

Peran strategis sekolah bisnis dalam persaingan global

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20428378&lokasi=lokal>

Abstrak

This essay is to examine the missions statements of the world leading business school. Applying the method of content analysis, the essay is an investigations of how such leading business schools are aware of and are describing their strategic roles in the process of globalization. Four sets of mission statements will be examined, the three of which are of North American business school, while the other of which is of a European one. The sources of data are the websites of the schools downloaded in the first half of June 2009. The essay is to conclude that there are five characteristics of world class business school, that is to say, the creation of a community of "the chosen" ; the importance of alumnae a close tie with business circles; an innovative way of teaching and learning process; and global oriented programmers.