SEAA NEWSLETTER

NOVEMBER 2021

5th PEREGRINE GLOBAL STUDENT INSTANT CASE COMPETITION WORKSHOP

27TH NOV 2021   6PM-8PM

(May 25, 1928 to May 26, 2019)

Rhyllis Rae Oedekoven Student Leadership Award Trophy
instituted under the aegis of **Peregrine Global** and administered by **SEAA Trust, New Delhi.**

14th International Accreditation Conference 2021

November 22-24,2021(Three day Virtual event)

"Leadership building for the Digital Future-the B-school Challenge"

Peregrine Global Students Instant Case Competition workshop: 27th Nov 2021

5ᵀᴴ PEREGRINE GLOBAL BUSINESS SCHOOL RESOURCE CENTER STUDENTS INSTANT CASE COMPETITION 2021!

3rd Rhyllis Rae Oedekoven Student Leadership Award Trophy

(May 25, 1928 to May 26, 2019)

The winning team would be receiving 3rd Rhyllis Rae Oedekoven Student Leadership Award Trophy instituted under the aegis of Peregrine Global and administered by SEAA Trust, New Delhi.

The usual experience of case teaching and learning in a B-school classroom is to deal with scenarios that happened at least one or more years, sometime even five or ten years earlier. It is usually left to the ingenuity of the faculty to attempt cases based on current developments and also the live cases based on primary research in the field.

Our academic partners, Peregrine Global Services having footprint in over 50 countries worldwide with more than 700 clients and counting had launched what is called B-school Resource center which collects latest news and information from wide range of sources including the original partner to this venture Bloomberg Businessweek magazine having over 2000 bureaus of reporters around the world gathering the latest news in business, industry and economy.

The news thus gathered are sent to select academics and industry consultants for developing cases in a specific structured manner that could be taught almost immediately in the classroom,

The case study competition is based on this Business School Resource Center cases. The idea was to bring the knowledge of such a service to the B-schools to help the students abreast of the latest developments in the industry.

The competition ran for about three months from the registration to final decision making and a large number of academics and industry people were involved in evaluating the essays and shortlisting teams to help them submit their own discussions based on the instant cases that were shared with them.

Business School Resource Center

Relating academic theory with current business news to create globally informed students, and career-ready graduates.

Choose which best describes you:

Student   Professor   Academic Institution

SAMPLE CASE

Can a $110 Million Helmet Unlock the Secrets of the Mind?

Summary by: Angelina I. T. Kiser, Ph.D.
Disciplines & Topics: Information Technology

Sectors: Health Care/Technology

Competencies: Communication/Innovation / Entrepreneurship

Summary Types: Case Study

Created on: 6/23/2021

Summary
Do you want someone to read your mind? A new helmet may be able to do just that.

Abstract
New startup Kernel will soon deliver $50,000 helmets to dozens of customers throughout the United States. The helmets are designed to measure and analyze a brain's electrical impulses and blood flow at the speed of thought. Researchers are hoping the device will help uncover insights into brain aging, mental disorders, concussions, strokes, and the mechanics behind previously metaphysical experiences.

Kernel's CEO, Bryan Johnson, believes we know very little about our brains, and while some Kernel helmets are headed to brain research institutions, other companies will use them to discover how people think and then shape their products based on those findings.

Johnson's plan for the helmets is to bring them down to the price of a smartphone so that every American home can have one. When Johnson first started the company in 2015, he planned to develop surgical implants that could send information back and forth between people and computers. After abandoning the idea of surgical implants, Johnson decided to work on the helmets. The basic principle is the same: Collect brain information and send it to a computer.

Although a surgical implant would be more useful, a helmet is more practical at this time. The Flow helmet quantifies tasks related to attention, problem solving, and emotional states, while the Flux helmet is better suited for evaluating brain performance, learning, and information flow.

Key Learning Points
- Describe possible applications for Kernel's helmets.
- Explain how different types of institutions may use Kernel's helmets.

