



Reconstruction of Business Wisdom: Integrating Ethics, Responsibility and Competence



Weian Li, Ph.D.
Professor and Dean, Business School

Nankai University, Tianjin, China, 300071





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- 2 Why business wisdom?
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Business Wisdom

- *Goals of Management Education*
- *Reasons of Business Failure*
- *Business Wisdom: A definition*
- *Dimensions of Business Wisdom*

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Goals of Management Education

- ❖ **Make society progress**
 - Promote social order and harmony
- ❖ **Help business succeed**
 - Make fortune
 - Contribute to communities and society
- ❖ **Help individuals succeed**
 - Successful in business
 - Successful in personal life



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• *Reasons of Business Failure*

- ❖ **Terrible economic environment**
- ❖ **Unethical behavior**
- ❖ **Nonresponsible leaders**
- ❖ **Unsuccessful strategies and tactics**
- ❖ **Unwise thinking and actions**

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• *Business Wisdom: A Definition*

- ❖ **Insight into the sustainable world**
- ❖ **Intelligence in new situation prediction and problem-solving in business environment , with responsibility for the society**

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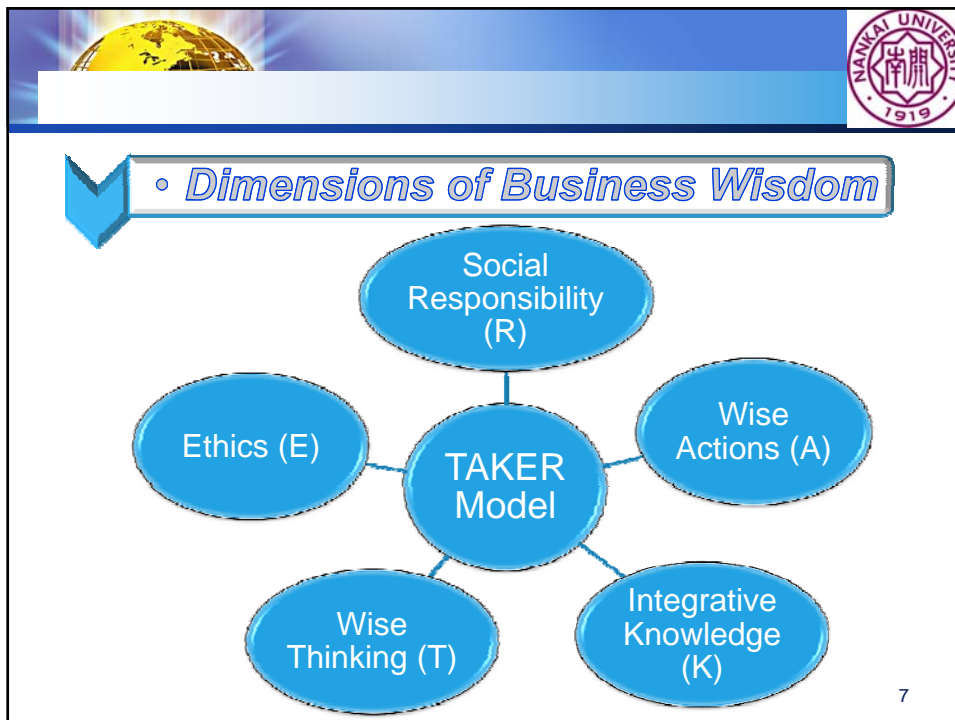


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The table of contents lists four sections. The second section, 'Why business wisdom?', is highlighted in blue. Each item is preceded by a blue hexagonal icon containing a white number. Dotted lines extend from the end of each item.



Why Business Wisdom?



Global



China

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Global

- ❖ **Thinking after the financial crisis**
- ❖ **Ever changing world**
New technologies, new energy sources,
new products with updated internal and
external design...
- ❖ **Challenges from micro business
environment**
Competition
Demanding customers

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China

❖ **Four trends weakening our business education**

- Administration B-school governance
- Business education for profit
- Low-level international collaboration
- Curriculum development not based on business practices

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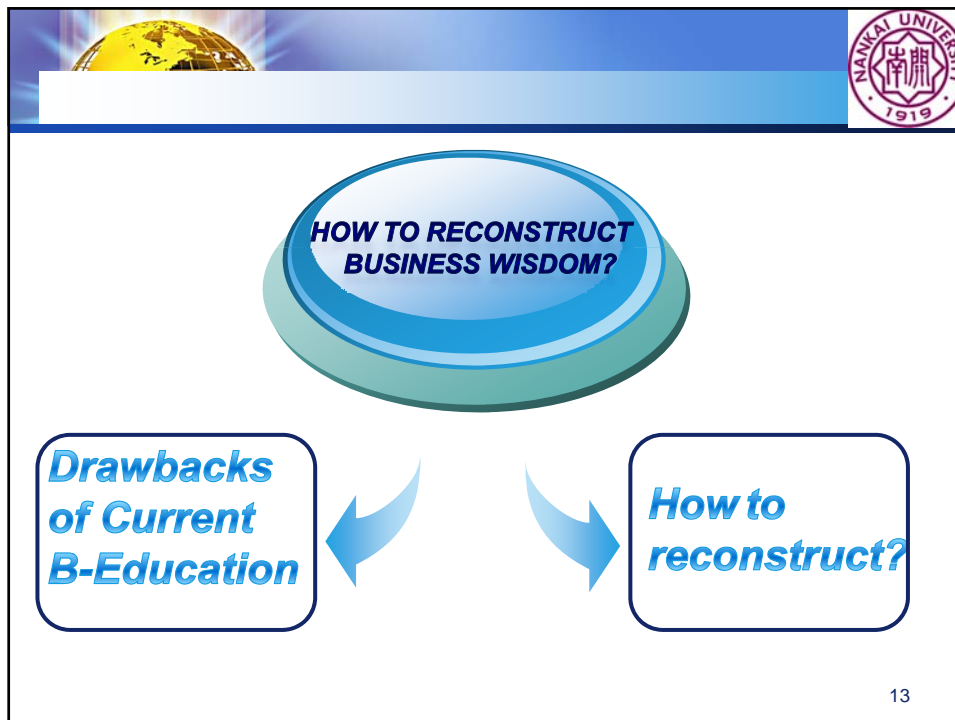


