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1. Landis Gabel's Action Steps for African Business Schools:

The AABS conference for 2011 on responsible management in Africa is now history, and if it is to prove a success, it is because many of you who attended are thinking about changes you hope to make at your school now that you are back home. But how will these changes be brought about? Directors of business schools really have little direct power. They do not typically have the power to dictate to their faculty what research projects to pursue. Nor do they control what goes on in the classrooms. Directors' power is indirect: if they want to make changes, those changes must

be operationalized by action steps at the level of their schools' policies, procedures, and practices which in turn influence the research and teaching of the faculty and the learning of the students.

This raises the questions I posed for the panel. "Exactly how might you operationalize the changes you think necessary at your school? What management instruments are relevant? How will you change them?"



Landis Gabel
AABS Advisory Board Members

To focus the discussion, I listed a number of these instruments, and I have added here a few examples of what I have in mind.

1. Student admissions criteria (example: if you do not already do it, will you insist that all MBA applicants be interviewed?)
2. Curriculum: courses, syllabi, materials, and the pedagogy (example: is it better to have a dedicated course on ethics, elective or required, or should all ethics material be integrated into other courses? If the latter, how will you be sure the faculty embrace the change?)
3. Programs (example: might you launch an executive course on ethical leadership? Is there a market for that?)
4. Faculty selection criteria (example: would your objective be better met with a more academic or a more practitioner faculty profile? If the latter, would research suffer?)
5. Faculty mentoring, development, and evaluation
6. Faculty compensation and reward system
7. Student career counseling
8. Research funding
9. Your school's own administrative practices

This list is surely not complete, and you should feel free to extend it. It is important to think hard about how these concrete action steps could help Business Schools. Deans as change agents, face a couple of obstacles. Firstly, as noted above, they have little direct power over what their faculties do in their research and teaching. Secondly, not all faculty may agree as to what constitutes "responsibility" and to whom management owes it. This is not because they favor irresponsible management, but rather because intelligent and ethical people may have legitimate disagreements regarding management's obligations to shareholders vs. other stakeholders.

2. AABS Events and News

2.1 Report on the AABS South African Business Schools Study Visits

The Association of African Business Schools would like to thank the Gordon Institute of Business Science, Wits Business School and the University of Stellenbosch Business School for hosting the AABS South African Business Study Visits. There were 18 Deans that attended the Study Visit from 15 Business Schools in Nine countries.

Comments from Deans:

"AABS South African Business Schools Study Visit has been very valuable in terms of networking with AABS members, knowledge sharing and learning experience from four very successful schools adopting different models. The visits have been useful in opening opportunities for collaboration and institutional partnerships with AUC's School of Business. Institutional Partnerships and collaboration will eventually strengthen business schools in Africa. The areas of interest to our School of Business include Entrepreneurship, AgriBusiness, Leadership, Innovation, and Logistics and from the visits to the four Schools, we are able to identify of the areas for collaboration with each School. The additional sessions on Agribusiness and GMAC have been very useful as well. In conclusion, the study visits met my objectives and exceeded my expectations. It has been a very valuable experience."

Sherine Gad El Mawla

The American University in Cairo

"All in all, the deans had a very good opportunity to discuss issues and share



AABS Deans study visit delegates at WITS Business School

very important ideas over the 5 days. From my perspective I think the timetable was a little overloaded and we needed more group work for the deans. As you know this is usually the most important part of these seminars. Those who had not yet managed to start a business school (I think there were at least two who were still to start, Obafemi Awolowo and The Harold Pupkewitz) may have had many questions answered but I think they needed one or two sessions on their own with some other Deans in order to ask specific questions about their special situation. However, I think they enjoyed the conversations."

George Njenga
Strathmore Business School.

"The study visit was highly revealing and rewarding. For me in particular, it gave me an opportunity to see the workings of Business Schools in South Africa. Each of the schools visited has its unique selling points laced with

innovative and dynamic academic programmes and resourceful Centers.

