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Brief Overview of the Emergence and Evolution of Management Education and the Business School; 2.1. Introduction; 2.2. The Evolution of Management Education and the 'Business School' Concept; 2.3. Criticisms of Business Schools 2.4. Are There Persistent Problems in Management Education? 3. The History and Timeline (1971-2012) of EFMD's Growth: EFMD's Role in the Growth of Management Education; 3.1. Introduction; 3.2. The Timelines and Achievements in EFMD's History; 3.3. What Were the Challenges for Management Education Identified in the 1996 Volume? What Roles Were Suggested for EFMD's Future?; 3.3.1. Embracing the Ideas and Principles of a Liberal Education; 3.3.2. A New Era of Innovation and Change; 3.3.3. Competition, the Pace of Change and Increasing Stakeholder Pressure 3.3.4. The Challenge of Globalisation and the Importance of European Models of Management Education 3.3.5. Recognising the Realities of Strategic Growth and Change; 3.3.6. Adapting Curricula to the Realities of Growth and Societal/Stakeholder Perspectives; 3.3.7. The Possibility That Inertia and Complacency May Create Failure for Business Schools; 3.4. What Have Been the Key Challenges and Themes About Management Education in the Media?; 3.4.1. Media Highlights of Management Education and Business Schools (1990s-Present) 3.4.2. Media Highlights on Management Education and Business Schools (1990-2011): Overview of the Main Themes 3.5. What Are the Ongoing Challenges and Themes Identified by Our Research Interviewees?; 3.5.1. Role, and Perception, of Management Education in Society; 3.5.1.1. The Perceived Value of Management Education/Programme Homogeneity; 3.5.1.2. What is Management About?; 3.5.1.3. The Holistic Nature of Management; 3.5.1.4. The Nature of Leadership; 3.5.1.5. The Pressure of Stakeholders; 3.5.1.6. The Influence of Crisis; 3.5.1.7. Moral and Ethical Perspectives 3.5.1.8. The Role and Value of Research 3.5.1.9. Rigour/Relevance; 3.5.1.10. Impact of Management Education; 3.5.1.11. Link/Balance to Practice; 3.5.2. External Conditions Confronting the Management Education Industry; 3.5.2.1. Globalisation; 3.5.2.2. Competition; 3.5.3. Internal Conditions Confronting the Management Education Industry; 3.5.3.1. Role of Faculty; 3.5.3.2. Funding and Revenue Models; 3.5.3.3. New Models of Management Education; 3.5.4. Summary and Conclusions; 4. The Key Stakeholders in Management Education; 4.1. Who Are the Most Important Stakeholders in Management Education? 4.2. Who Do You Consider the Key Stakeholders in Management Education?

Sommario/riassunto

This is the first of two volumes written to celebrate the 40th Anniversary of EFMD. Through an open-ended interview research process, it seeks to explore the perspectives and views of a wide range of experts drawn not only from the European environment but also from the United States and other global players in the management education field