Activities
- Discuss what types of occupations would most likely benefit from Kernel's helmets. Write a short paragraph with the choice you believe is most important and why.
- List three uses for Kernel's helmets. Prioritize them from most to least important and explain your choices.

Discussion Questions
- What negative implications may Kernel's helmets have? Explain.
- Is there a market for personal-use Flow and Flux helmets? Explain.

Assessment Questions
- Bryan Johnson, Kernel's CEO, says that the core element of his pitch is _____.
- When Johnson founded Kernel in 2015, what did he plan to develop?
- What is the difference between Kernel's Flow and Flux helmets?
- What two things are the first Kernel helmets being used for?

Current Summaries

AMAZON, WALMART LEARN TO LIVE WITH INDIAN STORES, NOT KILL THEM

Summary by Michael S. Raisinghani, Ph.D.

E-commerce companies with a B2C business model seek to dominate the lucrative $1 trillion Indian retail market but have to work with kiranas, mom-and-pop shops that remain an integral part of retailing in India.

- Summary created on 6/26/2021

CAN A $110 MILLION HELMET UNLOCK THE SECRETS OF THE MIND?

Summary by Angelina I. T. Kiser, Ph.D.

Do you want someone to read

WANT CLEANER, HEALTHIER SALMON? RAISE THEM ON LAND

Summary by Michael S. Raisinghani, Ph.D.

The complexity of keeping large numbers of salmon healthy in recirculated water has so far limited the land-based sector's ability to grow. This could change, with options now available for cleaner, healthier salmon raised on land and turning a profit.

- Summary created on 6/19/2021

WOMEN ARE GETTING MORE JOBS THAN EVER IN CHANGING SAUDI ARABIA

Summary by Duane Helleloid, Ph.D.

PRIVATE EQUITY FUMES OVER HIGHER TAXES AND THREAT TO END BILLIONAIRES' LOOPHOLE

Summary by Michael S. Raisinghani, Ph.D.

Private equity is ubiquitous in U.S. economic life. A less favorable tax arrangement might make private equity funds simply pass along any tax increase to pension funds, college endowments, and other investors, and it could lead to consolidation of power by the bigger firms.