It is observed that the Schools are being guided by their vision and mission statements. The infrastructure, teaching, processes and human resources have been carefully programmed to optimize the learning experience. It is important to note that the Schools are also conscious of their rankings, both within South Africa and the World in general. I believe this is propelling them to improve on their delivery. Above all, I am delighted by the warmth and pleasant nature of AABS personnel, as well as the African touches demonstrated by the hosting institutions while the visit lasted."

Dr. K.O. Osotimehin
Obafemi Awolowo University
Please go to http://www.aabschools.com/news_items/detail/31.html to see all the presentations and photos.

2.2 AABS Members Meeting and Conference

AABS Members meeting and Conference April 2011



The Association of African Business Schools would like to thank the University Of Cape Town Graduate School of Business for hosting the AABS Members Meeting, Workshop and Conference, That was held on the 13th – 15th April. There were 70 attendees from 13 Member schools, 2 Pipeline schools, 5 AABS partners and 13 Business schools and four international organisations that attended the Members Meeting, Workshop and Conference.

Comment from Danica Purg – CEEMAN

"I enjoyed the AABS meeting and the conference on Responsible Management in Africa very much. Firstly, there were all main players from Africa together; secondly, they really learned a lot from each other and from all of them about the efforts that the schools are making to promote responsible management and to develop responsible leaders in Africa. I also learned many other things around the topic of management education. We all also enjoyed the hospitality of the Graduate School of Business and the professionalism of their staff. I made some long-term partnerships with representatives of some schools present there, and overall it was a very useful and interesting meeting. Once again congratulations!" Please go to http://www.aabschools.com/news_items/detail/30.html to see all the presentations, photos, summary and video



Danica Purg

Please save the date for the 2012 AABS Members Meeting and Conference which will be taking place from the 14th to the 16th May 2012 and will be hosted by Lagos Business School, Nigeria.

2.3 AABS/Emerald Case Study Competition:

AABS would like to thank Emerald for their sponsorship for the 2011 competition. The AABS - Emerald case competition winner was announced on the 13th April at the AABS members meeting held at the University of Cape Town, Graduate School of Business.



The 2011 Case Competition winners are as follows:

First Place:	John Luiz	Woolworths Sustainability	Wits Business School
Second Place:	Ellinami J. Minja	The internet Services Department at the University Computing Centre (UCC) Ltd	University of Dar Es Salaam Business School
Third Place:	Freddie Acosta	Imara Medical Centre	Strathmore University of Business School

2.4 Teaching the Practice of Management (TPM7):

Teaching the Practice of Management Workshop addresses the changing needs of teachers of management for Africa's new generation of business and community leaders and is run by the Association of African Business Schools. The workshop brings together faculty from business schools across the African continent to work together in developing practice-based teaching skills, which is critical for enhancing the capabilities of

African business schools and better connecting them to the business community.

This program, now in its seventh year, focuses on introducing into African management education curricula practice-based teaching and learning methods, often involving classroom discussion of case studies, which are used in many leading international business schools. The term

"practice-based" encompasses discussion, participant-centered, and case teaching methods to emphasize the objective of exposing students to the practice of management in the classroom. This approach enables students to develop judgment and problem-solving skills by wrestling with management decision-making through the use of case studies and class discussions.

The program, a one-week intensive course, is designed for faculty from business schools in Africa that are committed to incorporating discussion and practice-based teaching into their curriculum and for faculty members who will play major roles in leading curriculum development in their schools over the next decade. Strengthening these business schools will deepen and widen the pool of well-trained local managers, who play a crucial role in generating jobs, reduce reliance on expatriate managers, and help stem brain-drain.

The programme is taking place from the 7th to the 13th July 2011 at the Gordon Institute of Business Science. Currently 21 faculty members from 6 countries and 10 Business Schools have registered.

2.5 Case Writing Workshop

AABS will be hosting their first Case Writing Workshop which will take place after TPM 7. The workshop will start with two days of course work at the Gordon Institute of Business Science in Johannesburg. Each delegate will then receive a mentor who will assist them with the writing of their first case. The mentors have been offered by Emerald Publishing.

