

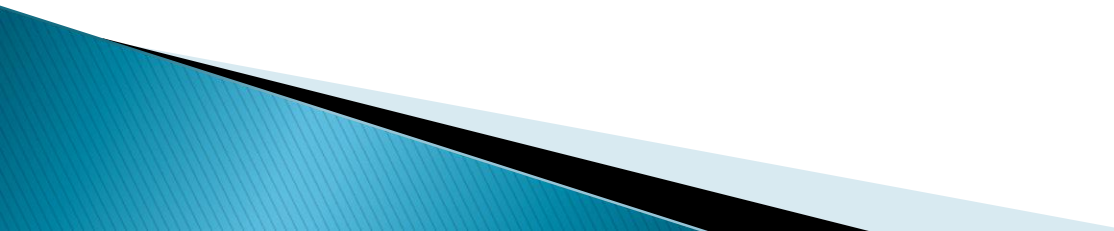


# **Searching For the Appropriate Globalization Model: The Ateneo Graduate School of Business Experience**

**By Prof. Alberto L. Buenviaje  
Dean, Ateneo Graduate School of Business**

**April 28, 2010**

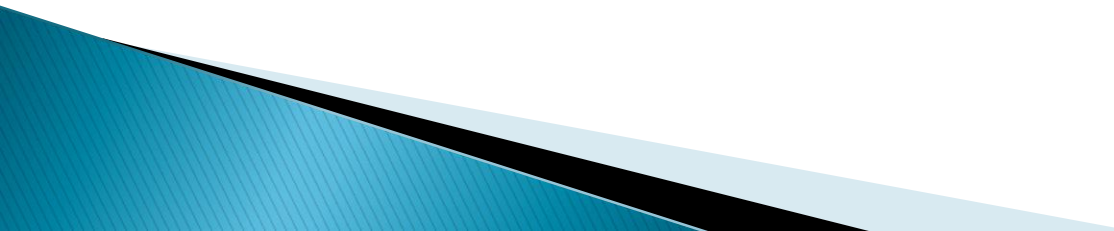
# Outline

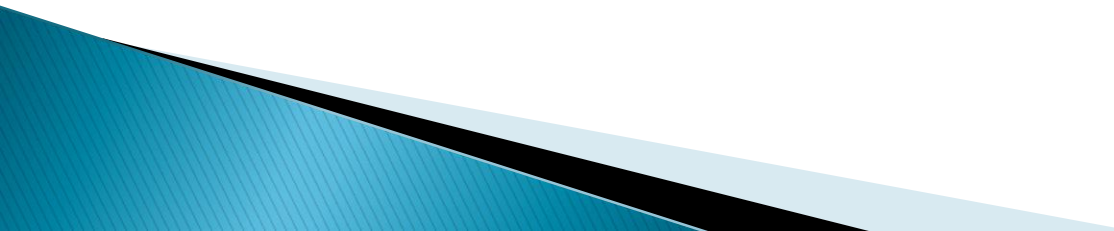
- I. Introduction
  - II. Background Information About Our School
    - A. Ateneo De Manila University
    - B. Ateneo Graduate School of Business
  - III. Integration of Global Issues in the Curriculum
  - IV. Globalization Models Appropriate for Our School
  - V. Summary and Conclusions
- 



# Ateneo De Manila University

- 1859 – The Spanish Jesuits took over the administration of the “Escuela Municipal” – a public primary school for boys located in Manila, Philippines.
- 1908 – The Ateneo gained government recognition as a college and was permitted to confer the Bachelor of Arts degree and certificates in various disciplines.

- 1948 – The Graduate School of Ateneo was founded – initially offering courses in Education and English. Other fields eventually were offered in later years. These included Sociology, Economics, Business Administration, Speech and Dramatic Arts, Psychology and Guidance, History, Political Science and Philosophy.
  - 1959 – In its centennial year, the Ateneo was conferred full University status.
- 

- 1960 – The Graduate School was split into the Graduate School of Arts and Sciences and the Graduate School of Economics and Business Administration. The latter offered two evening programs: Master of Arts in Economics and Master in Business Administration.
  - 1966 – The Ateneo Graduate School of Business was established as an academic unit of the university offering a full time MBM and part time MBA.
- 

## ➤ 2009 Enrollment Figures

Grade School	–	4,200	
High School	–	2,300	
College	–	7,600	
Graduate School in			
Business	–	1,500	
Others	–	1,100	
Law School	–	<u>750</u>	
Total		<u>17,450</u>	students

The Times Higher Education–QS  
(THE–QS) World University  
Rankings ranked Ateneo de  
Manila University NO. 234 in 2009