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Drawbacks of Current B-Education

- ❖ **Emphasize competence and skills in business**
 - Business for making fortune
 - Focus on competence and skills training
- ❖ **Business-focused**
 - Curriculum focusing on management functions
 - Ignore a broader business environment
- ❖ **Ignore possible systematic risk within a networked social system**

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Drawbacks of Current B-Education

- ❖ **Ignore deepening globalization**
 - Lack of in-depth understanding and practices
 - As a double-edged sword: stress on benefits but not prepare for possible risk
- ❖ **Ignore business ethics**
- ❖ **Ignore contribution to communities and society**

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How to Reconstruct?

- ❖ **Package on ethics and social responsibilities**
 - Add related courses
 - Presentations and seminars
 - Rethinking social value of business
- ❖ **Integrative curriculum**
 - Integrate related courses
 - Provide a broader perspective
 - Connection among courses



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• *How to Reconstruct?*

- ❖ **Soft-competence**
 - Critical and analytical thinking
 - Leadership and communication skills
 - EQ
- ❖ **Internationalization and localization**
 - Balanced contents
 - Mixed teaching methods

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Nankai **TAKER Model**

❖ **Multi-level management education**

- **Undergraduate programs:**
 - 10 majors
 - Enrollments: more than 1,300
- **Master programs:**
 - 13 programs, including MBA, EMBA, MPM, MPAcc
 - 2 New programs: MEM and MV
 - Enrollments: more than 1,700
- **Ph.D. Programs:**
 - 8 programs

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❖ **Mission of Nankai Business School**

- **Educate leaders and managers with business wisdom who make wiser businesses**

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❖ **Restructuring program and curriculum based on the **TAKER** model**

❖ **Ethics**



- One of the B-schools in China firstly offering business ethics courses

❖ **Social Responsibility**

- Sumitomo-Nankai Business School Joint Course
- Regular courses
- Visit communities and non-business organizations
- Travel around in China and oversea

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❖ Integrative *K*nowledge

- Integrative courses
- Multi-instructors in one course
- Reduce required courses
- Add more elective courses

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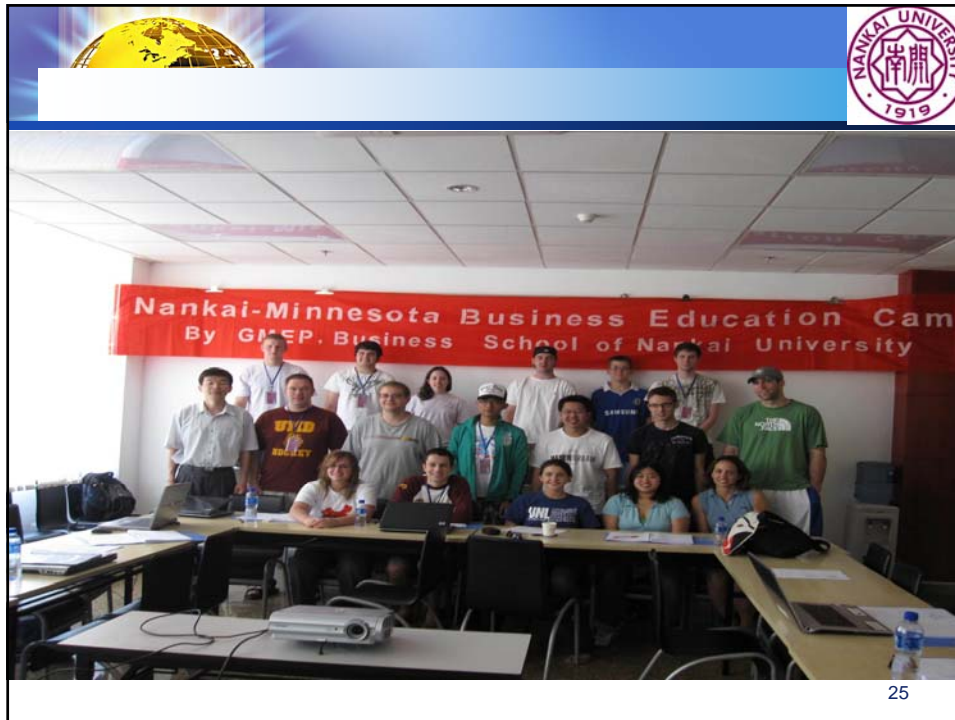


China cases

❖ Wise *T*hinking

- Courses focusing on soft-competence
- Cultivate critical and analytical thinking through teaching and learning process
- Focus on improving the quality of each course offered
- Two-way exchange: GMEP
- Irregular seminars and presentations
 - Professors from humanities and social science
 - Successful business leaders

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❖ **Wise Actions**

- **Double advisors in MBA**
- **Internship**
 - Learn from practices
 - Learn from different managerial level
 - Tianjin Binhai New Area (TBNA)
- **After-class activities**
 - Organized conferences and contests
 - Field studies

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