



Executive Education at Oxford University's Saïd Business School:

Leverage a Great Brand to Advantage

Gay Haskins
Dean of Executive Education, December 2009

Broadening Intellectual Horizons



- Can we broaden intellectual horizons at Oxford through our location within a renowned University?
- Can 'broadening' attract participants as much as 'relevance'?
- What have we done to date and how have we marketed 'broadening'?

Educating Leaders for 800 Years – a bold marketing strapline

- 25 British Prime Ministers (Sir Robert Peel, Margaret Thatcher and Tony Blair)
- 2 Prime Ministers of India (Manmohan Singh and Indira Gandhi)
- Kings and Presidents (King Harald of Norway, King Abdullah of Jordan, Edward VII & VIII and Bill Clinton)
- Thinkers, Writers and Unusual People: Adam Smith, John Locke, Vikram Seth, Isaiah Berlin, Manfred von Richthofen (der Rote Baron), Fritz Schumacher, Albert Einstein, JR Tolkien, Inspector Morse

Oxford is... Old

- The oldest university in the English speaking world, begun in the late 1100s
- Made up of 38 independent colleges and 6 halls:
 - University College founded 1279
 - Green Templeton College founded 1979
- The oldest public museum in the world is in Oxford, the Ashmolean, first opened in 1683 and re-opens (with a new face and a £50m build in 2009)
- Home to the oldest pub in Britain, The Bear, 1242and to Inspector Morse

Oxford is ... New

Dozens of specialised centres working on particular regions, topics, and fields, enriching each other through interdisciplinary activity, eg:

- Middle East Centre / Oxford Centre for Islamic Studies
- Centre for Hindu Studies
- Institute of European & Comparative Law
- Stem Cell Institute
- International Migration Institute
- Internet Institute
- Welcome Trust Centre for Human Genetics
- Reuters Institute for the Study of Journalism

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Saïd Business School is new

One of Europe's newest and fastest growing business school but incorporating 40 years experience of Executive Education at Templeton College (which was acquired by the School in 2005)

Strengths in finance, strategy, science, technology and 'future thinking', CSR and reputation management, (social) entrepreneurship and 21st century leadership

Full service provider – undergraduate, graduate and executive education programmes

Two award winning sites with dedicated Executive Education faculty and facilities



The Ziggurat
Saïd Business School, Oxford City campus
Completed in 2001

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Saïd Business School is part of the Social Sciences Division which includes...



Ageing, Oxford Institute of
Anthropology and Museum Ethnography, School of
Archaeology, School of
Economics, Department of
Education, Department of
Environment, School of Geography and the
Interdisciplinary Area Studies, School of
International Development, Department of (Queen Elizabeth House)
Internet Institute, Oxford
James Martin 21st Century School
Law, Faculty of
Oxford-Man Institute of Quantitative Finance
Politics and International Relations, Department of
Saïd Business School
Smith School of Enterprise and the Environment
Social Policy and Social Work, Department of
Sociology, Department of

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Links across the University



- All degree programme students are members of colleges
- All students of programmes of more than one weeks duration can become members of Oxford Business Alumni (OBA)
- Evening sessions at colleges with 'broadening' presentations are integrated to our programme design

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Executive Education: What we hope we are becoming known for at Saïd Business School

- A non-bureaucratic responsive provider (we are a separate company with its own Board) with an in-house team of practitioner oriented Executive Education faculty
- Open enrolment, diplomas and accredited programmes (certificates 'sell')
- Co-creation of custom programmes through close client relations and careful design
- Innovative programme design including Oxford tutorials and one-to-one coaching
- An ability to facilitate change and shape future – of individuals, organisations and countries
- Our ability to bring the intellectual rigour of the whole of Oxford University to our activities



Saïd Business School, Egrove Park campus

Executive Education leveraging the brand for marketing and sales

We leverage the University brand for:

- Visibility and access to government and major companies (*marketing*) e.g. at annual Oxford Forum in India
- *Convening power* (bringing great speakers to Oxford)
- Certified and examined *Oxford diplomas*
- Oxford prominence in our *logo* (so that our brochures are read!)
- Innovative content (*'reinventing'* management education)

Executive Education: engagement for breath and innovation

We engage with the University for:

- breadth of knowledge and understanding e.g. In our work in the Middle East (Abu Dhabi, Saudi Arabia, Syria), India and China (*programme content*)
- programmes that are future oriented and open the minds and broaden the perspectives of our participants (*personal challenge*)
- programmes that challenge conventions and help us to broaden Executive Education and develop global conversations (*reinventing management education*)

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Executive Education: Knowing the University Resource

We research and develop the University resource through:

- Current Project: “OU Tube”: we are developing a network of some 100 faculty members across the University to work with us as an evolving resource for the School
- We are training both users and faculty featured in the network on how to make the most of the system and how best to contribute to our executive education programmes

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Reinventing Executive Education: 'Out-of-the-box' Programme for Top Managers of Major Company with University-wide Involvement



	Monday 18 June	Tuesday 19 June	Wednesday 20 June	Thursday 21 June	Friday 22 June
0830	Meet in Reception Old Bank Hotel 0845 Welcome & Introduction Music Room Oriol College	Shifting Demographics Prof Sarah Harper Music Room Oriol College	Stem Cells & Regenerative Medicine Prof Sir Richard Gardner Music Room Oriol College	Climate Change Prof Lord May of Oxford Music Room Oriol College	Developments in Nanotechnology Prof Peter Dobson Music Room Oriol College
0900 to 1030	21st Century Challenges for the Global Company Dr Ian Goldin				
1030					
1100 to 1230	The Challenges of an Enlarged Europe Dr Kalypso Nicolaidis Music Room Oriol College	Competing Ideologies? The Role of Islam in Shaping the Identity of a Modern Europe Prof Tariq Ramadan Music Room Oriol College	Global Management of Water Resources Prof Alistair Borthwick Music Room Oriol College	Climate Change: Strategic Implications For Business Geoff Lye Music Room Oriol College	Discontinuities and Emergencies: why the future will be unlike the past Prof Felipe Fernández Arnesio Music Room Oriol College
1230	Lunch Tour of Bodleian Library	Lunch 1315 Group Photograph 1330 Walk to Biology Labs South Parks Road	Lunch Tour of Botanic Gardens	Lunch 1315 Coach departs to Culham Science Centre	Lunch Wrap up discussion Led by Alan Clark
1430 to 1600	The Challenge of Democracy Prof Vernon Bogdanor Music Room Oriol College	1400 -1800 Understanding DNA Prof Angela McLean & Dr John Frater Biology Labs	1430-1630 The Economic Drivers of China, India and SE Asia Dr Graham Hutchings Dr David Washbrook Dr Peter Carey Dr Steve Tsang Music Room Oriol College	1400 The Reality of Alternative Energy Sources Prof Nick Jelley Culham Science Centre 1445 Tea 1500 Introduction to Fusion Prof Sir Chris Llewellyn Smith Culham Science Centre 1545 Tour of JET 1630 Fusion Economics Dr Marc Beurskens 1730 Coach Departs	Optional Walking Tour of Oxford Colleges
1600	Tea	Visualisation: DNA and Other Stories Prof Martin Kemp Understanding DNA Prof Angela McLean & Dr John Frater Biology Labs	1700-1830 Ethical Dilemmas in Genetic and Stem Cell Research Prof Julian Savulescu		
1630 to 1800	Power Shifts & Global Economic Governance Dr Ngairé Woods Music Room Oriol College				
1900					
Eve	Dinner Oriol College 1930 Drinks 2000 Dinner Main Hall	1915 Coach Departs For Dinner at Cherwell Boathouse 1030 Return	Free evening	Dinner Exeter College 1930 Drinks Rector's Garden 2000 Dinner Main Hall	13

Reinventing Executive Education: New Geographic Markets



- The power of the Oxford brand has allowed us speed of access to new international markets
- Our regional research centres bring relevance to our programmes and an understanding of world-wide
- AND, we also try to act as an entrepreneurial high responsive customer centric organisation!

Reinventing Executive Education: Doing the Unusual in New Markets

- Programme for 'Small States'
- Customised version of Advanced Management & Leadership Programme for Government and Private Sector in Saudi Arabia with local case studies
- Personal Development Plans for Civil Service in Abu Dhabi

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Contact details

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