

AABS Insight Newsletter: January 2015 Issue



Event Calendar

AABS [Connect](#): Annual Conference 2015

Save the date

Date: 17 to 20 May 2015

Venue: [Gordon Institute of Business Science](#), Johannesburg, South Africa

Hotel: [Illovo Lodge](#), GIBS
Details on reservations and bookings will be provided on the AABS website

Theme: Africa, the success story of the 21st century

Registrations open 15 February 2015

Call For Papers

[Midlands State University - The 1st International Research Conference](#)

Theme: Driving Socio-Economic Development Through Value Addition and Sustainable Use Of Resources

Abstract submission deadline: 15 February 2015
Date: 14 - 16 July 2015
Venue: Elephant Hills

Editor's Note

In this issue of AABS Insight we highlight the state of business schools in Africa. We interview five deans and directors, namely, Prof. Walter Baets, Dr. Enase Okonedo, Idrissa Mbengue, Prof. Piet Naudé and Dr. Karim Seghir.

We congratulate an AABS Pipeline Member on their first MBA cohort intake.

The Emerald/AABS Case Competition submission deadline has been extended! We encourage faculty in African Business Schools to submit their cases.

AABS is proud to announce the generous donation of free Supply Chain Management Books to all AABS Member Schools by Prog Douglas Boateng.

Take note and save the date for the AABS workshops and annual conference this year. Please request a visa and invitation letter should you require it early.

We highlight AABS Member and Partner news from around the continent and further abroad with a special feature of Dr. Ali Benamour who shares his insight on educating responsible future leaders.

AABS would like to welcome [Groupe Ecole Supérieure de Commerce de Dakar](#) and [Groupe Institut Supérieur de Commerce et d'Administration des Entreprises](#) as Full Member Schools!

We also welcome [University of Limpopo Turfloop Graduate School of Leadership](#) as they join the Pipeline School network!

We are always eager to hear about what is happening with our AABS Insight readers, please send us your thoughts at info@aabschools.com.

The AABS Board and Secretariat wish each of you a prosperous 2015! We look forward to working with you in strengthening management education in Africa.

Resort, Victoria Falls,
Zimbabwe

Click [here](#) to read more

**University of Botswana
Faculty of Business**

Call for papers: [2015
International Conference
on Transforming and
Growing Economies
Through Sustainable
Business Innovation](#)

Theme: Transforming and
Growing Economies through
Sustainable Business

Innovation

Submission deadline: 31
March 2015

Click [here](#) to read more

**Africa Academy of
Management**

Call for Papers: Africa
Academy of Management
3rd Biennial Conference

Hosted by: Strathmore
Business School, Nairobi,
Kenya

Conference Theme:
Managing Africa's Future:
Prospects and Challenges
Papers submission: 30
January - 30 June 2015

Click [here](#) to read more

Partner News



**2014 Emerald African
Management Research
Fund Award**

As one of our African-based
partners, we would like to
include AABS in one of our
current research
awards programme.
The award is called
African Management
Research Fund and
is about an African project in

Sincerely,

The AABS Team

AABS News

An Insight Into The Traditional African Business Schools Business Models, Remaining Relevant And Adapting To Change

In this issue of the coffee session we interview five faculty who are deans and directors at various African business schools.

The questions asked explore the traditional business school business models that they have adopted and how they can make changes to these models to remain relevant. Furthermore, we look at how short term improvements can be made at business schools in Africa. The interviewees give their perspective on innovative recruitment and retainment of faculty as it is critical to the quality of business education offered in schools. As the theme of the AABS Connect: Annual Conference this year is *Africa, the success story of the 21st century*, the relationship between business schools and business is highlighted and the interviewees share their thoughts on how these links can be strengthened.