The course will continue virtually until the end of the year and will end on the 1st December 2011 when delegates will be required to hand in a completed case and teaching note to the AABS/Emerald Mentoring Phase of the AABS/Emerald Case Study Competition 2012.

The cost of the workshop is US\$500 and registrations close on the 8th of July

2011. The fee includes - course fees, all meals, and accommodation for two nights. Participants are required to make and pay for their own flights, visa's and airport transfers. Currently there are 27 delegates registered for this exciting event. For more information please contact info@aabschools.com

2.6 Research and the Practice of Management (RPM 3)

The Association of African Business Schools (AABS) is hosting the third Research and the Practice of Management Workshop (RPM 3). The University of Dar Es Salaam Business School will be hosting and coordinating the workshop. A core focus of RPM is to help with networking and mentoring

amongst colleagues and also to create an African Research Community. RPM 3 will take place from the 19 - 21 September 2011 at the University of Dar Es Salaam, Business school. The cost of the workshop is US\$700 and if registered by the 31st July 2011 there will be a discount of US\$100. The fee

includes – course fees, accommodation for two nights, all meals. Participants are required to organise and pay for their own flights, visas and airport transfers. Participants will need to register online for RPM. For more information please contact info@aabschools.com

2.7 AABS Board Members for 2012

On the 13th April 2011 at the AABS Annual members meeting the AABS board was elected for the coming year. Jonathan Cook (Gordon Institute of Business Science) current AABS Chairperson will complete his term at the end of 2011 but will remain on the

board for continuity in 2012. Dr Enase Okonedo, (Lagos Business School) was elected as the new AABS Chairperson from the 1st January 2012. Dr Marcellina Chijoriga (University of Dar Es Salaam Business School) and Prof David Abdulai (Unisa School of Business Leadership)

were re-elected for another term. Prof Edward Mungai (Strathmore Business School), Prof Walter Baets (University of Cape Town Business School) and Dean Sherif Kamel (American University of Cairo) were elected for their first term of office.



AABS Chairperson 2012/2013

Incoming AABS Board member
Dr Enase Okonedo

Enase Okonedo, Dean of Lagos Business School (LBS), is a Fellow of the Institute of Chartered Accountants of Nigeria (FCA). She has a Bachelor of Science degree in accounting, an MBA from IESE Business School, Barcelona and a Doctorate in Business Administration from International School of Management (ISM), Paris.

She joined Lagos Business School in 1995 after working for several years in the Nigerian Banking sector. As a full-time faculty member at Lagos Business School, she taught courses on problem solving and decision making, corporate financial

management and financial strategy on the Executive MBA and MBA programmes as well as on all executive programmes.

Before her appointment as dean in July 2009, Dr Okonedo had held several leadership positions at LBS at various times including Executive MBA Director; Director, Degree Programmes; Faculty Director and Deputy Dean, Academics. She was appointed a member of the Management Team of the School in February 2004 and a member of the University Governing Council of Pan-African University in July 2009

. She is a member of the senate of Pan-African University and serves on the board of the Association of African Business Schools (AABS), the academic advisory board of Global Business School Network (GBSN)

as well as on the board of several indigenous companies. She has extensive consulting experience notably on business restructuring, financial institutions and financial strategy. She has conducted research in the areas of credit

management in Nigerian companies; treasury management in Nigerian companies; decision making among Nigerian CEO's and investor behavior in the Nigerian stock market. Enase is married with one daughter.



Incoming AABS Board member
Prof Walter Baets CV

Walter R. J. Baets is Director of the Graduate School of Business of the University of Cape Town. Previously he was Associate Dean at Euromed Management Marseille, first for programs,

then for research and eventually for social responsibility and innovation. Before joining Euromed Management, he held academic positions in Belgium, the Netherlands and Spain, and more than 10 years of corporate experience. He graduated in Econometrics and Operations Research at the University of Antwerp (Belgium) and did postgraduate studies in Business Administration at Warwick Business School (UK). He was awarded a PhD from the University of Warwick in Industrial and Business Studies and a Habilitation of Paul Cezanne University, Aix-Marseille III, France.

