



### Business Education Jam 2019: Global Symposium

Boston University Questrom School of Business

Boston, Massachusetts, USA

November 11-12, 2019

## OUR PROGRESS

Over the last two years an incredible platform emerged to advance dialogue on the future of business education. Building off the momentum of the Business Education Jam in 2014, which attracted over 5,700 participants for an online brainstorm, our new goal was to attract viewpoints from across the world to better identify distinctive regional identities which shape challenges and their solutions. These conversations, framed as *Business Education Jam: Global Conversations*, reached a global scale by partnering with host schools in different regions across the world to advance new ideas and insights. Each conversation engaged participants through a variety of channels virtually, such as facebook, twitter, or webex, and included an on-site symposium. A total of 9 regional dialogues have been completed over the last two years and it is now time for our culminating event: the **Business Education Jam Global Symposium** to be held in Boston on November 11th - 12th, 2019.

## Why a Global Symposium?

The purpose of coming to Boston is not just to continue the dialogues from all Jam regions, but to create a gathering where we can collaborate and advance projects around the shared challenges and opportunities we've identified. The majority of our time in Boston will include participant-selected working groups around actionable themes that have emerged from the regional jams. From these mini-Jams, we see that there are common challenges across regions as well as distinct regional challenges. This is what will make our global conversation and collaboration in Boston uniquely powerful and productive. The end goal of this global collaboration is to identify a variety of shared initiatives that participants can engage in to address key challenges they face after the Jam is over.

## Why attend?

By attending you will join approximately 50 invited guests who are academic thought leaders, members of industry, and participants or hosts from the regional jams. Together with this globally diverse set of stakeholders you will have a chance to engage in dialogue to create ideas that will be the seeds for continued global efforts to advance business education. Beginning with a review of the business education jam regional conversations, emergent themes will lead to robust conversation. Then, using an open innovation project based framework, participants will engage in groups during the day to refine, problem-solve, and advance solutions.

Your voice, feedback, and expertise will be invaluable to inform these efforts.

### Global Sponsors:



Boston University Questrom School of Business





### Business Education Jam 2019: Global Symposium

Boston University Questrom School of Business

Boston, Massachusetts, USA

November 11-12, 2019

## ADVANCING BUSINESS EDUCATION THROUGH GLOBAL COLLABORATION

To leverage the momentum from a series of global dialogues this Global Symposium will:

- Summarize the critical challenges facing business schools globally

- Understand the impact of regional identities in framing these challenges

- Develop collaborative projects across schools and regions to address these challenges

### *The Format & Agenda*

This is not your average conference - your voice, feedback, and expertise will be critical to the conversation. Following an exploration of themes, the symposium will leverage an open innovation project based framework, engaging participants in group dialogue to refine problems; develop project scope; and advance collaborations and solutions which will live beyond this symposium.

The format will include [all times are Eastern Standard Time (EST)]:

#### **Monday, November 11, 2019**

3:30pm Welcome & Opening Plenary Speakers

5:30pm Working Dinner: Engage with each other & review of emergent project themes

#### **Tuesday, November 12, 2019**

8:00am Breakfast Available

8:30am Morning Plenary

Global Challenges & Regional Adaptations

Context for the Day & Establishments of Groups

9:30am Group Breakout Work

11:00am Plenary Working Session I: Initial Reports & Feedback

12:00pm Lunch

1:00pm Group Breakout Work

2:00pm Plenary Working Session II: Final Report Outs, Reactions, and Plans

4:00pm Concluding Remarks & Next Steps

5:00pm Optional Reception

### *Accommodations*

All activities will take place at 595 Commonwealth Avenue, Boston, MA, 02215, USA. To assist with accommodations, two room blocks have been made for the event as follows:

**Residence Inn Back Bay/Fenway** - 125 Brookline Ave, Boston, MA 02215 - 617-236-8787. 10 minute walk from event. Check-in November 9th or 10th; Check-out by November 13th: \$289 USD Per Night.

A dedicated reservation link for this Residence Inn Marriott rate is: <https://bit.ly/325EFKu>

**Boston Hotel Buckminster** - 645 Beacon Street, Boston MA 02215 - 617.236.7050, Zack Byron, Sales Manager  
5 minute walk from event. Check-in November 10th; Check-out by November 13th: \$129 USD per night

# BUSINESS EDUCATION JAM



bu.edu/jam

@BusinessEdJam

ADVANCING BUSINESS EDUCATION

THE NEXT BUSINESS JAM: A COLLABORATIVE GLOBAL  
PLATFORM TO ADVANCE BUSINESS EDUCATION

## Business Education Jam 2019: Global Symposium

Boston University Questrom School of Business

Boston, Massachusetts, USA

November 11-12, 2019

### *Represented Institutions & Organizations*

The Global Symposium will be enriched by those who engaged in one of our past global dialogues, as well as those newly joining our conversation. Attendees include Deans, Directors, Associate Deans, Faculty, and organizations which represent business school interests.

The following is a partial list of institutions and organizations who will have a member attending the November event in Boston.



Association of African  
Business Schools



Gordon Institute  
of Business Science  
University of Pretoria



Lee Kong Chian  
School of  
Business



Business



### *About the first ever Business Education Jam in 2014*

With leading sponsors including IBM, Merck, Johnson & Johnson, Santander Bank, AACSB, EFMD, GMAC, and the Financial Times, the Business Education Jam was a massive, free-flowing convergence of ideas, concepts, and collaborations held in 2014 that started a path to a more powerful model for business education. Over 60 consecutive hours, nearly 6,000 registrants from around the world—researchers, scholars, students, thought leaders, and executives—united in a unique virtual environment. This digital discussion included over 24,000 participant visits who created over 6,000 posts in 10 discussion forums focused on issues impacting business education. Participants from across the globe engaged with 99 VIP guests and each other in far reaching conversation, debating how business schools will change in order to survive. Valuable opinions were constantly flowing and every post helped to build a blueprint for advancing business education.

The result of the Jam was the creation of *Reimagining Business Education*, which became a roadmap for schools across the world on how to navigate the challenges facing business education.

*Learn more: [www.bu.edu/jam](http://www.bu.edu/jam)*



Boston University Questrom School of Business