# The Ateneo Graduate School of Business



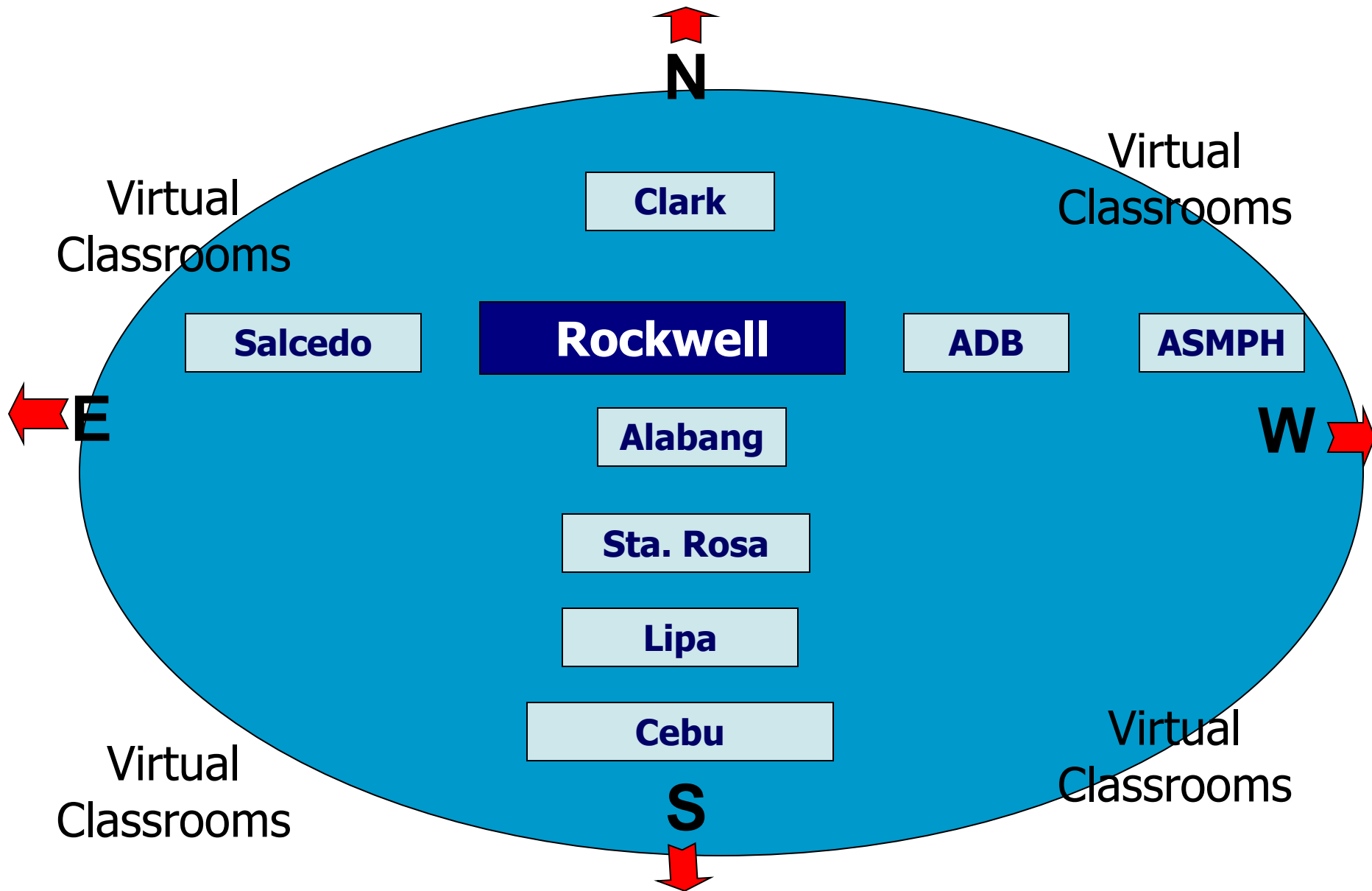
- ▶ Started as a separate university unit in 1966
- ▶ AGSB played a key role in the founding of the Ateneo School of Government, the Ateneo School of Medicine and Public Health;
- ▶ In 2006, the Ateneo Information Technology Institute was merged with the Ateneo Graduate School of Business;
- ▶ 1,500 Masteral students;
- ▶ 95% of students are working professionals.