- Summary created on 5/29/2021

BIG OIL'S CLIMATE-CHANGE TAKEDOWN

5th PEREGRINE GLOBAL STUDENT INSTANT CASE COMPETITION WORKSHOP
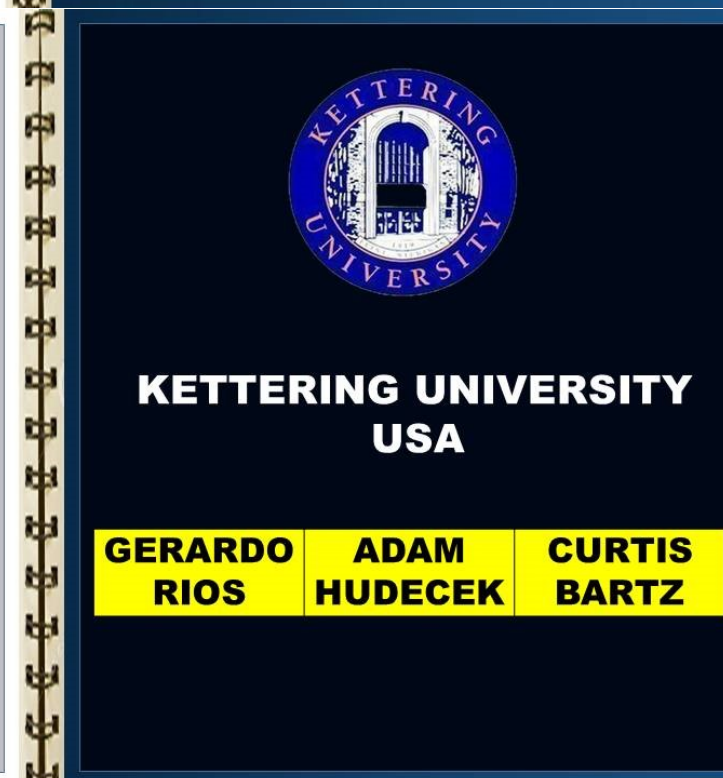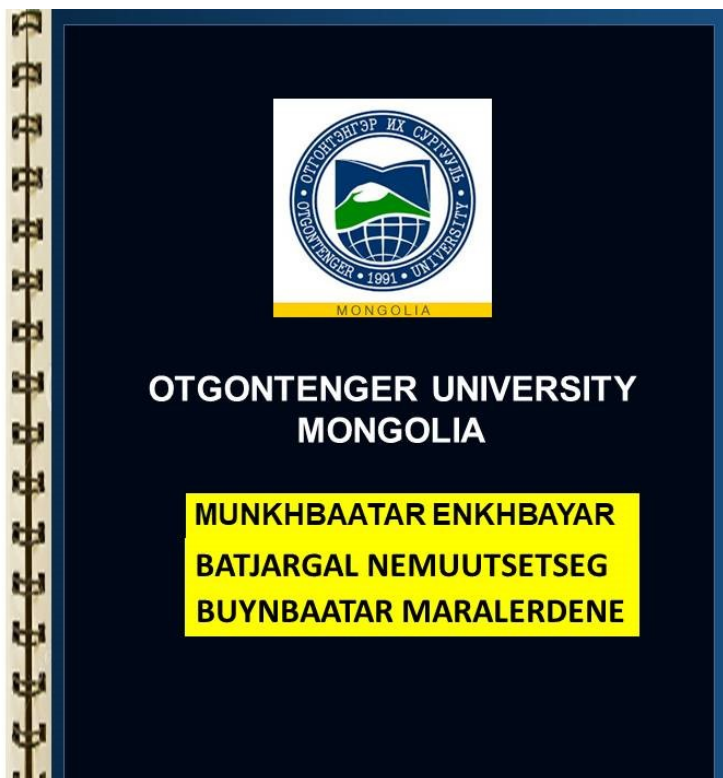## 27TH NOV 2021   6PM-8PM

(May 25, 1928 to May 26, 2019)

Rhyllis Rae Oedekoven Student Leadership Award Trophy
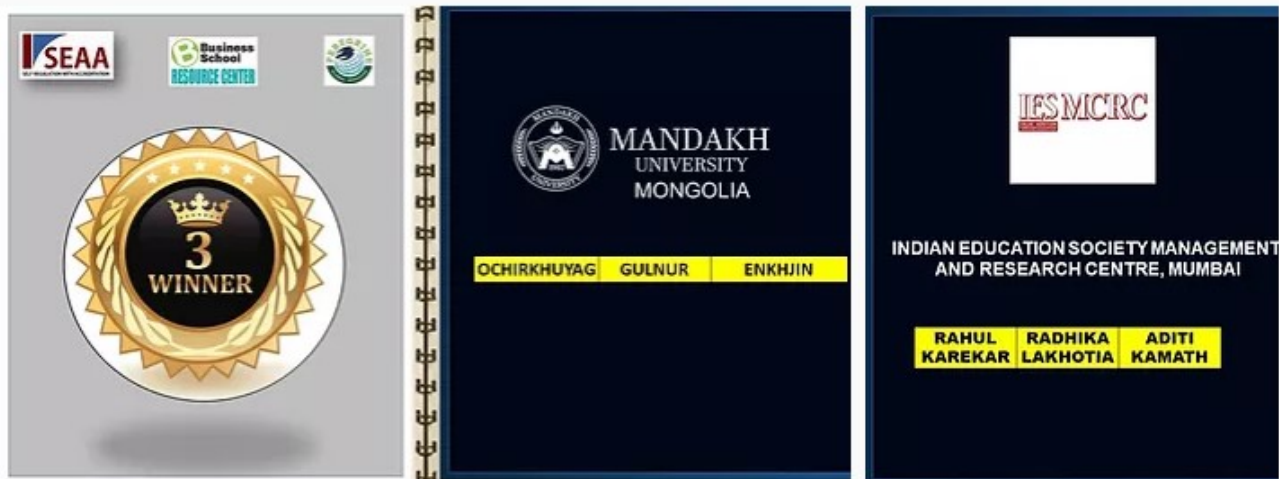instituted under the aegis of **Peregrine Global** and administered by **SEAA Trust, New Delhi.**

