



SHARING OUR VIEW

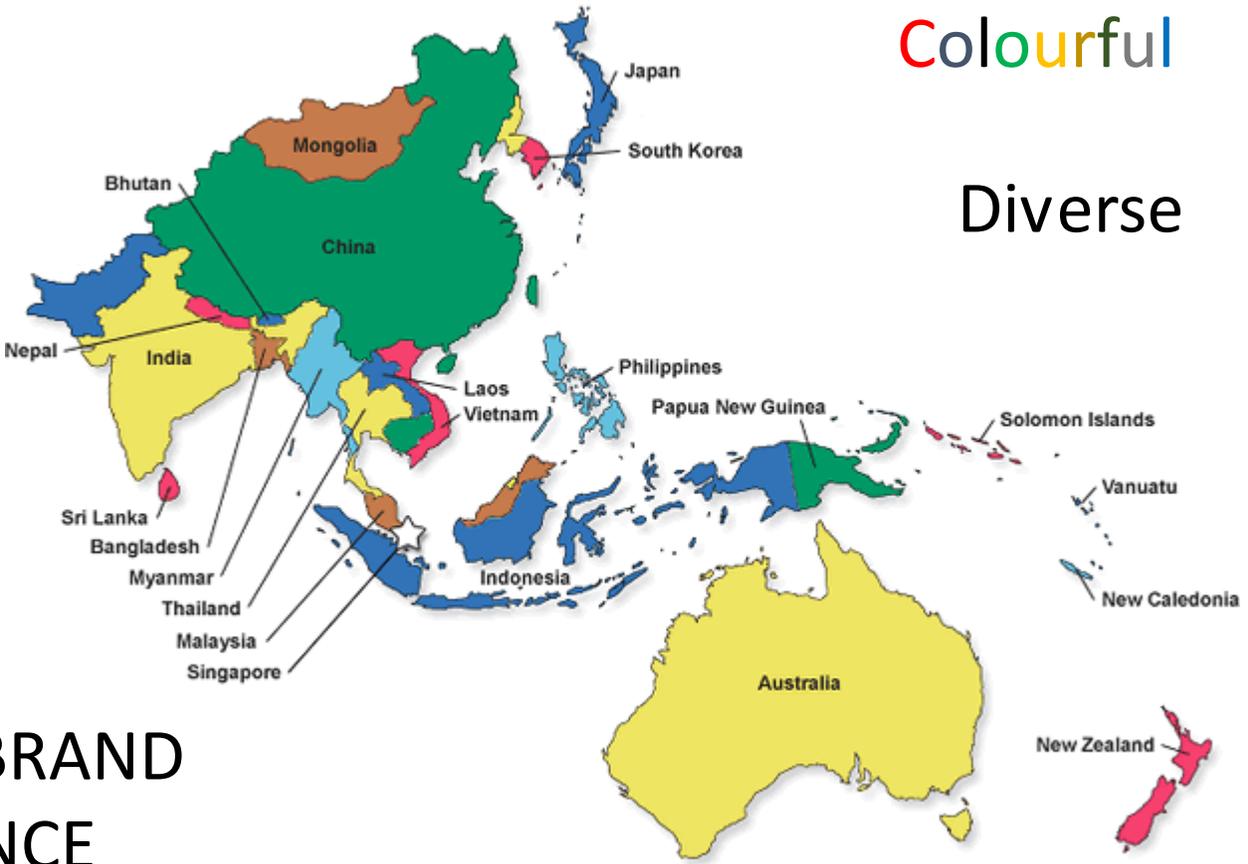
Future of Management Education

www.putrabusinessschool.edu.my

First Round Conversation

- Reflect about the past in order to prepare for the future
 - How has Management Education been in the past?
 - Did we interpret management as OBJECT of STUDY or SUBJECT for living?
 - Most business schools design curriculum as object of study – Map as opposed to the Terrain
 - Many lessons from the Alibaba story
 - most academics review the case from perspective of Corporate Governance map rather than entrepreneurship terrain
 - tend to reject anything that does not appear to comply to the reference norm, eg the 2-tier shareholding Class A & Class B
 - Asian business schools tend to adopt the Anglo-American model – SEC guidelines becomes supreme
 - yet many Asian entrepreneurs build their own culture from family tradition (outside corporate governance codes)
 - relationship with customers and suppliers based on trust – human governance – the unwritten constitution of the self
 - How did we interpret PURPOSE & MEANING OF BUSINESS in the past? Wealth creation? – meaning of wealth
 - Concept of VALUE-ADD & Supply Chain – Profit at all stages in the chain?
- Asia's Role – share its essence of business and management philosophy especially the family business; its concern of societal needs & human well-being