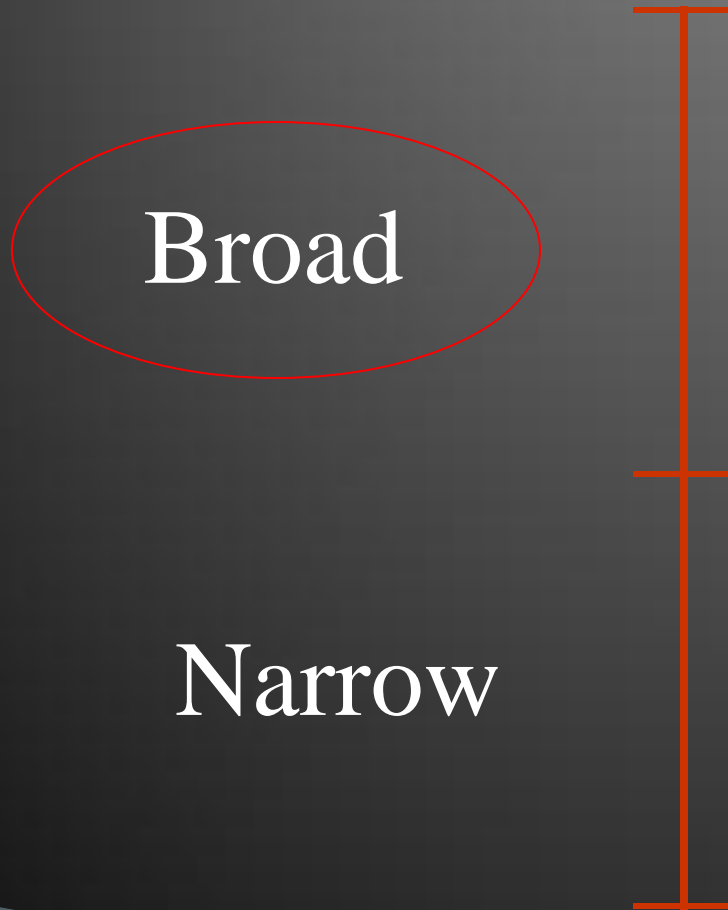
## ▶ Awards and Recognitions Received

1. Comprehensive Study of 199 MBA Schools by the Commission on Higher Education (CHED) and the Fund for Assistance to Private Education – AGSB ranked number 1
  2. The Thomas Kennedy Award given by Regis University for delivering an excellent Accelerated MBA program.
  3. People Power People Award – MBA Program in Health Care Management specifically the Leaders for Health Program
  4. 12 consecutive years of championships in the Inter-MBA Games (Basketball, Volleyball, Chess, Billiards, Bowling, and Badminton).
- 

# AGSB's Geographic Presence



# Michael Porter's Competitive Scope (Arena)

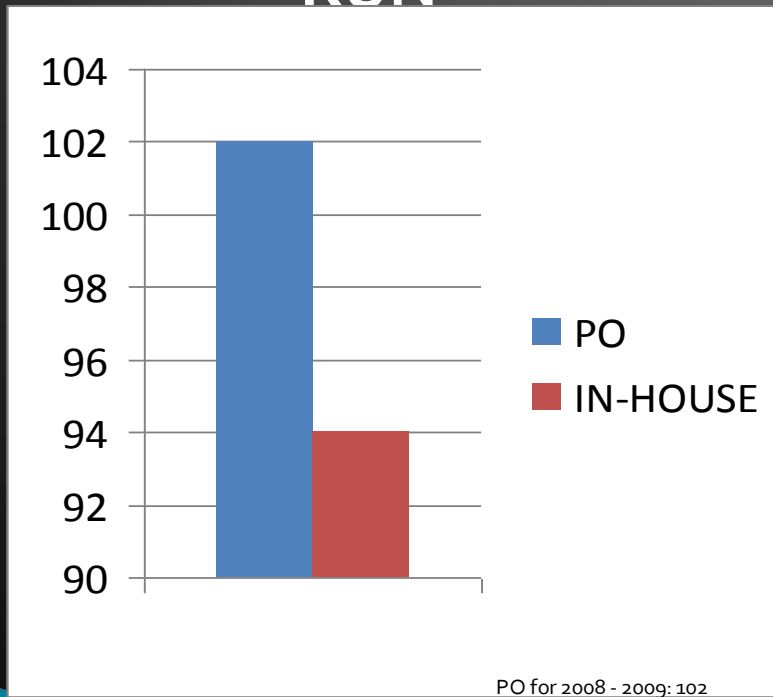


# Masteral Programs

- ▶ Standard 
- ▶ Middle Management 
- ▶ Ateneo-Regis Executive
- ▶ Health Care Management 
- ▶ Jointly with the School of Medicine  
MD/MBA
- ▶ AGSB-ESSCA International Masters in  
Management Program
- ▶ Masters in Entrepreneurship   

