



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



Business Schools for Impact

9:30 – 13:00, Thursday 16 October 2014
Palais des Nations, Geneva

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.

- 9:30 Networking coffee
- 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 Moderated questions to panel members
- 10:55 Wrap-up: summary of findings by moderator

Panelists:

Keynote: Dr. Robert Glasser • Secretary General, CARE International

Prof. Elsa del Castillo • Rector, Universidad del Pacífico

Prof. Wim Naude • Dean, Maastricht School of Management

Prof. Enase Okonedo • Dean, Lagos Business School

Prof. Alfons Sauquet • Global Dean, ESADE

Prof. Javier Yáñez • Dean, Universidad de los Andes School of Management

Mr. Guy Pfeffermann • CEO, GBSN

Mr. Kimball Chen • CEO, Energy Transportation Group

Mr. Ralph Schonenbach • CEO, Trestle Group





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

Panelists:

Keynote: Prof. Ted London • Director, Base of the Pyramid Initiative, University of Michigan

Prof. Jean-Philippe Bonardi • Deputy Dean, HEC, University of Lausanne

Prof. Marie Lisa Dacanay • President, Institute for Social Entrepreneurship in Asia

Prof. Mario Molteni • Director, ALTIS, Università Cattolica del Sacro Cuore

Prof. Vinika Rao • Executive Director, Emerging Markets Institute of INSEAD

Prof. Hedda Pahlson-Moller • Professor, Sacred Heart University John F. Welch College of Business

Mr. Joseph Nkandu • CEO, Nucafe

Ms. Susan Oguya • COO, MFarm

Mr. Charles Ocici • Director, Empretec Uganda





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

Contributors:

CEMS and GBSN business school networks
UNCTAD Academic Expert Group
UNCTAD Empretec
The Case Centre

Academic Expert Group:

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