

Sustainability in Business Education Partnerships

*International TDP- Workshop: Educating for a Globalized
World*

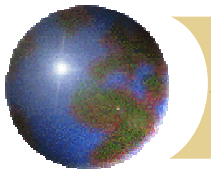
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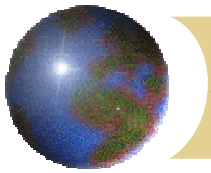


Background: Ancient thoughts

“Linkages with Overseas Business Schools: Keys to Success”

...(oldies but goodies)

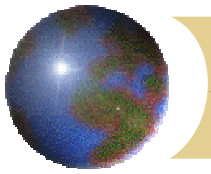
- *Dean's support*
- *The champion*
- *The plan*
- *Two-way benefits*
- *Equality in relations*
- *Creativity*
- *Institutions, not individuals*
- *Incrementalism*
- *Be opportunistic*
- *Centrality within the institution*



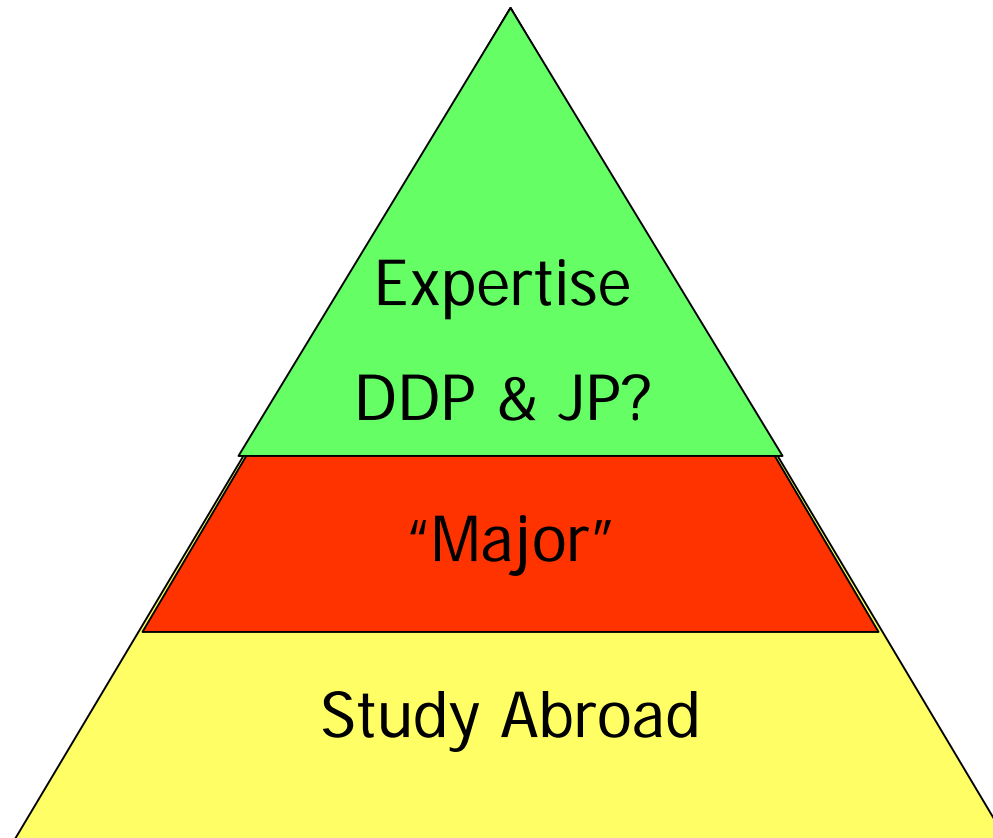
Beta version...

- ✚ *“Strategic Partnerships for Global Education: Linkages with Overseas Institutions”*
- ✚ Dimensions beyond student exchange
 - ✚ **Academic agreements**
 - *Reciprocal recognition (add on)*
 - *Double degree*
 - ✚ **Faculty engagement**
 - *Overseas teaching*
 - *Jointly offered courses*
 - *Joint research projects*
 - *Executive programs*
- ✚ Key ingredient in Sustainability: **Trust**
- ✚ **Therefore.... Need to build imbedded circles of trust between partner institutions**



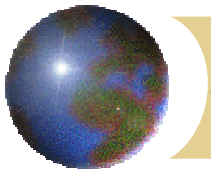


Layers of program delivery...



Educational tourism?





Sustainability:

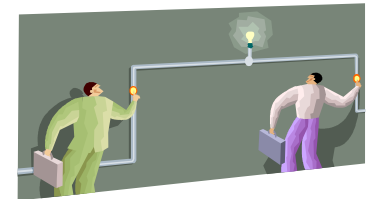
⊕ Build trust on *multiple levels of relationship* 

⊕ Build trust on *shared understanding* –

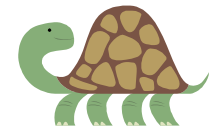
⊕ compatible goals

⊕ two-way (all-way?) flow of benefits

⊕ compatible context (nature of institution, level of internationalization, institutional culture)



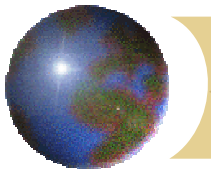
⊕ Build trust on *respect for differences*



⊕ Build *internal trust*

⊕ Periodic assessment/*revision*

And of course... \$, €, £, ¥...

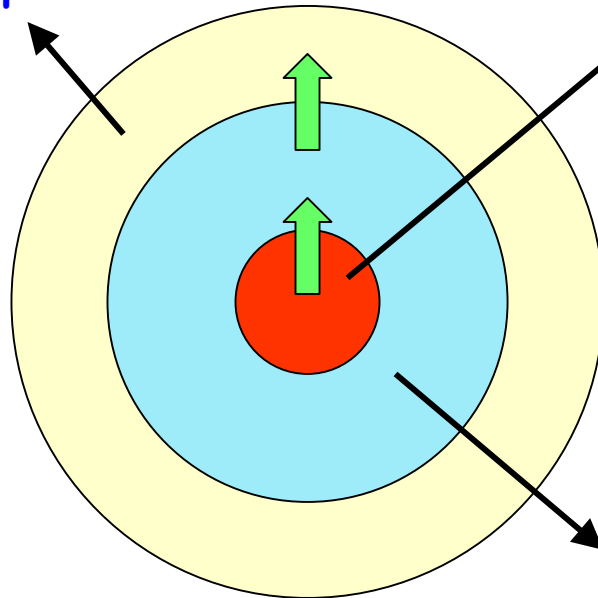


Layers of Relationship



Institutional Relationships

- *Contracts*
- *Funding*
- *Cross-functional*



Individual Relationships

- *Champions*
- *Clout*
- *Communication*

Administrative Relationships

- *Dedicated Believers*
- *Portfolio responsibility*
- *Integrated*