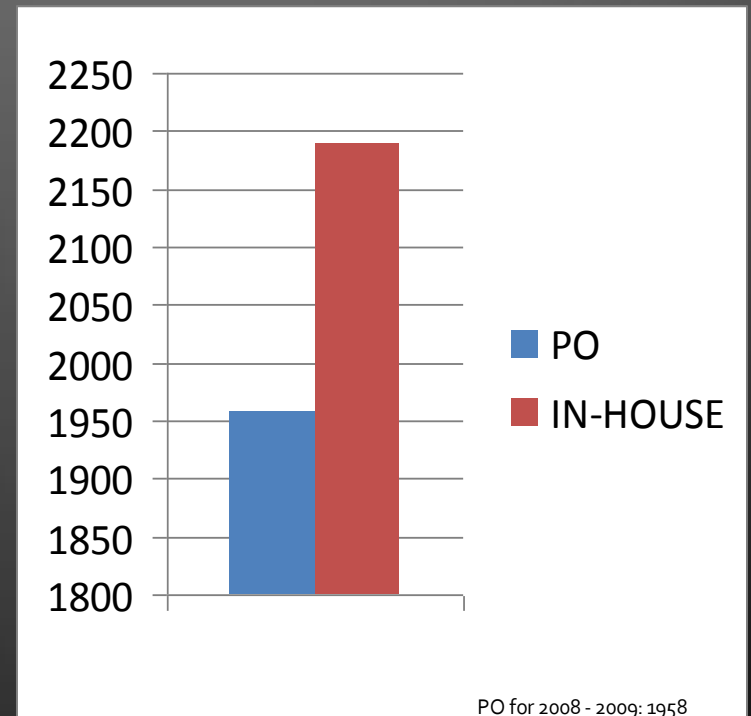

# Center For Continuing Education

## NUMBER OF COURSES RUN



Total Courses - 196

## NUMBER OF PARTICIPANTS



Total Participants – 4,148

# MICHAEL PORTER'S SOURCES OF COMPETITIVE ADVANTAGE

	Cost Leadership	Differentiation
Broad		
Narrow		

# MICHAEL PORTER'S SOURCES OF COMPETITIVE ADVANTAGE

The AGSB management programs are characterized by:

- a **learner-centered method** of delivery facilitated by **work-based professors**
- a fidelity to **ethics and values** in the context of existing corporate and social realities
- an emphasis on building **strategic reasoning** and **competitive management skills** in both domestic and **global** settings
- a focus on **team processes**
- an integration of **information communications technology** into the curricula

Differentiation

**AGSB**

# COURSE MODULE DEVELOPMENT MODEL

**Ateneo University Mission / Vision**



**Ateneo Graduate School Mission / Vision**



**Course Learning Outcomes**

**Across the curriculum, cluster-wide values,  
& outcomes, such as:**

---

**Awareness of Socio-Economic Conditions  
Ethical decision making & Legal Compliance  
Service to Others & Community Investment  
Team processes & Interpersonal Skills  
Lifelong learning  
Oral & Written Communication  
Problem Solving, Critical Thinking & Independent Thinking  
Creativity  
Global Awareness, Cultural Sensitivity & Global Competitiveness  
ICT-based education  
Multidisciplinary (Integratedness)  
Pursuit of Excellence in Providing Goods and Services of Value to Society**

**Learning  
Assessment  
Methods**



**Workshop  
Learning  
Activities**

**Workshop  
Learning  
Objectives &  
Outcomes**



**Workshop  
Assignments  
Pre & Post**





The Learning Module brings the facilitator and the student to the different levels of intellectual behavior (Bloom's Taxonomy)

- ❑ Knowledge
- ❑ Comprehension
- ❑ Application
- ❑ Analysis
- ❑ Synthesis
- ❑ Evaluation

