

NFF Deans Meeting



The Future of Nordic Business Education:
Students' Perspective

23.8.2019

The questions to address

1. What kind of **knowledge, competences and skills** are the most important or relevant for Nordic business students?
2. What should Nordic business schools do to **secure** their business education programs?
3. What kind of **cooperation** should Nordic business schools with external actors pursue to ensure future employment of the graduates?

What people think about business schools today



Profit, profit, profit...

This is what we want business schools to be

Fostering change makers

Promoting entrepreneurial mindset to students

Training the business leaders of the future

Influencing future transactions

HOW ARE WE GOING TO DO THAT?

Major topics

Digitalization

Internationalization

Ethics

Digitalization

“Ability to use digital tools and the know-how to draw conclusions of several digital information sources and communicate that back to support decision-making”

Students should:

- gain practical knowledge on relevant digital tools they need in the beginning of their career: e.g. MS Office tools, SAP, auditing programs, Tableau, etc.
- know how to sort out the massive sources information
- be capable to utilize digital tools in their daily work

Internationalization

- Future jobs requires us to work internationally
 - Cultural understanding
 - Broader mindset
 - A world outside the West

- Problems:
 - Proficiency
 - Plagiarism
 - Professors

Ethics

We want to make money but we also want to change the world

Doing the right thing

- Imprinting a greater role of business leaders
- Social and environmental aspects

Abandon the traditional view

Value creation for all stakeholders

- No stakeholder is more important than another

Moral guidelines

- Reflected in the class curriculums

How should we learn this?

Action Based Learning

- Learning through experience
- Group-based methods (soft skills)
- Growth mindset

Blended Learning

- Online teaching methods
- Traditional place-based classroom methods

International Environment

- Internships across nordic countries
- Cross-country cooperation

What the Nordic business schools should do

- Cooperate with local and national business communities
 - Develop curricula and disseminate research
- Facilitate joint learning between Nordic business schools
 - Direct access to the best teachers through digital learning tools
- Connect the students to current research
 - Spreading knowledge and initiating change
- Promote academic careers to ensure future research
 - Vocational training vs academic learning

Knowledge, competences and skills should be defined on three levels

- A simple framework and tool
- Based on 'Nordic 9' from CBS (yet to be approved)
- Easy to involve students



By now we have addressed

1. What kind of **knowledge, competences and skills** are the most important or relevant for Nordic business students?
2. What should Nordic business schools do to **secure** their business education programs?
3. What kind of **cooperation** should Nordic business schools with external actors pursue to ensure future employment of the graduates?

By now we have addressed

1. What kind of **knowledge, competences and skills** are the most important or relevant for Nordic business students?
2. What should Nordic business schools do to **secure** their business education programs?
3. What kind of **cooperation** should Nordic business schools with external actors pursue to ensure future employment of the graduates?