Time		
6.00-6.10	PROGRAM INTRODUCTION	SMITHA RAMAN
6.10 - 6.20	KEY NOTE Speaker	Prof. B V Krishnamurthy Academic Consultant at Peregrine Global Fellow Institute of Directors
6.20-6.30	Student Team 1	XIME Chennai Student Team (Preethi Khyaliya)
	Student Team 2	Kettering University, USA (William Moss)
6.30-6.35	SPEAKER	Alimaa Jaimansuren Director Asia Pacific of Peregrine Global
6.35-6.45	Student team 3	AIMS Institutes Bangalore
	Student team 4	Globesyn Business School Kolkatta
6.45-6.50	SPEAKER	Prema sankaran
6.50-7.00	Student Team 5	Chitkara University (Satyam pandey)
	Student Team 6	National University of Mongolia
7.00 -7.05	SPEAKER	Doug Gilbert
	Student Team 7	G L Bajaj Institute of Management and Research (Atmik Pandey)
7.05-7.15	Student Team 8	Chitkara Business School, Chitkara University(Niharika)
7.15-7.20	SPEAKER	Rajesh Haldipur
7.20-7.30	Student Team 9	Mandak University Mongolia
	Student Team 10	IES Management Research center
7.30-7.35	SPEAKER	DR R NANDAGOPAL
	Student Team 11	Kettering University
7.35-7.45	Student Team 12	Otgontenger University
7.45-7.50	Faculty Feedback	
7.50	ANNOUNCEMENT OF WINNERS	3rd Rhyllis Rae Oedekoven Trophy announcement
7.55	Screening of First Prize winning entry.	
8.00	CLOSING REMARKS –	By Mr.Thothathri Raman & Alimaa Jaimansuren

THE WINNER IS....

WELL DONE

1st

OTGONTENGER UNIVERSITY MONGOLIA

MUNKHBAATAR ENKHBAYAR

BATJARGAL NEMUUTSETSEG

BUYNBAATAR MARALERDENE

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2 WINNER

KETTERING UNIVERSITY USA

GERARDO RIOS	ADAM HUDECEK	CURTIS BARTZ

WINNER OF

3RD RHYLLIS RAE OEDEKOVEN

B-SCHOOL LEADERSHIP TROPHY 2021

THIRD POSITION

MANDAKH UNIVERSITY MONGOLIA
OCHIRKHUYAG | GULNUR | ENKHJIN

INDIAN EDUCATION SOCIETY MANAGEMENT AND RESEARCH CENTRE, MUMBAI
RAHUL KAREKAR | RADHIKA LAKHOTIA | ADITI KAMATH

It was a well fought battle and deciding the winner was a huge task.! But the final decision has to be taken. Our sincere congratulations to all of the winners,.

All the listed team members would get a special certificate of participation at the competition and the rest of the students and faculty who attended the workshop on November 27th would be getting their participation certificate for the workshop.

The final short list had 12 teams participating and from this lot four prize winning teams were chosen. These were Otgontenger University Mongolia team led by Munkbaatar Enkbayar in first position, in second position it was Kettering University of US team led by Gerardo Rios and the third position was shared by Mandakh University of Mongolia led by Ochirkhuyag and IES Management College and Research, Mumbai team led by Rahul Karekar.

2ND ROUND FINALISTS

1	Indian Education Society Management and Research Centre	INDIA
2	Chitkara Business School, Chitkara University	INDIA
3	Business School of National University of Mongolia	MONGOLIA
4	Mandakh University	MONGOLIA
5	Globsyn Business School	INDIA
6	Chitkara Business School, Chitkara University	INDIA
7	Xavier Institute Of Management and Entrepreneurship, chennai	INDIA
8	AIMS Institutes	INDIA
9	GL Bajaj Institute of Management and Research	INDIA
10	Kettering University	USA
11	Otgontenger University	MONGOLIA
12	Kettering University	USA

The presentation of the four member Chitkara University Punjab Team led by Niharika Arora found a special mention by Jury.