*(Bloom's Taxonomy)*

# ***CONE OF LEARNING***

**WE TEND TO  
REMEMBER.....**

**10% OF WHAT WE READ**

**20% OF WHAT WE HEAR**

**30% OF WHAT WE SEE**

**50% OF WHAT WE  
SEE AND HEAR**

**70% OF WHAT  
WE SAY**

**90% OF  
WHAT WE  
BOTH SAY  
AND DO**

**OUR LEVEL OF  
INVOLVEMENT**

**VERBAL RECEIVING**

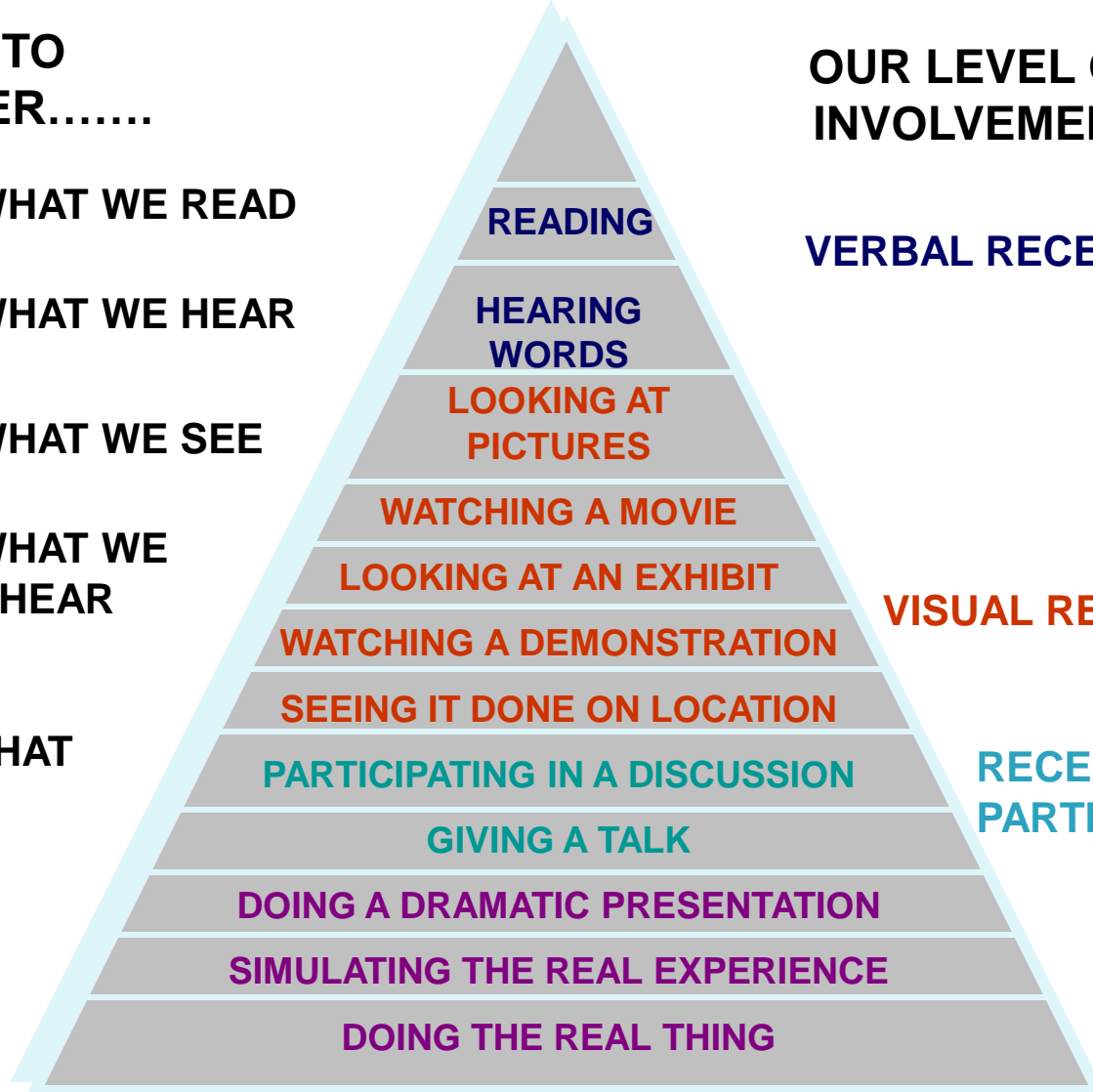
**VISUAL RECEIVING**

**RECEIVING AND  
PARTICIPATING**

**DOING**


**PASSIVE**

**ACTIVE**



**Edgar Dale and Bruce Nyland, University of Wisconsin**

More than just integrating global business best practices and globalization issues in the curriculum, schools like AGSB must find ways to ensure that the learning environment of students is conducive to the practical application and integration of these topics in the curriculum.