He has been a Visiting Professor at the University of Aix-Marseille (IAE) and

GRASCE (Complexity Research Centre) Aix-en-Provence. He held visiting teaching positions at ESC Rouen, KU Leuven, RU Gent, Moscow, St Petersburg, Tyumen University, Purdue University and Narsee Monjee (Mumbai, India). Most of his professional experience was acquired in the telecommunications and banking sector. He has substantial experience in management development activities in Russia and the Arab world. His research interests include: Innovation and knowledge; Complexity, chaos and change; The impact of (new information) technologies on organisations; Knowledge, learning and artificial intelligence; On-line learning, work-place learning and pedagogical innovation; A quantum interpretation of management.



Incoming AABS Board member
Dr Edward Mungai CV

Dr. Edward Mungai is a mathematics, and entrepreneurship specialist with academic

interests in entrepreneurship and innovation. In September 2008, Dr. Mungai was appointed Dean of Strathmore Business School.

Dr. Mungai received his PhD in Management from IESE Business School in Barcelona, Spain. His previous assignments at Strathmore include serving as the Academic and Research Director of Strathmore Business School and as Deputy Director and Lecturer of the Information Technology Centre at Strathmore University. Earlier in his academic career, Dr. Mungai was a faculty member of University of Nairobi, where he was assistant lecturer and tutorial fellow in the Department of Mathematics.

In addition to his doctoral degree, Dr. Mungai's academic attainment also includes a Master of Science degree in Pure Mathematics, a postgraduate diploma in Computer Science, and a Bachelor of Science degree in Mathematics, all from the University of Nairobi. He has supervised several MBA students during the research projects.

In December 2010, Dr. Mungai was appointed director of the Kenyan government Youth Enterprise Development Fund. He is also a director and founder of an internet firm Freepost Ltd which owns an online classified www.patauza.co.ke



Incoming AABS Board member
Dr Sherif Kamel

Founding Dean of the School of Business at the American University in Cairo and Professor of management information systems

Kamel is repositioning the School by adopting a distinctive 3-tier thematic approach that includes entrepreneurship, innovation, and leadership. Kamel has a long and varied experience as an academic leader investing in human capital, building and managing executive development institutions addressing management,

entrepreneurial, and leadership issues. He was Associate Dean for Executive Education (2008-2009). From 2002 to 2008, he was director of the Management Center, the School's primary professional development operation. Before joining AUC, he was director of the Regional IT Institute (1992-2001) and he was manager of the training department at the Cabinet of Egypt Information and Decision Support Centre (1987-1992). Kamel is an advocate of diversity, empowerment, and inclusion.

Kamel holds a PhD in Information Systems from London School of Economics and Political Science (1994), an MBA (1990) and a BA in Business Administration (1987) from the American University in Cairo. His work in management of information technology, information technology transfer to developing nations, electronic business and decision support systems has been broadly published in IS and management journals. He is the editor of *E-Strategies for Technological Diffusion and Adoption: National ICT Approaches for Socioeconomic Development* (2010), *Electronic Business in Developing Countries: Challenges and Opportunities* (2005) and *Managing Globally with Information Technology* (2003). He serves on the editorial and advisory board of a number of IS journals and is the associate editor of the *Journal of Cases on Information Technology*, *Journal of IT for Development* and the *Electronic Journal of IS in Developing Countries*.