The Instant Case Study Competition was in two phases, one Essay phase and the second case discussion and presentation phase. In the essay phase and the case discussion phase the SEAA Trust, New Delhi team and the invited juries were involved in deciding the list of possible essay topics and also the choice of cases from the Business School Resource Center (BSC) case suite of Peregrine Global Services.

PRESS RELEASE

Two of the Mongolian schools, and one of American school and one Indian School bagged various prizes in the prestigious Peregrine Global Students Instant Cases competition held between September 1 to November 15, 2021. The competition was organized for the Fifth year in a row by Standards for Educational Advancement & Accreditation (SEAA) Trust, New Delhi, globally the only International Accreditation advocacy and facilitation non-profit in its 14th year of founding. Otgontenger University Mongolia based in Ulaanbaatar won the first position for its case discussion on Covid 19 and its extremely high quality presentation. The 3rd Rhyllis Rae Oedekoven Student Leadership Trophy was also won by the Otgontenger group, besides cash prize for the team. The team members of the University were Munkhbaatar Enkhbayar in the lead assisted by Batjargal Nemuutsetseg and Buynbaatar Maralerdene.

The second position went to Team One of Kettering University Flint Michigan led by Gerardo Rios. The other members of the team were Adam Hudecek and Curtis Bartz. The third position went to two institutions IES's Management College and Research Centre, Mumbai and Mandakh University Ulaanbataar Mongolia. The IES team had Rahul Karekar in the lead with Radhika Lakotia and Aditi Kamath and Mandakh team had Ochirkhuyag in the lead with Gulnur and Enkhjin. The final presentation of the four member Chitkara University Punjab Team led by Niharika Arora found a special mention by Jury. All the presentations mentioned are in the page https://www.seaastandards.org/instant-case-workshop-2021 and it is also available in the newsletter

Being the first year after the two years of devastating Covid 19, the cases relating to the pandemic got the best attention by the teams. The teams brought out the lessons learnt from the Covid and the steps that is needed to avoid such devastation in the future. It was a well fought battle and deciding the winner was a huge task.! Our sincere congratulations to all of the winners. All the listed team members would get a special certificate of participation at the competition besides cash prizes and the rest of the students and faculty who attended the workshop on November 27th would be getting their participation certificate for the workshop.

The final short list had 12 teams participating and from this lot four prize winning teams were chosen .

The 5th Peregrine Global Instant case competition was held in two stages. Stage one had an Essay round for which the registered school teams were required to choose of the following topics :

Essay main theme: "B-school Challenges for preparing leaders for Digital Era"
 sub-themes
1. Teaching technology for non- technology students
2. Building an attitude for life long learning
3. Ease of use of digital learning strategies and tools
4. External digital expert involvement in teaching and learning
5. Learning from Global MBA experience in Digital era

In the second round of the competition carrying 70 marks out of 100 an Instant case was offered from the Business School Resources Center's pool of cases to each of the 12 final shortlisted teams.

The Rhyllis Rae Oedekoven Trophy has been instituted by the SEAA Trust, in honor of the contributions made by Rhyllis Rae Oedekoven who lived and worked till the ripe old age of 90 in spreading awareness about library use and music in Wyoming State of North America. The trophy this year would be presented to the Otgontenger University using the 3D printing route for the first time symbolically alluding to the overarching theme of the student competition which is to prepare the B-schools for the Digital era.

