



Business Schools for Impact

An UNCTAD project in collaboration with GBSN, CEMS and top international business schools

International launch on Thursday, 16 October, at the [UNCTAD World Investment Forum 2014](#)
[Investing in Sustainable Development](#)
13 – 16 October, 2014
Geneva, Switzerland



The 2014 edition of the [UNCTAD World Investment Forum](#) (WIF), one of the most important events for the international investment community, will bring together Heads of States and ministers, senior policy makers, corporate executives, investors and thought leaders to deliberate on the role of investment for development and on private sector-driven solutions to achieve the Sustainable Development Goals.

Business schools are central to changing mindsets among future corporate managers, investors and entrepreneurs. At the Business Schools for Impact session of the WIF, on Thursday, 16 October, high-level panelists and discussants will debate on how business schools around the world can better encourage and prepare their students to invest in low-income environments while responding to social needs.

The event will launch the Business Schools for Impact project, in collaboration with the Global Business School Network (GBSN), CEMS - the Global Alliance in Management Education, and top international business schools.

The project aims to create a world-wide network of academics and impact investment practitioners, help students gain professional experience in low-income countries, and develop teaching material for business schools, including a Global Impact Masters focused on economically effective and socially productive forms of corporate behaviour.

Attendance is free of charge, subject to registration.

Information and registration: www.unctad-worldinvestmentforum.org

Contact us: impact@unctad.org





UNCTAD WIF session on

Business Schools for Impact

10:00 – 13:00, Thursday 16 October 2014
Palais des Nations, Geneva

Description

The session objective is to launch the UNCTAD Business Schools for Impact network and to discuss how business schools can better prepare students to engage in inclusive businesses in low-income countries. It will bring together business school representatives, business practitioners (company managers, impact investors, small business owners and social entrepreneurs), students and teachers.

The session will be divided into three parts:

- A. The role of business schools in advancing sustainable development objectives
- B. What needs to change in curricula?
- C. Presentation of the Business Schools for Impact Project

Programme

A. The role of business schools in advancing sustainable development objectives

The first part of the session will be a moderated panel discussion on the role of business schools in boosting pro-poor investment by creating awareness among business students about the needs and business opportunities in poor communities and regions. Discussants will have a chance to voice their opinions, propose solutions and articulate their approach to the subject.

- 10:00 Opening remarks by UNCTAD
- 10:05 Opening keynote: What role can business schools play in contributing to sustainable development?
- 10:15 Individual statements by panel members
- 10:40 Moderator questions to panel members
- 10:55 Wrap-up: summary of findings by moderator



B. What needs to change in curricula?

During the second part of the session, discussants will examine the skills required from the next generation of graduates to operate in low-income countries with positive social impact. They will discuss how adapting current courses or developing new practices can help business schools better embed inclusive business opportunities in their curricula. This will form part of the consultative process of developing the UNCTAD Business Schools for Impact project and will involve stakeholders who can contribute to and benefit from the project.

- 11:00 Opening keynote: What should be taught in business schools to better prepare students to develop pro-poor businesses?
- 11:10 Individual statements by participants: What skills are currently missing and how can they successfully be taught?
- 11:35 Moderated Q&A session, with questions from audience
- 11:55 Wrap-up: summary of findings by moderator

C. Presentation of the Business Schools for Impact project

The last part of the session will introduce the Business Schools for Impact project, including its network, online platform, internships and teaching material. Participants will be invited to share their ideas and get involved in the project.

- 12:00 Presentation by the project team (GBSN, CEMS, UNCTAD Expert Group, Empretec), and launch of the Business Schools for Impact booklet
- 12:30 Brown-paper exercise with audience to encourage active participation and to invite further contributions
- 13:00 End of the session

