

AMBA & BGA CAPACITY BUILDING WORKSHOP

Dublin



Redefining the Modern Business School Value Proposition

Monday 15 June 09.30 - 16.30



Hyatt

Registration & Networking 9:30

Welcome and AMBA & BGA update 9:45

Richard Turner, Head of Business Development, AMBA & BGA
Debbie Kemp, Director of Business School Engagement, AMBA & BGA

Session 1: Designing a Flexible Executive MBA: Expanding Access and Inclusion Through Reimagined MBA Delivery at Trinity Business School 10:15

Eimear Nolan, Founder and Director of the Flexible Executive MBA, Trinity Business School

Comfort Break 11:30

Session 2: Graduate Employability in a Changing Landscape: The Impact of AI on Future Careers 11:45

Michele O'Dwyer, MBA Director, Kemmy Business School

Lunch 13:00

Session 3: Redefining what makes a business school degree valuable today – how we prepare students who can navigate complexity, not just perform within stable systems. 13:45

Soheil Davari, Director of Accreditations and Associate Professor at the University of Bath School of Management

Comfort Break 15:00

Session 4: Expectations to Enrollment: How we effectively promote the value proposition of Business Schools to attract more students 15:15

Debbie Kemp, Director of Business School Engagement, AMBA & BGA
John Collins, Director Sales, Marketing and Communications, Trinity Business School, Trinity College Dublin

Final thoughts & Finish 16:15
16:30