Kamel is an Eisenhower Fellow (2005) and member of the Eisenhower Fellowships Alumni Advisory Council. He is co-chair of the Entrepreneurship and Innovation Committee at the American Chamber of Commerce in Egypt. He was

VP for communications and member of the Executive Council of the Information Resources Management Association (2002-2007). Kamel was Chairman of the Chevening Association in Egypt (2004-2009) and a co-founding member of the Internet Society of Egypt (1996). He is treasurer and board member of the Association of Friends of the Museum of Islamic Arts, member of the board of Junior Achievement (Injaz Egypt), and member of the Egyptian Council for Foreign Affairs. His interests include reading, history, music, and sports

2. 8 AABS New Pipeline School

AABS Would like to welcome Namibia Business School, Namibia. AABS look forward to working together with Namibia Business School. For information about Namibia Business School please go to <http://nbs.edu.na/>



3. Agribusiness

Background and Rationale
Agriculture is the primary driver of most sub-Saharan economies, supporting over 70% of the population and contributing an average of 30% of GDP. The traditional focus of agribusiness activities has been on increasing agricultural output in Africa; this will always be important and is a manifestation of the critical role that agriculture assumes in sustaining basic livelihoods. Today's agribusiness environment, however, requires the industry to move beyond subsistence level activities and serve as an essential catalyst for long-term competitiveness, growth and economic development.

The Association of African Business Schools (AABS) with its select membership of 23 business schools located in all regions of the continent is uniquely positioned to contribute to the agribusiness sector along these dimensions. AABS seeks to have a significant and far-reaching impact on the agribusiness value chain through the creation of an African Agribusiness Schools' Consortium (AASC) and an open and forward-thinking knowledge network (AAgri.net). These two initiatives will advance the agribusiness development agenda through curricula development, skills training programs, information sharing, public advocacy and other interventions

aimed at developing the competitiveness of the agribusiness sector throughout the sub - continent.

Smallholder agriculture, the focus of the majority of programs and initiatives, is central to agricultural development but due to inadequate business tools and skills, there exists many challenges in scaling operations and increasing productivity. In addition, while focusing on farm production will remain a vital component of agribusiness curricular and programmatic activities, it is increasingly evident that the value-added components of agribusiness occur at higher order-points of the agriculture production value chain. For the agribusiness sector to serve as an essential catalyst for long-term growth and development, there is a need for a more integrated, effective and sustainable approach to enhancing agribusiness competitiveness in Africa.

AASC will advance the agricultural development agenda by addressing this need. AASC will develop and deliver training programs tailored to the needs of the sector and rooted in the local context to build management and leadership skills for actors working in the public, private and non-profit sectors. The training programs will equip beneficiaries

with strategic tools that will enable them enhance the competitiveness of smallholders and facilitate their entry into markets.

AAgri.net will fill the missing gap of the existence of a cohesive network to facilitate continent-wide impact. Membership will constitute schools and stakeholders across the continent fostering collaboration amongst the various actors and serving as a platform for the sharing of knowledge and resources. AAgri.net will engage selected and targeted agribusiness stakeholders through public advocacy, information sharing, research initiatives and other interventions aimed at strengthening the capacity of the agribusiness sector throughout the sub - continent.

Business schools, through this proposed project, have the capability to create transformative impact in the agribusiness sector by equipping learners with analytical tools and skills to develop innovative solutions to complex challenges. Ultimately the goal is to migrate toward overall sector competitiveness.

For more information about Agribusiness please go to our new Agribusiness website: www.aagri.net

4. Africa and International News and Events:

4.1 The Second African International Business and Management (AIBUMA) Conference

The University of Nairobi School of Business, take great privilege in hosting the Second African International Business and Management (AIBUMA) Conference, AIBUMA 2011. The conference will be between August 25th and 26th 2011 at the KICC, Nairobi. The conference Theme is: "Building Synergies for Better Performance".



For more information please go to <http://business.uonbi.ac.ke/>

4.2 7th Operations Research Society of Eastern Africa (ORSEA) Conference

The University of Nairobi, School of Business in conjunction with Makerere University Business School and University of Dar es Salaam Business School, take great privilege in hosting the Seventh Operations Research Society of Eastern Africa (ORSEA) Conference. The conference will also feature the first <http://ifors.org/web/2011-orsea-conference-to-be-held-in-nairobi/> International Teaching Effectiveness Colloquium. The conference and colloquium will be held On the 13th - 14th October 2011 at the Kenyatta International Conference Center (KICC). The School invites all interested parties to participate in the conference as a paper presenter and/or delegate.