SEAA SELF-REGULATION WITH ACCREDITATION

learning institutions future digital new virtual

2021

14th International Accreditation Conference 2021
"Leadership building for digital future, the B-school challenge"
November 22-24, 2021 (Virtual event)

- 35+ International & National speakers!
- 3 Days of powerful interaction

The only Advocacy & Transformative Global Accreditation Conference

Academic Partner	Conference sponsors	Member	Support	SEAA Division
PEREGRINE GLOBAL SERVICES	ACBSP · AMBA BUSINESS GRADUATES ASSOCIATION · B:a indus business academy	THE GLOBAL COMPACT WE SUPPORT	IAABS	CYCLE TO FUTURE

SEE YOU AGAIN IN OUR FUTURE EVENTS!

In the post pandemic phase, this is the second year in a row we conducted the annual International Accreditation conference on its 14th edition in the virtual mode which also vindicates our own conviction that it was time to leverage the technology to conduct such meetings online to help more people to join with least cost, saving our precious fragile environment and also conserving so much of productive time which also building the social structures like family unit and communities which suffered owing to the massive urban push and quest for jobs and careers.

Business education is experiencing fundamental changes in content, delivery & assessment. The pace of Edutech adoption got a sudden impetus owing to the unexpected occurrence of a global Pandemic. Everyone is innovating and so are the accreditation agencies to cope with the new normal. One thing is quite clear that Business education will never be the same. In continuing with the same theme and keeping in view the ongoing campaign for Digital Transformation of Business Education SEAA Trust, New Delhi is committed to we launched our 14th International Accreditation Conference focusing on "Leadership building for the Digital future-the B-school challenge". The global business leaders are convinced the technology is no longer the challenge but leadership definitely is. We raised as part of our conference the following questions in various sections to exemplify our conviction.

14th International Accreditation Conference Day wise Themes
Day 1: Leadership Building for the Digital future, the B-school Challenge
Day 2: Infusing Tech content in MBA, opportunities and hurdles
Day 3: Staying Agile and resilient in disruptive times

Faculty Article request topics
1. Teaching technology for non-technology students
2. Building an attitude for life long learning
3. Preparing leaders for Technology 5.0 era
4. Critical thinking and problem solving for UX and UI Environment
5. Teaching ethics and integrity for the connected world.

5th Student Instant case competition Main Theme:
"B-school Challenges for preparing leaders for Digital Era"
Sub-themes:
1. Teaching technology for non- technology students
2. Building an attitude for life long learning
3. Ease of use of digital learning strategies and tools
4. External digital expert involvement in teaching and learning
5. Learning from Global MBA experience in Digital era

Fostering thought leadership

The traditional MBA curriculum is being replaced with a forward looking sylabbi that agile, adaptable and in line with the tectonic shift in business focus. The challenges are many as much of the student cohort are from non-technology or traditional technology schools rooted in theory with little practice. And many among the faculty also are not trained or are not aware about the new technologies that are being invented almost on the fly.

There is much learning to be done and the industry involvement in education is going to be much greater and not less in the future of Business Education. The old school MBA programmes have to be rewritten and made more practical and new tools with the help of the industry need to be crafted to hone the MBA graduates so that they would be able to face the challenges of the digitally transformed businesses.

In fact the greatest challenge is the uncertainty of the future as the technologies are only now maturing and the industry segments like Space, new urban transportation, ocean exploration, Block Chain technology led financial services, Internet based services, Cloud computing, Artificial Intelligence, Robotics, 3 D Printing, Augmented Reality etc., are posing new challenges and opportunities.

There is an urgent need to build top level talent with ethics and value systems much before they take up positions in a company. It is more real now than before as the industry may not have the time or the window to train people coming in with raw knowledge from the campuses whether they are from Tech or Humanities stream. Also the definite drop expected in number paying jobs will also mean social chaos unless the increased productivity and earnings are distributed fairly to avoid the accumulation of wealth in few hands with the rest struggling for their survival. Democratically elected and responsible governments and a welfare state is absolutely needed as also introduction of concepts like Minimum Basic Income (MBI) that will hopefully solve the scourge of endemic poverty.

"The greatest challenge is the uncertainty of the future as the technologies are only now maturing and the industry segments like Space, new urban transportation, ocean exploration, Block Chain technology led financial services, Internet based services, Cloud computing, Artificial Intelligence, Robotics, 3 D Printing, Augmented Reality etc, are posing new challenges and opportunities."