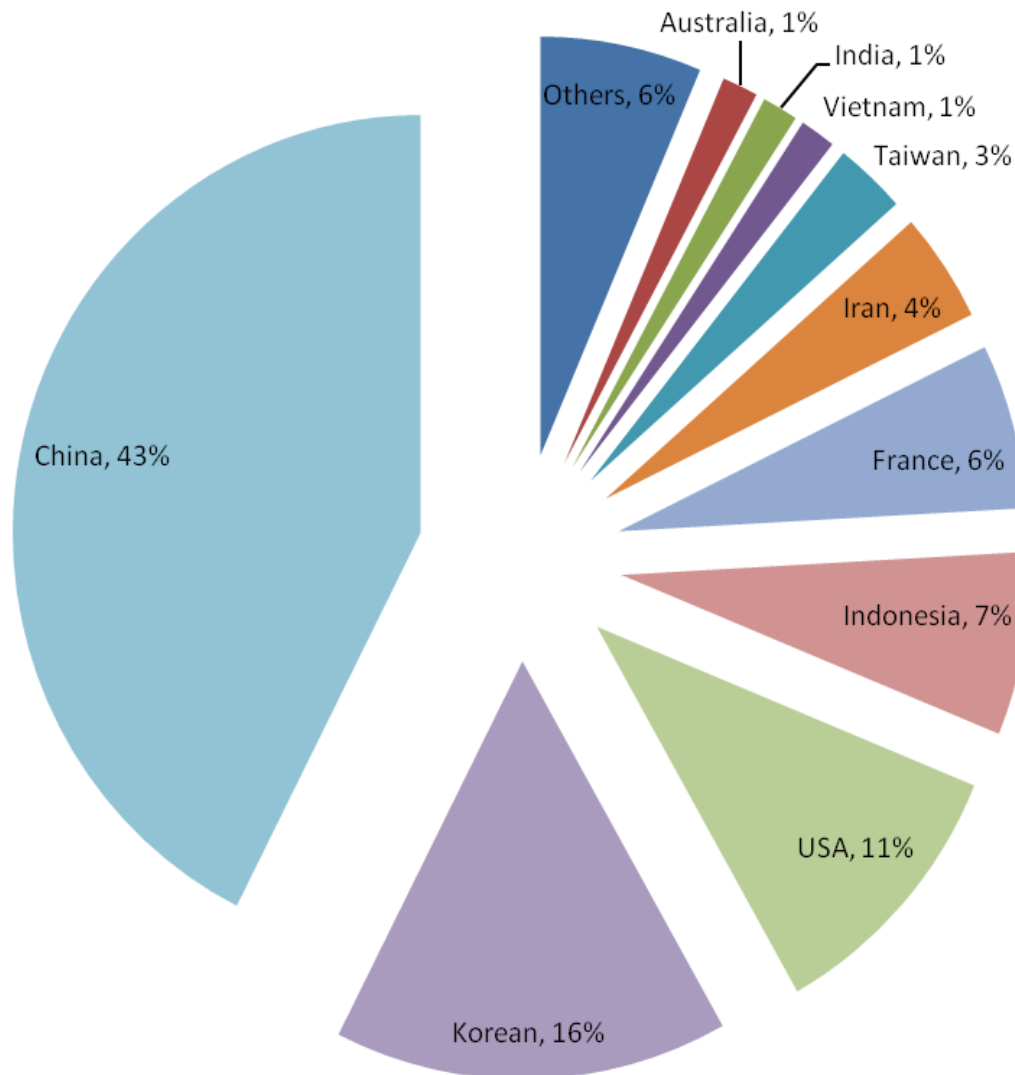
# AGSB Globalization Models

- A. Import Model. Foreign students attend classes at AGBS campuses in the Philippines. 10% of our student population are foreigners.



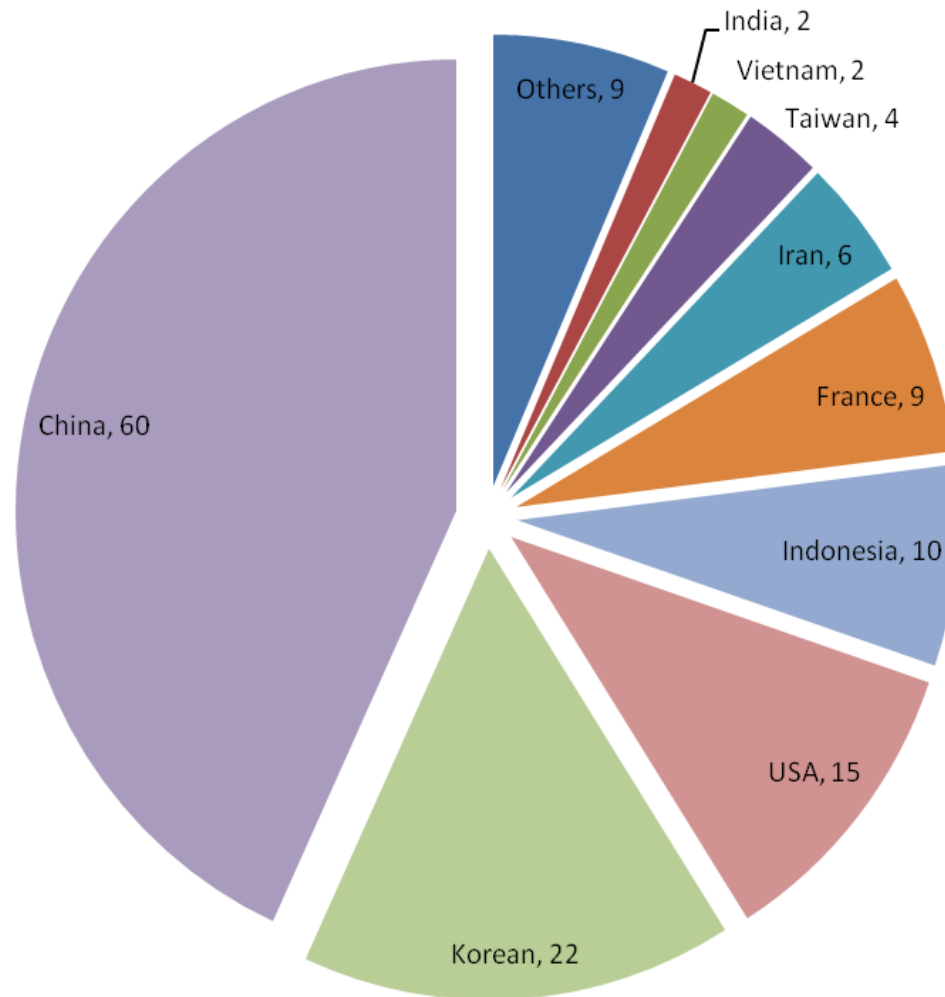
It is also our plan to regularly bring foreign faculty to teach in our school.

