

e-nnovation in Business Education:

The case of AUEB's **mbainternational**

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- Offered by the **Athens University of Economics and Business**
- Top quality: **Fully accredited** by **AMBA** (Association of MBAs)
- **International orientation** and increased **international recognition**
 - Exclusively in **English**
 - **Students** from more than **20 countries**
 - **Faculty** from **3 continents**
- Strong bonds with the **market**:
 - Excellent **placement** of our graduates
 - Capstone Project: **275 FSPs** in more than **150 companies**
- Excellent brand name in Greece: 14+ years of **excellence** and **innovation**



Identification of a gap...



Feedback from:

- applicants to the program,
- current students and graduates,
- partners from a number of industry sectors

helped us identify a **gap** in MBA curriculum, related to:

- **e-marketing**,
- **e-business** and
- **e-skills** courses

Identification of a gap...



Evidence from **research**:

- **business** focus on advanced integration of e-business technologies
- **students** ranked 'knowledge of technology' as the skill least improved during their MBA program (Fusilier, 2011)
- e-commerce sales and online marketing is considered to be the growth area for the next decade → **growing interest for formal training in e-marketing** (Hamlet & Hsu, 2010; Lee, 2012).

Identification of a gap...



Evidence from **research**:

- **Corporations** are in need of **social media professionals**, but the **demand is greater** than the **supply** (Meredith, 2012)
- **Huge increase** of demand for SEO, Social Media, and Online Marketing related **jobs** (88% - 245% since 2009) (Market Motive, 2011)
- **EU** efforts to raise awareness on the importance of e-skills; pretty soon Europe could face **one million unfilled ICT jobs** (Commissioner L. Andor, 2012; Vice President of the European Commission N. Kroes, 2013)

New trends in business education...



AMBA's Annual Conference (May 2012):

- **Blended learning** (combining face to face classroom methods with computer mediated activities e.g. e-learning) will be the mode of delivery of MBA courses that will grow the most over the next years
- **e-learning programs:** more flexible, respond better to different learning styles, improve the quality of students' participation in the course and enrich the learning experience

An innovative combination...



Partnership with **Market Motive** (www.marketmotive.com) and **e-skills-center.eu** to offer unparalleled access and cutting edge curriculum and training on **e-skills**:

- eBusiness Marketing,
- Search Engine Optimization,
- Social Media,
- Web Analytics,
- Pay-per-Click,
- Mobile Marketing,
- Conversion Optimization

Main advantages...



- **Market Motive's faculty:** top established industry professionals and bestselling authors, e.g. *Avinash Kaushnik*; *Bryan Eisenberg*; *Brad Geddes*, and others
- **3 top AUEB e-Business Professors** to facilitate the course (Prof. *K. Pramataris*, Prof. *G. Lekakos* & Prof. *I. Mourtos*)
- Students access to a **forum for interaction** with faculty and other students
- Reputable **certification:** Online Marketing Certified Professional (www.omcp.org)

Related new job-roles...



eCommerce Manager	On-line Marketing Manager
Social Media Manager	Online Testing Manager
Conversion Manager	Search Marketing Director
SEO Specialist	Organic Search Specialist
Web Analyst	Web Marketing Consultant
SEM Campaign Manager	Website Project Manager
Facebook Marketing Specialist	Chief Reputation Manager
New Media Relations Manager	Online and Offline Marketing Events Manager

Reactions...



...when the initiative was announced:

Every European Digital **Digital Agenda** @DigitalAgendaEU Following

Digital route to growth? MBA in Greece among first in Europe to offer #eBusiness curriculum ow.ly/bgswn #da12innov

Reply Retweet Favorite

15 RETWEETS 2 FAVORITES

7:00 PM - 31 May 12 via HootSuite · Embed this Tweet

Reactions...



