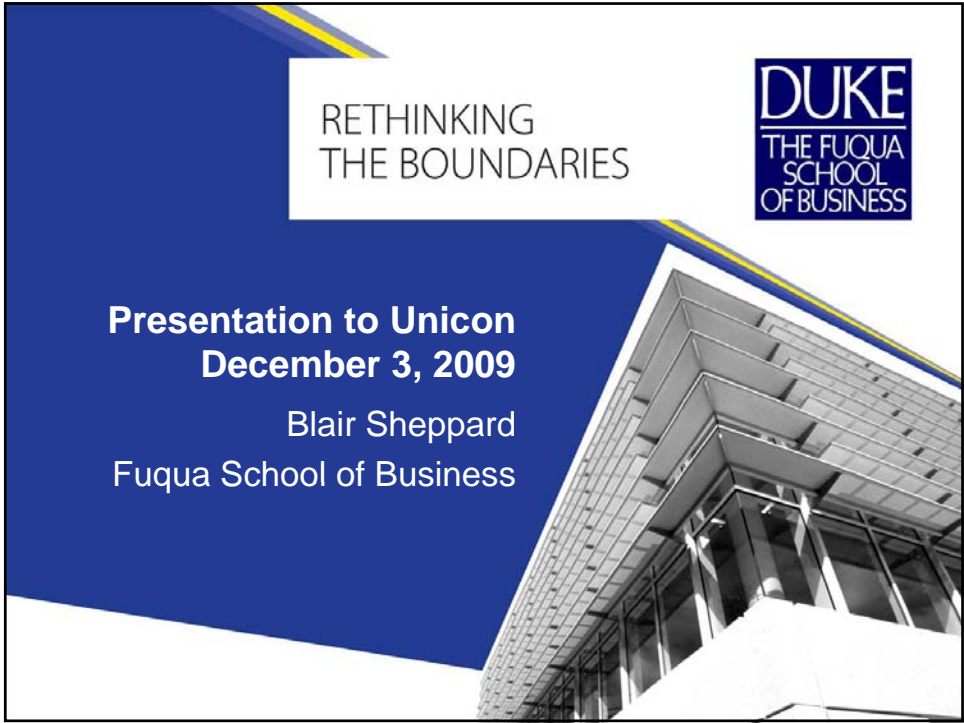


RETHINKING THE BOUNDARIES

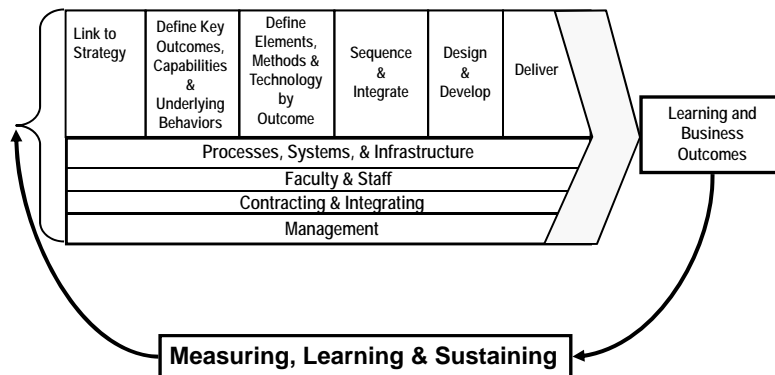


**Presentation to Unicon
December 3, 2009**

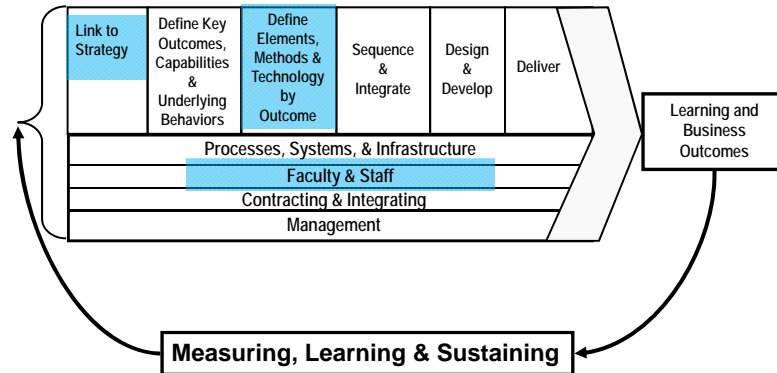
Blair Sheppard
Fuqua School of Business



DukeCE Value Chain



Critical elements



3

Business Schools reconsidered



- Strategy
 - Need to truly understand multi-centric world
 - Most important issues are inter-scholastic, not just interdisciplinary
 - Technology has permanently changed how students learn and source information
- Faculty and staff
 - Parochial and narrow
 - Regionally restricted
- Methods
 - Clients ahead of us
 - Students ahead of us
 - Problems ahead of us

4

Limits to Innovation



5

Implications

- Limits to innovation are
 - structural
 - institutional
- Faculty and staff need to engage the world
 - more directly
 - in all critical parts
 - “cross-scholastically”
- Clients, students and problems will take us there if we let them
- Greatness is built in tough times, so go innovate

6