## AGSB Foreign Students 2009-2010 (%)



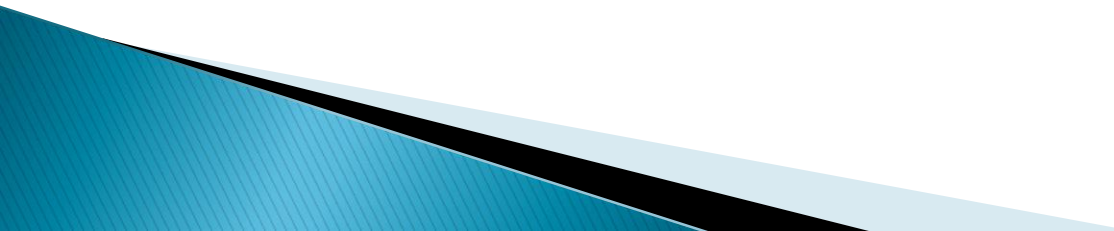
**Others include:** Austria, Canada, East Timor, Hong Kong, Japan, Nepal, Pakistan, Solomon Islands and Uzbekistan

## AGSB Foreign Students Count 2009-2010



**Others include:** Austria, Canada, East Timor, Hong Kong, Japan, Nepal, Pakistan, Solomon Islands and Uzbekistan

# AGSB Internationalization Models

- A. Import Model. Foreign students attend classes in AGBS campuses in the Philippines. 10% of our student population are foreigners.
  - B. Experience–Driven Model. 30% of student population have work experiences with regional/global companies, 40% of faculty have experiences with regional/global companies.
- 

## C. International Partnership Model.

- 1) Ateneo–Regis MBA Program – Variation of the import model; Methodology, module development, sharing of best practices.



search

[ABOUT](#) [ACADEMICS](#) [ADMISSIONS](#) [SERVICES](#) [STUDENT LIFE](#) [SPIRITUALITY](#) [LIBRARY](#) [ATHLETICS](#)

**Prospective Students**

**Current Students**

**Alumni and Parents**



## Regis News

- Regis University to honor five leaders with an honorary degree, Civis Princeps (First Citizen) award during spring commencement May 8 and 9
- Regis University's Rueckert-Hartman College for Health Professions to host 9Health Fair April 24
- Regis University student, alumnus earn third place in Society of Professional Journalists regional journalism competition
- Regis University Collegium Musicum commemorates J.S. Bach's 325th birthday with a special performance on April 27

[Read More...](#)

[Subscribe](#)

## Event Calendar

## Focus On: SERVICE



**H1N1 & Regis University** -- Stay up-to-date on what Regis University is doing to fight the flu this season and how you can protect yourself.

[Read More...](#)

## Giving

**Make a Gift  
➔ NOW**

Giving to Regis University supports the education of men and women of all ages who want to make a positive impact on society. [Read More...](#)

## C. International Partnership Model.

- 1) Ateneo–Regis MBA Program – Variation of the import model; Methodology, module development, sharing of best practices.
- 2) Ateneo–ESSCA International Master in Management Program



# THE **ESSCA** ATENE0 GRADUATE SCHOOL **GRADUATE SCHOOL** OF BUSINESS **OF MANAGEMENT**

Ateneo Professional Schools Building  
Rockwell Drive, Rockwell Center, Makati City, Philippines  
Tel: (632) 899.7691 to 96 loc.2216 or (632) 729.2001 to 2003 loc. 2216  
Look for Baby Tranquilino  
Or contact (632) 898.5007 and look for Bigette Vinuya  
Fax: (632) 899.5548  
Office hours: 12NN to 8PM  
[www.gsb.ateneo.edu](http://www.gsb.ateneo.edu)