For more information please go <http://business.uonbi.ac.ke/>

4.3 New Scholarship Programme at LBS

To promote the next generation of African business leaders and support the educational and professional development of local business students, Roland Berger Strategy Consultants, one of the world's leading strategy consultancies, and African Development Corporation (ADC), a financial services holding company have created a new scholarship programme for Lagos Business School. The programme, also in partnership with Frankfurt School of Finance, will offer six African students aspiring to careers in management, financial support as well as the opportunity for professional training.



Under the scholarship programme, Roland Berger will sponsor three Nigerians annually, while ADC will sponsor three young professionals from Rwanda, Equatorial Guinea or Zimbabwe. The scholarship will be offered to aspiring MBA students who must have met the LBS admission requirements, but who may have financial difficulties with the tuition fees and living expenses while on the full-time programme. The selected students will receive tuition for 21 months at LBS, attend a summer session at the Frankfurt School of Finance, and complete an internship either at ADC or at one of Roland Berger's international offices. Each student will receive the equivalent of around EUR 25,000 over the period.

For more information please go to www.lbs.edu.ng

4.4 School of Business at McGill Management International Case Solving Competition (MMICC 2011)

Four undergraduate students from the School of Business at the American University in Cairo have recently participated in the McGill Management International Case Solving Competition (MMICC 2011) which took place from March 22nd- March 26th 2011



in Montreal. Dalia Abdel-Latif, Ahmed Alrefaye, Ali Khadr, Farida Zaky and faculty advisor Dr. Ahmed Tolba travelled all the way to Canada to take part in this exciting event. This participation was part of the winning price of KCC-McKinsey & Company's Case Solving competition which was held last November 2010 in AUC. Seven teams of undergraduate students from the School of Business competed against each other to win the chance to participate in the MMICC 2011.

At the MMICC 2011, the AUC students have competed against teams from 10 internationally renowned universities. Although the AUC team was not among the top three winners of the competition, the overall experience was extremely enriching for the students, significantly adding to their business knowledge and expanding their cultural horizon. Ali Khadr adds that the experience was invaluable "we learned a great deal by being exposed to different mindsets from around globe".

The competition was challenging to the team, as it is one of the first times AUC students compete in an international Case Competition, unlike most of the schools participating in this year's MMICC. The experience taught the team valuable lessons. Ahmed El Refai believes that the key lesson learned was "the detection of the right standard that should now be bench marked and measured upon, which help AUC would reach levels that would enable vicious development". According to Dr. Tolba, in these international competitions, "Students present to high-level executives, which is a challenging process. They showcase superior problem solving and communication skills. Such competitions elevate their capabilities and allow them to be ready to join top companies upon graduation".

MMICC was not all about competing, but also about cultural exposure and entertainment, which are part of any fully rounded educational experience. "It was an unforgettable experience" says Dalia, "we learnt, we partied, we made friends, we were exposed to different cultures and most importantly we represented Egypt proudly." To Farida, this experience stimulated her desire to learn more and to eventually work in the field of business management. She added that this competition confirmed her belief that "extra curricula programs are those that form you and are as important as the academic programs that are set". Dr. Ahmed Tolba believes that "such international competitions represent fantastic opportunities for students from all over the world to interact with different cultures.

There is a global trend to organize international case solving competitions. Most prominent universities are engaged in a large number of international competitions in order to widen their students' exposure and increase the number of participants. "I had the opportunity to talk with other advisors" says Dr. Tolba, "All prominent universities value this practical exposure to students and organize special courses and training programs to equip them with the necessary tools to excel at these competitions and be ready for practical life. AUC should follow the same model. KCC will continue to support this unique experience, and plans to organize an international competition within two years."