Click on the relevant interviewee name to read his/her entire interview

1. What would you describe as the traditional business school business model?

Difficult to say, but I guess a traditional business school model is the north american model. It is reasonably rational in its orientation, with a strong theoretical backing, very often clearly organised in functional areas. The focus is on knowledge and in best bases towards application. It is much less in the "being" and "becoming" of what in my understanding an MBA should be. We try to train "leaders", people that can make the needed difference. If you go into the European model of a MBA, which is often less mainstream, you will see in some MBAs a copy of the north american model, and in others you will see more of the people oriented courses (personal development, responsibility, ethics, values based leadership), etc. - [Prof. Walter Baets](#)

2. What changes could business schools make to their business models to remain relevant and successful in 2015-16? In the next 5 years? In the next 10+ years?

Business schools continue to overemphasize theory, and should instead concentrate more on stimulating real-world experiences.

the field of management research. The eligibility criterion allows one member of the research team to be based in Africa. The award offers US\$4,000 to fund the winning research project.

Click [here](#) for details



Ron Sibert of [GMAC](#) (Graduate Management Admission Council) will be presenting Africa-focused market intelligence update at our May 2015 AABS Connect Conference. AABS and GMAC would like this analysis to be meaningful to you - our membership across Africa. This will only be achievable if your school participates in GMAC survey research which may be found [here](#).

Please enlist the appropriate administrator at your school (likely those responsible for programme performance data) to take responsibility for completing the surveys.

Your participation along with that of other AABS members will enable GMAC to analyze the African management education market in ways not possible in the past and to offer the same useful and highly valued insights that other world regions, like the United States, India, China and Europe, currently enjoy.

Your school's participation in the surveys brings us a step closer to sample sizes that will enable this kind of reporting for Africa.

If you have any questions, please contact [Rebecca Estrada Worthington](#)



In 2015-2016 business schools should focus on developing the potential of their students to match industry needs and standards by working on three distinct learning areas: academic excellence, personal values and social concern.

In next five years business schools should develop a world-class curriculum and deliver it in the most effective manner. The needs of employers are changing constantly, and business schools have no choice but to respond if they want to stay relevant.

In the next 10 years a set of critical skills will be necessary for success in the real world. People wanted to see schools spend more time giving students the chance to demonstrate and receive feedback on these skills, rather than use valuable, limited time on traditional core subjects that discuss concepts graduates won't need for years. These skills and abilities are: Self awareness; Integrity; Cross Cultural Competency; Team Skills; Critical Thinking; Communication; Comfort with Ambiguity & Uncertainty; Creativity; Execution and Sales. - [Idrissa Mbengue](#)

3. How can business schools strengthen their links with business?

I think it is critical to the essence and survival of business schools to engage with industry, in order to understand the business climate, and know what skills are relevant for the workplace. They can do this by carrying out impactful research for companies or industries. Impactful research only comes about when your research addresses the needs of society or industry. And to do this, business schools need to build an effective network with industry practitioners. Invite them to be part of your advisory boards or to share knowledge in class as guest lecturers. - [Dr. Enase Okonedo](#)

4. Have you tried innovative ways of recruiting and retaining faculty? Did your experiments work? What lessons did you learn in the process?

Faculty recruitment is extremely tough as schools look for the same talent and we in (South) Africa are far from the strong academic markets. The best "recruitment" is via building a strong reputation, using alumni networks, and making sure students spread the good news by word of mouth. We might have to look at more shared appointments in future as well as short-term appointments – on condition that there remains a strong back-bone to ensure research is maintained. - [Prof. Piet Naudé](#)

5. What teaching methods are most effective in Egyptian executive management education?

The AUC School of Business has been making a strong impact for almost 70 years now by training responsible and entrepreneurial professionals and shaping the way organizations create value for societies. We have become a partner of choice for executive education and, as a result, have been recognized globally. In 2014, the Financial Times ranked our open enrollment programs 68th best in the world, the second year in a row that we have been ranked globally.

Our success is due to a number of key differentiating factors. First, we are a major regional player and, quite frankly,

ACBSP Scholarly Journal has Focus on Africa

The Accreditation Council for Business Schools and Programs (ACBSP) provides a venue to publish original and review papers, case studies, conference reports, management reports, book reviews, and commentaries on developments in the literature and in practice on excellence in business education. As part of the Inaugural Edition of the *Transnational Journal of Business*, being launched in June 2015, there will be a special section included with a Focus on Africa.

