diploma programs in economics and 6,963 (78%) are alumni of an undergraduate degree. In terms of executive education, there are over 10,000 participants every year with over 125,000 non-degree alumni. In terms of facilities, there are 114 staff members utilizing around 4,000 m² in two locations in AUC New Cairo Campus and AUC Downtown Campus.

3. AABS News and Events

3.1. AABS Members meeting and Conference:

We hope you will join us at the AABS Members Meeting and Conference. Details are as follows:

The annual AABS Members meeting and workshop is taking place on the 13th and 14th April 2011 at the University of Cape Town, Business School, South Africa. The meetings will be followed by a one day conference on "Responsible Management in Africa". This will take place on Friday 15th April 2011 from 09h00 - 17h00 and is open to anyone who is interested in management education in Africa. Registration and further information for both the meetings and the conference is online at www.aabschools.com.

The 15th April Conference programme is as follows:



Time	Programme Outline
08h00 -09h00	<ul style="list-style-type: none"> Registration
09h00 – 09h30	<ul style="list-style-type: none"> What are the Questions? Jonathan Cook, AABS Chairperson & Executive Director, Gordon Institute of Business Science, University of Pretoria
09h30 – 11h00	<ul style="list-style-type: none"> What is Responsible Management in Africa? Chair: Prof Nick Binedell, Director, Gordon Institute of Business Science, University of Pretoria Futhi Mtoba, Chairperson UNGC Advisory Committee, Deloitte SA, and President of BUSA Bobby Godsell, Business Leadership South Africa / National Planning Commission SA
11h00 – 11h30	<ul style="list-style-type: none"> Tea
11h30 – 13h00	<ul style="list-style-type: none"> What is Responsible Management Education in Africa? Chair: Prof. Walter Baets, Director, Graduate School of Business, University of Cape Town Survey on Responsible Management Education: Donald Gibson, Director, Transnet Programme in Sustainable Development, Gordon Institute of Business Science, University of Pretoria Daniel Malan, Head: Unit for Corporate Governance in Africa. University of Stellenbosch Business School Prof. Derick De Jong, Director, Centre for Responsible Leadership, University of Pretoria George Njenga, Dean, Director and Founder, Strathmore Business School Respondent: Dr. Enase Okonedo, Dean, Lagos Business School Respondent: Bobby Godsell, Business Leadership South Africa / National Planning Commission SA
13h00 – 14h00	<ul style="list-style-type: none"> Lunch
14h00 – 15h30	<ul style="list-style-type: none"> What is the rest of the world doing? Chair: Professor Michael Hay, Professor of Management Practice in Strategic and International Management and Entrepreneurship, London Business School; Co-director, Global Entrepreneurship Monitor. Mark Drewell, Chief Executive, The Globally Responsible Leadership Initiative Prof. Danica Purg, President of CEEMAN and the IEDC-Bled School of Management Jonas Heartle – Head, Principles for Responsible Management Education (PRME) secretariat, UN Global Compact Respondent: Prof. Piet Naude, Director of the Business School - Nelson Mandela Metropolitan University Additional Business Respondent
15h30 – 15h45	<ul style="list-style-type: none"> Tea
15h45 – 16h45	<ul style="list-style-type: none"> Action Steps for African Business Schools Chair: Prof. H. Landis Gabel, Emeritus Professor of Economics and Management, INSEAD Dr. Marcellina Chijoriga, Dean, Dar Es Salaam Business School *Professor Michael Hay, Professor of Management Practice in Strategic and International Management and Entrepreneurship, London Business School; Co-director, Global Entrepreneurship Monitor.
16h30 – 17h00	<ul style="list-style-type: none"> Closing Remarks Jonathan Cook, AABS Chairperson & Executive Director, Gordon Institute of Business Science, University of Pretoria

3.2 AABS/Emerald Case Study Competition

Entries for the actual AABS/Emerald Case Competition 2011 have been extended until the 15 March 2011. Submitted case studies should be suitable for use in management education and should be related to managerial issues faced by organisations and individuals.

Further information can be found online at www.aabschools.com



3.3 Teaching the Practice of Management 7

The Teaching the Practice of Management Workshop addresses the changing needs of teachers of management for Africa's new generation of business and community leaders and is run by the Association of African Business Schools. The workshop brings together faculty from business schools across the African continent to work together in developing practice-based teaching skills, which is critical for enhancing the capabilities of African business schools and better connecting them to the business community.