4.5 AFAM – Scholarship for ten African Scholars

The Africa Academy of Management is delighted to announce sponsorship for management scholars from Africa as part of its inaugural conference which will be held on Thursday, August 11, 2011 in San Antonio, Texas, USA, a day before the Academy of Management Annual Meeting.

For more information about the annual Academy of Management meeting go to www.aomonline.org.

4.6 INSEAD African faculty fellowship winners announced

The Selection Committee for the INSEAD African Faculty Fellowship has made the 2011/12 awards To Prof. Aziakpono of the University of Stellenbosch Business School and Dean Mutowo of the University of Zambia Business School Prof. Aziakpono and Dean Mutowo will spend one to two months at one of INSEAD's campuses. They will be invited to attend research seminars and workshops, and they also may be granted R&D funds for research or case writing projects jointly with INSEAD faculty. Finally, they will have access to all school faculties including the restaurant, library, and IT network.



4.7 19th CEEMAN Annual Conference

CEEMAN's 19th Annual Conference will be held on 21-24 September 2011 in Tbilisi, Georgia, hosted by Caucasus University. The topic will be "Changing World, Changing Business, and Changing Business Education: The Process of Transformation and Realignment".

For more information please go to www.ceeman.org



4.8 17th CEEMAN Case Writing Competition

In cooperation with Emerald is welcoming submissions – management case studies with focus on emerging economies. The winner will receive a monetary prize of EUR 2,500, and will be invited to attend the 19th CEEMAN Annual Conference in Tbilisi in September 2011. Runners-up will also be awarded, while all submissions will be considered for publication in the Emerald Emerging Markets Case Studies Collection. Submission deadline is 15 July.

<http://ceeman.org/pages/en/case-writing-competition.html>

4.9 2011 EFMD Conference in the MENA Region

The 2011 EFMD Conference in the MENA Region is taking place in Casablanca this year. This event is hosted by ESCA School of management and sponsored by GMAC®.



The conference will cover several aspects concerning the challenges and opportunities in the New MENA Region and what will be the impact on Management Education in the coming years.

It brings together Deans, Assistant Deans, Director of Programs, those in charge of International Relations or with an interest in the Middle East and North Africa Regions. Speakers will include leading academics and Business representatives from the MENA Region, North America, Europe and Asia.

This second edition of EFMD Conference in the MENA Region is a great opportunity to meet colleagues from all over the world with experience and interest in the area. It is an occasion to learn more about management education inside and outside the MENA Region.



The conference is scheduled for the 13 - 15 November, 2011 at the Sheraton Hotel – Casablanca.

This conference will also include EPAS and EQUIS accreditation seminars that will be offered on 15 November & 16 November, 2011. More information available on: www.efmd.org/mena and on: www.esca.ma

4. 10 EFMD Case Writing Competition

The 2010 edition of the competition was the most successful so far with a record number of submissions. To access the 2010 winning cases, please visit the ecch website.

EFMD have introduced two new categories this year in addition to the 12 categories already in place. Each category has been generously sponsored by the schools and organization and we warmly thank the sponsors for their continued support. The winning cases receive 2000, wide visibility across the EFMD network and

publication by ecch.

The two new categories are:

Latin American Business Cases:
Sponsored by Universidad Externado de Colombia, CO

MENA Business Cases: Sponsored by HEC Paris in Qatar, QA

In addition, and for the first time this year we have partnered with ecch to introduce the Best of the Best Category where an overall winner will be selected from the 14 winning cases.

The winner will be featured in the EFMD's Global Focus Magazine, will receive visibility across the EFMD and ecch networks and be awarded with an engraved plate stating their achievement at the EFMD Annual Conference Awards Ceremony in 2012.

The deadline for the submission of cases is September 17th, 2011. For more information and for submitting your case, visit the 2011 EFMD Case Writing Competition page at the following link: www.efmd.org/case

5. Feedback and comments:

We welcome feedback and comments on the AABS newsletter as well as member news, conferences/events relating to management in Africa and articles regarding management education in Africa to be included for the AABS newsletter. Please send enquires to info@aabschools.com