To facilitate this process, Dr. Vincent Bagire has been appointed as a Guest Editor. Dr. Bagire is a senior lecturer in the department of Business Administration at Makerere University Business School, Kampala, Uganda.

An [Open Call for Papers](#) was released earlier this year and includes information for submittals of scholarly contributions to both the Focus on Africa section and the other themes that are suggested for inclusion in this inaugural issue of the *Transnational Journal of Business*. More information on the previous scholarly journal and plans for the inaugural issue of TJB, is available at the Web page, [ACBSP Scholarly Journals](#). More information on ACBSP is available at www.acbsp.org.

Articles

HEM - 1st Business School in Morocco reaffirms and strengthens its institutional and pedagogical capacities

Strengthening the educational model of its

becoming stronger. Our deep partnerships with different stakeholders including clients, academic institutions, professional and trade associations, and distribution partners help cement our presence. Further strengthening our position, we continually emphasize our founding principle to be fully grounded in practice. ExecEd develops and implements only practice oriented programs that integrate foundational knowledge with workplace application.

Perhaps the most significant of all the differentiating factors, Executive Education focuses on niche areas, both existing niches in which ExecEd has substantial experience (healthcare, human resources, quality, and banking) and niche areas identified due to changing economic conditions (logistics, real estate, and most recently family business). All these factors are the secret to our continued success in Executive Education. - [Dr. Karim Seghir](#)

6. How can business schools strengthen their links with business? What should be the first step for business schools who currently have no links to business?

Be involved with interesting and relevant things, which by definition are relevant to business. If business would see the use to get involved with the School, due to their relevance and what they could mean for the company, that is a good start for a discussion. It is not just blindly doing what they have done for years. Since business schools are not necessarily very relevant for business today. If business would see the value added they would see a benefit in cooperation. - [Prof. Walter Baets](#)

Emerald/AABS Case Study Competition 2015



Association of African
Business Schools



Apply for the 2015 Emerald/AABS Case Study Competition

Submission deadline extended to 1 March 2015

Emerald is proud to partner with the Association of African Business Schools (AABS) on the Emerald/AABS Case Study Competition 2015. A cash prize of US\$1,500 will be awarded to the most outstanding submission.

The aim of the competition is to encourage and promote the development of relevant, high quality teaching case material derived from real life situations in Africa. All case submissions will be considered for international publication.

Click [here](#) for more information on how to apply

Bachelor and Master degree programs

Refinement and consolidation of all the programs offered (content, methods and educational tools) taking into account the changing demand of the business world and the new needs and behaviors of younger generations (for September 2015).

- Managerial professionalism, general culture, and student's personal growth and development.
- Excellent proximity and interaction with the business world.
- Large international reach
- Bilingual teaching-French and English at the Master level program
- Redesign of the admission test to sophomore students (dates and contents)

Strengthening the extracurricular and civic activities

Development of knowledge and expertise sharing activities in all HEM campuses across Morocco.

Click [here](#) to read the full press release

In May 2014, the Polytechnic of Namibia's Harold Pupkewitz Graduate School of Business (HP-GSB) accepted its first cohort of MBA students

Professor Grafton Whyte believes that the pioneer group of 39 students the School has attracted is thirsty for knowledge and excited by the opportunities they perceive around them. At the same time these students see HP-GSB positioning itself as an

Donation of Sasol Sponsored Supply Chain Management Books to all AABS Member Schools in Africa



(Image from left: Mamodise Mailula (AABS), Córne Carolan (AABS), Lebogang Letsoalo (Sasol) and Prof Douglas Boateng (SBL UNISA)

Click [here](#) for more information on how your AABS Member School can receive the books or [email](#) Mamodise Mailula.

Prof Douglas Boateng is generously working with AABS to donate Sasol sponsored Supply Chain Management Books of which he is the author.

A donation of 50 books to each AABS Member School, of which the first will be distributed by courier in the near future, will be facilitated by him.

