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The future of business education

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Abstract

Purpose

The purpose of this paper is to discuss the future of business education, and in particular the MBA programs, in the current economic recession.

Design/methodology/approach

This viewpoint looks at MBA programs and the role they play in today's turbulent economic climate.

Findings

The paper discusses the many different MBA programs at Manchester Business School, and the importance of business schools and their research.

Originality/value

Business schools can play an important role in terms of developing the models and the knowledge that can help executives better understand how the new economy evolves, how one can build up more sustainable financial structures and leadership styles, and be part of it. When the world changes dramatically as it does at the moment, innovative thinking may be needed, either to create new models or reaffirm forgotten ones. That is when businesses perceive the greatest benefits of academic advice. Business schools will be part of this equation, through teaching on their MBA courses and through their research.

Keywords

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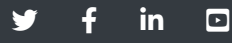
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