This program, now in its seventh year, focuses on introducing into African management education curricula practice-based teaching and learning methods, often involving classroom discussion of case studies, which are used in many leading international business schools. The term "practice-based" encompasses discussion, participant-centered, and case teaching methods to emphasize the objective of exposing students to the practice of management in the classroom. This approach enables students to develop judgment and problem-solving skills by wrestling with management decision-making through the use of case studies and class discussions.

The program, a one-week intensive course, is designed for faculty from business schools in Africa that are committed to incorporating discussion and practice-based teaching into their curriculum and for faculty members who will play major roles in leading curriculum development in their schools over the next decade.

Strengthening these business schools will deepen and widen the pool of well-trained local managers, who play a crucial role in generating jobs, reduce reliance on expatriate managers, and help stem brain-drain.

Registration and further information can be found at www.aabschools.com

Date: 13 - 17 July 2011
Venue: Gordon Institute of Business Science
Cost: AABS Members US\$ 1200; Non AABS Members US\$ 1400. (This fee includes all accommodation, meals and materials)
Registration: www.aabschools.com
Further information: info@aabschools.com



TPM 6 delegates 2010

3.4 AABS South African Business Schools Study Visit

The AABBS study visit is on the 11th of April to the 15th of April 2011. Schools visited will include: Gordon Institute of Business Science, Wits Business School, Stellenbosch Business School and University of Cape Town Graduate School of Business. The deans and directors will then join the AABS Members meeting and conference in Cape Town. There are 19 deans and directors registered and the visit will be led by George Njenga.



3.5 AABS partnership with GMAC

The Graduate Management Admission Council® (GMAC®) is a non-profit organization of leading graduate business schools around the world. GMAC meets the needs of business schools and students through a wide array of products, services, and programs and serves as a primary resource of research and information about quality graduate management education. In keeping with its mission to raise and sustain the quality of management education in Africa, AABS is collaborating with the Graduate Management Admission Council® to develop guidance; and GMAC will advise the Association in addressing these areas of need.



4. News and Events

4.1 GBSN: MBA Challenge Video Contest

GBSN is pleased to announce the MBA Challenge, a new video contest for MBA students and recent grads from around the world. We invite you to show us how you are making this world a better place through your student projects, start-up enterprises, and new careers. Submit your videos demonstrating how your work is making an impact in the developing world and how your MBA experience helped make it a reality the contest closes on the 1st April 2011.

For more information please go to www.gbsnline.org/mbachallenge



4.2. INSEAD African faculty fellowship 2011/2012

This fellowship is open to two members of the faculty of African business schools affiliated with either the Global Business School Network or the Association of African Business Schools. The Fellowships are intended for those who are interested in developing their careers in research and teaching to their fullest potential. Fellows will spend one to two months during the academic year 2011/12 at one of INSEAD's campuses.

Potential applicants should explore INSEAD's web site at: www.insead.edu/home/.



4.3 2011 EFMD Annual Conference & PRME Summit

The EFMD Annual Conference has been designed for all those interested in management education and development. It brings together EFMD members, companies, educational institutions and other associations, offering various perspectives and discussions on the conference theme

PRME Summit: Embedding the Principles for Responsible Management Education in Support of the Corporation of the 21st Century. To succeed in achieving the above, the PRME event will attract both educational institutions - PRME and non-PRME signatories – as well as a meaningful number of corporate participants (close to 40% of audience). This is a must event for anyone involved in PRME. The discussions will be relevant to people who are responsible for implementing UNGC or PRME or have an interest in responsible management education/development.

The dates are the 5th to the 8th June 2011 and the conferences will take place in Brussels.

For further information please go to www.efmd.org.za



4.4 2011 GBSN Conference

The 6th Annual GBSN Conference will be held at IPADE Business School in Mexico City. The conference will take place from the 20th to the 22nd June, 2011.

For further information please go to www.gbsnonline.org

4.5 19th CEEMAN Annual Conference

CEEMAN's 19th Annual Conference will be held on 21-24 September 2011 in Tbilisi, Georgia, hosted by Caucasus University. Its topic will be "Changing World, Changing Business, Changing Business Education: The Process of Transformation and Realignment".



For more information please go to www.ceeman.org

5. Feedback and comments:

We welcome feedback and comments on the AABS newsletter as well as member news, conferences/events relating to management in Africa and articles regarding management education in Africa to be included for the AABS newsletter.

Please send enquires to info@aabschools.com

Contact Details:

Association of African Business Schools
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