Prof Boateng is planning to write 6 more books in the series about Supply Chain Management, all with the support of **Sasol** - represented by Lebogang Letsoalo (Vice President Supply Chain Management) at Sasol. All the subsequent books will also be distributed to AABS Members for their libraries.

AABS Workshops 2015

The following AABS 2015 workshops are planned with more details to follow:

1. AABS Teaching the Practice of Management 2015

AABS TPM 2015: Business School teaching is a dynamic profession that is constantly evolving and changing. The 2015 AABS Teaching the Practice of Management faculty development programme builds on the successes of past AABS TPMs, whilst addressing new topics such as assessment in the BS environment, as well as providing ample opportunity for faculty to stretch their boundaries with opportunities to practice the application of different teaching methods. AABS TPM 2015 will be held at [UCT Graduate School of Business](#) from 7-11 September 2015. Online registration at www.aabschools.com opens on 1 March 2015.

2. AABS Aari 2015

GSB positioning itself as an international business school of note and demanding of them an attitude of excellence. These are essential qualities for aspiring leaders; an enquiring mind, an attitude of excellence and a sense of identity. In this case, identifying with a School that is producing the best and brightest the country has to offer.

Along with the MBA the HP-GSB currently offers a Master of Leadership and Change Management (MLCM) and the Executive MBA (EMBA) which will begin in 2015.

Click [here](#) to read the full article

AABS Agri 2015: This workshop targets business schools interested in developing their capacity for presenting Agribusiness related executive education programmes. Lessons learned and resources created during the AABS [AAC](#) Agribusiness project will be shared. The 5-day workshop will be held on 20 - 24 July 2015 in South Africa. The workshop is aimed at multi-disciplinary teams from business schools, including faculty, programme managers, executive education directors responsible for developing new offerings, as well as faculty interested in learning how to relate their expertise to the agribusiness environment. Online registration at www.aabschools.com opens on 1 March 2015.

3. AABS Case Teaching and Case Writing Workshop

AABS CTWW 2015: The Case Study Teaching Method is incorporated in the AABS TPM 2015. The AABS Case Teaching and Writing Workshop (CTWW) is for those interested in learning more about applying the case study teaching method and writing their own cases for teaching or publication. If your school is interested in hosting this 3-day workshop during 2015, please [contact](#) the AABS Secretariat as soon as possible.

Visa Requests

You may [request](#) for an invitation and visa letter if you are planning to attend the AABS workshops or Connect Conference in 2015.

AABS Member School News

Interview with Dr. Ali Benamour, President of HEM Business School HEM: Educating responsible future leaders



Image: Dr. Ali Benamour

Q: You are the founder of HEM which celebrates this year its 25 years and is ranked among the leaders in the region. Is this a source of pride for you?

A: Yes, it is a source of pride for me and for my team. We take pride in having achieved a winning model that tries to combine a private character - and its essential cost effectiveness - with the pedagogical dimension in the noblest sense of the term. Also proud to have created a true corporate culture that combines performance, responsibility and a sense of ethics. Proud finally as we have modestly impacted the Moroccan

...these many cases have necessarily impacted the Moroccan higher education system as a whole.

Q: Private Higher Education in Morocco has come a long way. Do you think it has been a real driving force for higher education in general in this country?

A: Private higher education in Morocco has really come a long way. Still, there is a lot to be done. Indeed, if in terms of innovation and educational management, it has really made progress, it is true that a lot remains to be done in terms of work and profession ethics. Things seem to be moving forward, but awareness is still not totally there, except may be for a few pockets that show progress in this area. The task is not easy when we know that public higher education, which is already suffering from huge bottlenecks as far as the educational quality of its services is concerned, began itself witnessing a decline in terms of ethics.

This raises the question of the impact of private higher education on the overall situation of higher education in Morocco. Undoubtedly, in terms of teaching methods and educational content, the impact is great especially since many teachers of public higher education teach in private institutions: they certainly provide their expertise and know-how in an environment more conducive to productivity, but also gain a lot of useful experience for their own public institutions.

Click [here](#) to read the full interview



"Piled Higher and Deeper" by Jorge Cham
www.phdcomics.com

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