...when the initiative was announced:

- *“I have to admit, this is amongst the best news I’ve heard for a long time. It’s an excellent approach by this MBA program.”* **Periklis Vatikiotis**, Technology journalist, Marketing Week Magazine
- *“Are you sure it’s not April’s Fool? A Greek University offering the latest development in online marketing. I congratulate them!”* **Nikos Bounioukos**, individual, comment in an [eBusiness blog](#)
- *“Unbelievably interesting!”* **Nikos Kapsomenakis**, owner of www.searchenginemarketing.gr

Reactions from I-MBA Students...



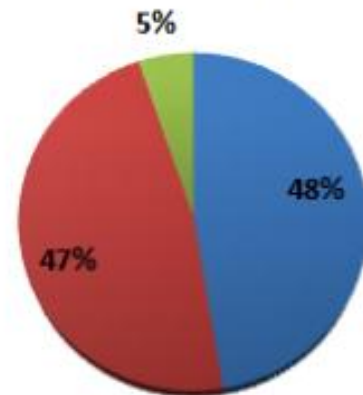
- A number of students reported that this initiative was the main reason to apply to the program
- When the curriculum office sent out the invitation to the applicable MBA International's students to apply for the course, **all 20 places were claimed within 20 minutes!**

I-MBA Students' Feedback...



The students' level of prior experience with the subject was mixed...

Did you have any online marketing experience prior taking this course?

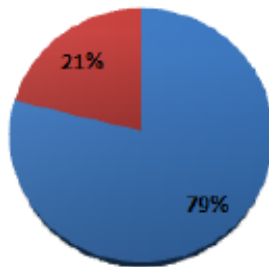


■ None ■ Some ■ A lot

I-MBA Students' Feedback...



Evaluate our Program's Initiative to offer you this course:



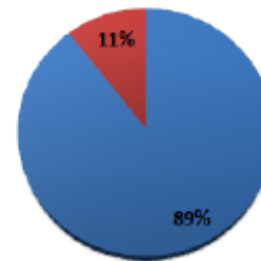
■ Very Positive ■ Positive ■ Neutral ■ Negative ■ Very Negative

100%
positive feedback on the course

89%

stated that their opinion about the MBA-I has improved after taking this course

Your opinion about our MBA program...

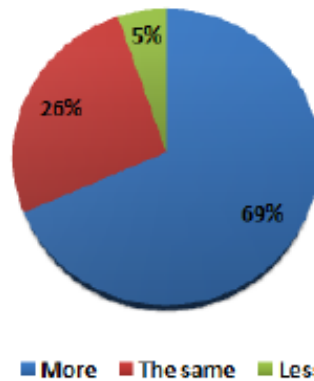


■ Has Improved ■ Has stayed the same ■ Has Deteriorated

I-MBA Students' Feedback...



After this experience will you recommend our MBA program to friends...



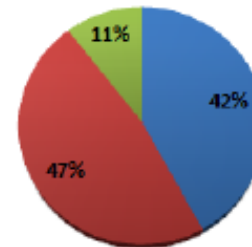
69%

Will recommend the MBA-I strongly

89%

stated that this course will impact their career in the next 5 years

Do you believe this course will somehow help your career in the next 5 years?

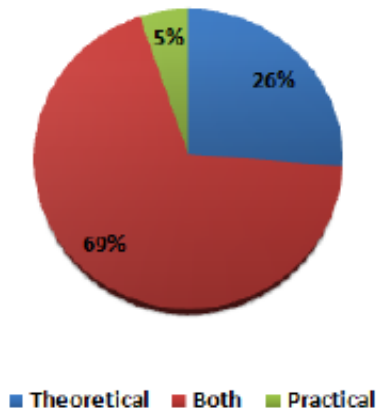


■ Forsure ■ Probably Yes ■ Neutral ■ Probably Not ■ Not

I-MBA Students' Feedback...



This course was:



Good balance between theory & practice



Quest for innovation...



Initiatives for the year to come:

- **Scholarships for true innovators** - Collaboration with **ID-GC** and a **major pharmaceutical enterprise**; applications open till **July 15th**
- Collaboration with **Endeavor Greece** to offer Courses on **Energy Entrepreneurship**



Find out more at

www.imba.aueb.gr

Thank you!