

Globalisation, Multilateralism and Economic Integration – The Shanghai Declaration 2020 and the Future of Cooperation in Managerial Education

Josep Franch



Educating 21st Century Corporate Leaders
Chinese and Western Perspectives (Webinar)

28 January 2022

Do Good. Do Better.

The IBSSC 2020 Shanghai Declaration

- 1) Globalization is irreversible.
Common global challenges
- 2) Business schools to play a key role
- 3) Education with global perspectives
- 4) Faculty involvement in global issues
- 5) Sharing experiences and international partnerships



<https://mba.sjtu.edu.cn/en/news/47249.html>

Globalisation and International Partnerships

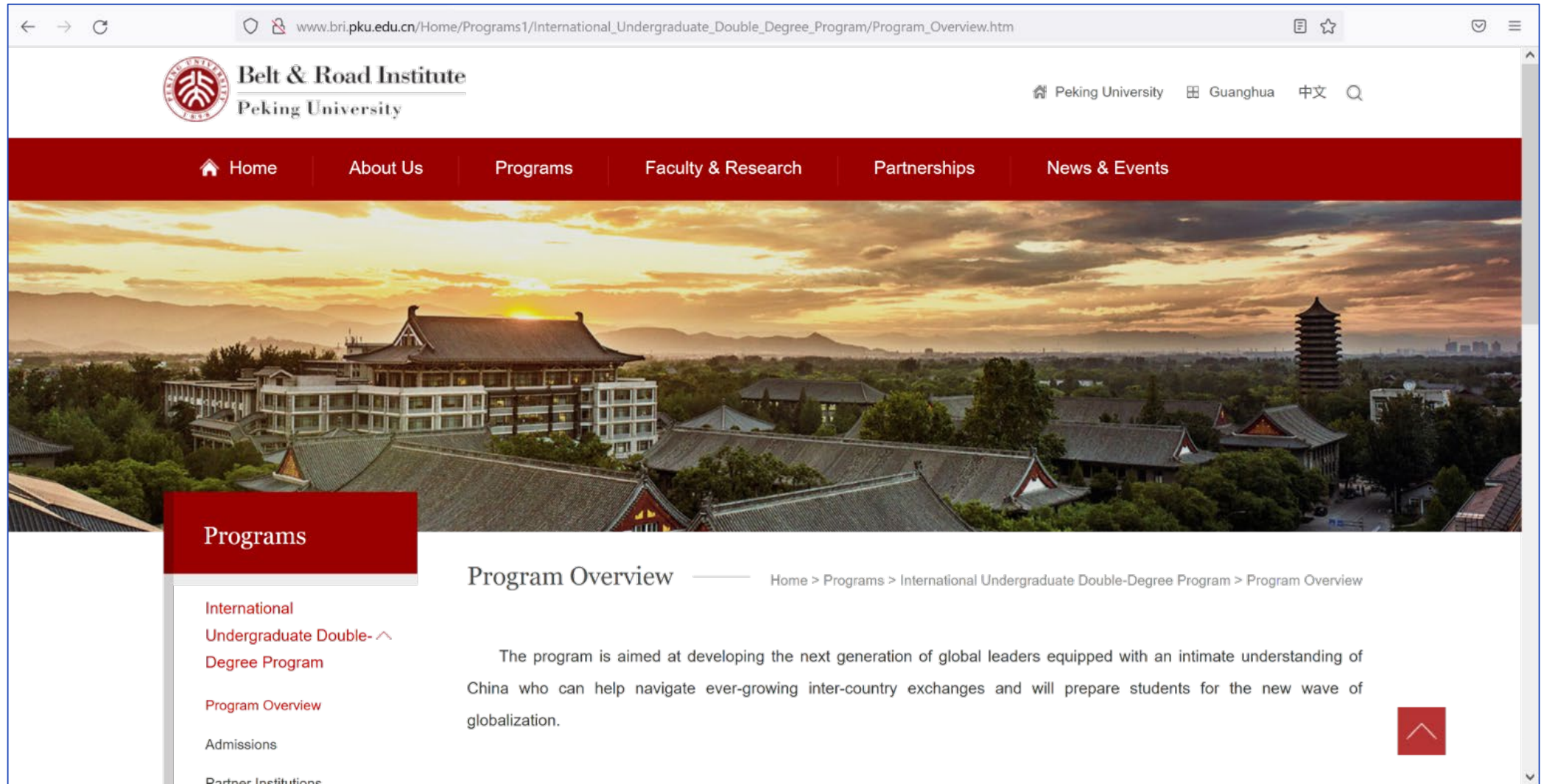
- International admissions
- Summer programmes
- Student exchanges
- Study tours
- Double degrees
- Joint degrees
- Faculty cooperation
- Research projects