(extended family is the norm & wedding traditions – 3 bows: heaven & nature; friends & relatives & each other)
- Trend – change in worldview: accept alternative thinking; recognition of need to shift from shadow to reality; leaders who dare defy conventional norms – akin to quantum physicists

WHAT ABOUT ASIA-PACIFIC?



OUR NATURAL BRAND
- THE ESSENCE

CULTURE MATTERS

ASIA

Asia-Pacific Brand of Business & Management Education?

HARMONY amidst CONTRAST

HARMONY amidst EXTREMES

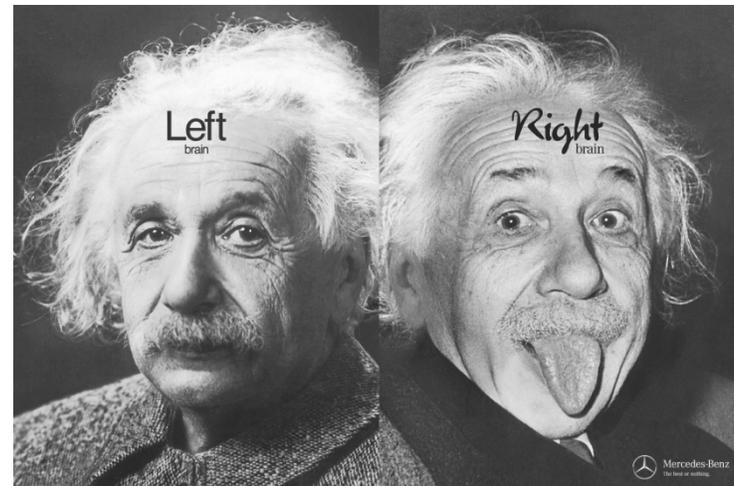
NOT ABOUT SUPREMACY
- OUTDATED THINKING & ARCHAIC

CO-EXISTING OF
WESTERN & INDIGENOUS SOLUTIONS



Decision Making
& Arriving at Judgment

What does it mean to be human?
What are the models of human?



HOLISTIC

WHOLE
PERSON

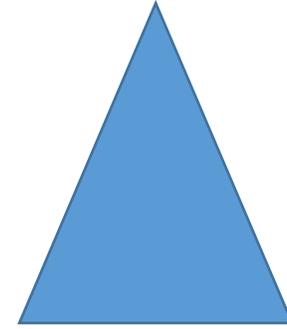
BETWEEN SPIRITUAL HUMAN & RESOURCE BETWEEN SHADOW & REALITY



- BEING HUMAN**
- Able to interpret
 - But ability depends on individual's faculties & worldview
 - If worldview is secular then still resources



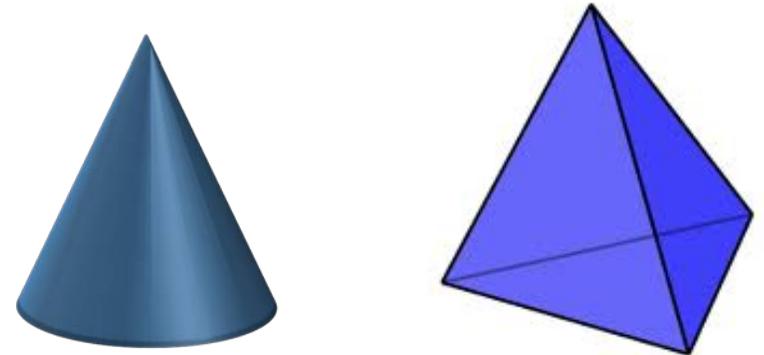
- BEING RESOURCE**
- is only about information



SHADOW – Corporate Governance Story ONLY

WHAT IS THE 3-DIMENSIONAL SOURCE?

- NEED THE FULL PICTURE- REALITY**
- Cone?
 - Tetrahedron?



Akin to whole person – internal facet