**Now offers an international  
Masters in Management  
Program.**





## C. International Partnership Model.

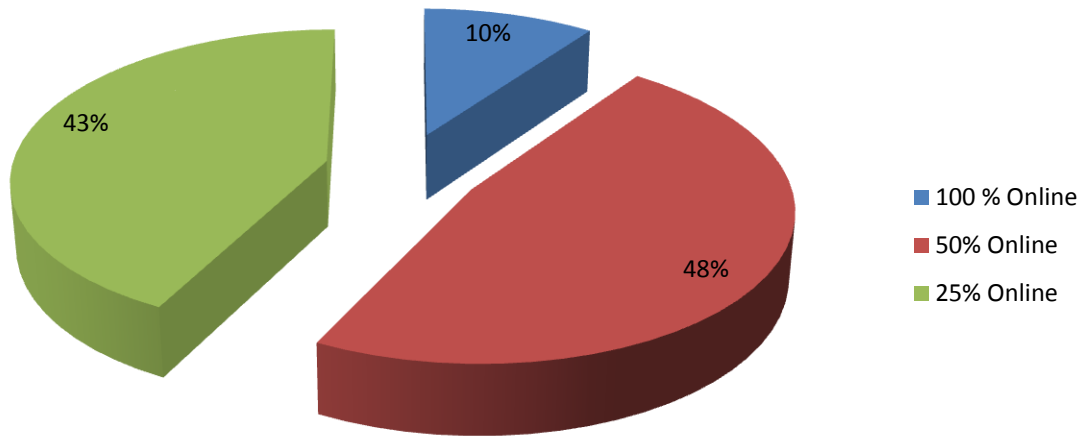
- 1) Ateneo-Regis MBA Program – Variation of the import model; Methodology, module development, sharing of best practices.
- 2) Ateneo-ESSCA International Master in Management Program
- 3) Memberships in International Organizations
  - a) Pacific Asian Consortium for International Business Education and Research (PACIBER)
  - b) International Association of Jesuit Business Schools
  - c) On-Line Consortium of Independent Colleges and Universities (US based)
  - d) University Continuing Education Association (U.S. Based)
  - e) We are applying for membership in AACSB



## D. E-Learning Model



## Online Courses



### Breakdown:

12 courses are 100% online

57 are 50% Online

51 are 25% Online

### 100% Online

E-Commerce  
Information Technology

### 50% Online

E-Commerce  
Information Technology  
Management Dynamics  
Human Resource Management  
Principles of Management  
Strategic Management  
Marketing Management

### 25% Online

Financial Accounting  
Managerial Accounting  
Operations Management  
Supply Chain Management  
Applied Management Science  
Quantitative Methods for Managers  
Managerial Statistics  
Strategic Management  
Human Resource Management  
Consumer Behavior  
Research for Management  
Leadership  
Operations Management  
Project Management

## D. E-Learning Model

Online Consortium of Independent Colleges and Universities (OCICU) –

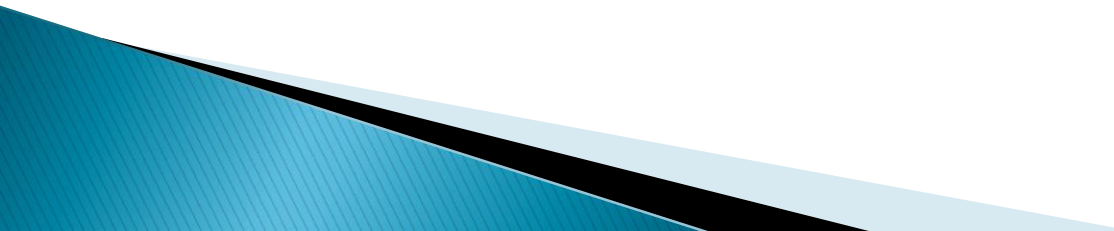


We will experiment by offering 2 subjects to the 65-members of OCICU starting Spring 2010.

We are developing the capability to give students the option to take 50% of subjects (7 subjects) on a full on line basis.

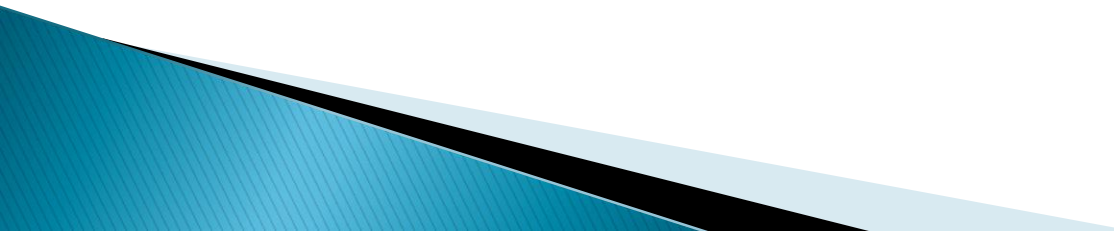
E. Export / Import Model. We are working with schools in China for AGSB to deliver the MBA program to their students. Possibly 50% face-to-face in the Philippines and/or China and 50% on-line.

# Summary

- ▶ Schools of business to be relevant must integrate global best practices and globalization issues in their curriculum
  - ▶ Schools of business like AGSB must find ways of ensuring that the learning environment of students is conducive to the practical application and integration of globalization issues in the curriculum.
- 



# Summary

- ▶ The AGSB target market are workplace-based and experience-driven students. As such, the school has to look for globalization model(s) appropriate for this type of students.
  - ▶ Each model or models can provide different ways of creating the right environment for the integration of globalization issues.
- 

# Summary

- ▶ eLearning is one model that is relevant and one that holds a lot of promise for AGSB's future

**Thank you**