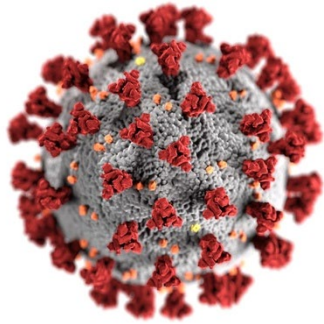
人大商学院
RENMIN BUSINESS SCHOOL



Guanghua: The Future Leaders Programme



The screenshot shows a web browser window displaying the website for the Belt & Road Institute at Peking University. The URL in the address bar is www.bri.pku.edu.cn/Home/Programs1/International_Undergraduate_Double_Degree_Program/Program_Overview.htm. The page features a navigation menu with links for Home, About Us, Programs, Faculty & Research, Partnerships, and News & Events. A large banner image shows a traditional Chinese building at sunset. A sidebar on the left lists program categories: International Undergraduate Double-Degree Program, Program Overview, Admissions, and Partner Institutions. The main content area is titled "Program Overview" and includes a breadcrumb trail: Home > Programs > International Undergraduate Double-Degree Program > Program Overview. The introductory text states: "The program is aimed at developing the next generation of global leaders equipped with an intimate understanding of China who can help navigate ever-growing inter-country exchanges and will prepare students for the new wave of globalization."



Covid-19 arrived and our response was...

Academic Year 2019/20



OR



Academic Year 2020/21



**REDESIGN
REENGINEER
INNOVATE**

Mobility disrupted!

TRAVEL RESTRICTIONS

		ARRIVÉES		ARRIVALS		11:12
Heure Time	Provenance To	Compagnie Airline	Vol Flight	Observations Remarks	Porte Gate	
10:15	Metz-Nancy		T7 3311	Cancelled		
10:15	Londres-Stansted		FR 295	Cancelled		
10:25	Lorient		GP 153	Cancelled		
10:25	Londres-Heathrow		BA 372	Cancelled		
10:30	Paris-Orly		AF 6110	Cancelled		
10:30	Paris-Orly		EJU 4021	Cancelled		
10:40	Lille		EJU 1702	Cancelled		
10:40	Rome-Fiumicino		AZ 366	Cancelled		
10:55	Amsterdam		KL 1301	Cancelled		
11:05	Casablanca		AT 790	Cancelled		
11:05	Paris-CDG		AF 7518	Cancelled		
11:15	Bruxelles		SN 3667	Cancelled		
			TK 1000	Cancelled		

Lessons Learned

- Disruption acceleration
- The transition to online (literally overnight) was very successful
- We learned to use (and mastered) some tools we already had
- We discovered online learning can also be “high touch”
- Students were reasonably satisfied
- Our students developed a different set of competencies
- We discovered what VUCA really means



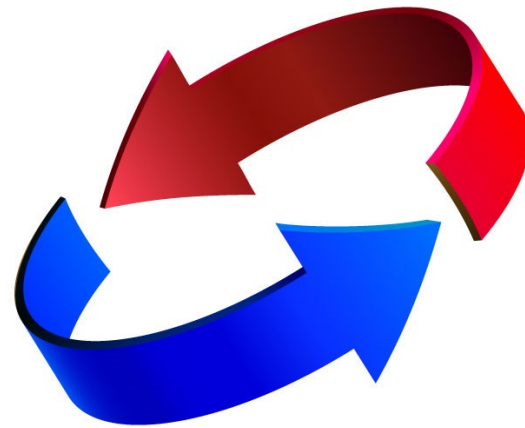
Managing in VUCA times: FACTS

Volatility

Uncertainty

Complexity

Ambiguity



Flexibility

Adaptability

Creativity

Transformation

Speed

BUT campus experience was missing!



Our challenges ahead

- How to build a virtual learning environment as effective as F2F?
- How to replicate the campus experience?
- What are the key competencies our students will need to develop? Tolerance for ambiguity, resilience, management of complexity, (virtual) team work and leadership, (fast) decision making, agility...
- What are the new/enhanced contents? Digital transformation, disruption models, crisis management, Big Data and AI...
- Which partnerships will be needed (academic or non academic)?



Some initiatives: The ECOL network in Europe

- To expand international educational opportunities for the students, building on the innovations in online education developed during the pandemic.
- Aimed at facilitating innovation and accelerating digital transformation in higher education
- Goal: To offer an outstanding remote learning experience, comparable to the excellence of campus-based international experience.
- It is a collective effort as European institutions to being more inclusive, sustainable, and competitive in the global arena



ECOL course criteria

- Credited elective courses
- Taught in English
- Delivered online, synchronous and highly interactive
- Related to international business/economics and topics regarding innovation, sustainability, digitalization and inclusion
- Reflecting the specialization(s) of the institution
- Teamwork, technical, interpersonal and intercultural skills
- Real life projects: international business challenges, case studies...

Thank you very much!

esade

Do Good. Do Better.