Business Education around the world changing its basic character quietly with leading business schools adopting the Digital Technology in their way of working but also building courses to match the fast paced leadership requirement of the industry.

"The technology industry is one of the fastest-growing and dynamic industries in the U.S and the world. With Technology pervading how traditional businesses function, the technology industry's appetite for MBA graduates has increased tremendously. The average salary for the best tech MBA programs is $129,045. Some of the [Top Tech companies](#) that recruited MBA graduates in 2020 are Amazon, Google, Apple, Cisco, Samsung, Microsoft, Dell, IBM, etc.", *E-GMAT blog post*

International Accreditation systems are also taking up the cue and tweaking their approach to endorsing quality building processes in the global business schools. "It is through co-creation of knowledge, collaborative innovation, and integrated leadership that business schools advance solutions and strategies that are relevant, effective, and sustainable." —AACSB Connected for Better Briefing Paper for ICAM 2021

The Accrediting bodies are keenly aware of the socio cultural impact of the technology push which is inevitable an the future leaders being prepared at the Business Schools should be sensitive to not just technology use in everyday work and society but also to the deep cultural shift that would accompany excessive automation that is inevitable at the moment.

It is not so much about using digital tools but about understanding the emerging philosophy and inquiry into the broader aspects that the new technology eco system is posing at present. For instance, industry leader like Elon Musk of Tesla & SpaceX rather than the government is now demanding that AI and ML should be regulated as there is a real danger of machines becoming intelligent and turning rogue if it is not regulated at the point where these are being developed.

The world as we know is limping back to normalcy after a two year of mayhem and millions of deaths caused by the Covid 19, which has also given a wake up call as to which direction we as people should be taking. The Dancer Aiswarya Arvind from Malaysia beautifully captured not only the pathos of the pandemic but also the coming together of the people to start putting back the world to become a more prosperous and friendly place. The recently concluded inconclusive climate talk at Glasgow Scotland did throw up the urgent need for the world to take drastic steps to save the earth from complete destruction due to climate change. The change of course lies in the future leaders we would be producing and impacting in our higher education campuses around the world.

To that extent the Covid crisis cannot be treated only as a one off tragic medical event and we can go back to life as usual. Nothing is going to be normal again. In fact Covid 19 simply held a mirror to us show how fragile our lives are and how far gone we are as humanity in destroying the only blue planet in the universe at present. Covid years were simply a pilot run to show us how we can easily be destroyed without relationship to our economic or cultural proclivity but it also showed us how agile and resilient we are as a human race. The Education segment showed us the promise of the future. Surprisingly even though at the school level many countries including India had felt a very high impact in attendance of the students during the lockdown period and their education suffering, at the higher education segment , the damage was much less and especially in the Business school and technology campuses where the future leaders are being wrought.

Industry on the other hand went full scale ahead to rework its processes using higher order technolo- gy which is becoming the norm that an exception. Leaders like Elon Musk, Jeff Bezos, Sundar Pichhai and India's Ratan Tata, Anand Mahin- dra have been saying the future belongs to technolo- gy, machine learning, artificial intelligence, fintech like block chain, cryptocurrency, 3D printing, Virtual and augmented reality, Big data, autonomous trans- portation, passenger and supply drones and so on.

> The only way to battle this scenario is for the governments to remain democratic and help redistribute the prosperity of the Digital world and introduce consciously measures like Minimum Basic Income that guarantees survival income to all

In the scenario emerging the industrial productiv- ity be it in manufacturing, services will grow manifold with the use of robotics and AI based analytics and deep learning, and the prosperity of the industrialists would grow equally. There would be more billion- aires and unicorns everywhere as the machines would increasingly take over the shop floor, ecommerce and services . But the irony is that the prosperity of a few would not translate into more jobs and earning opportunity for the burgeoning youth population, rather the unemployment queues would be trailing in miles and millions if not billions would be pushed below the poverty threshold. Much of the known jobs of today would go starting with Taxis, trains, logistics and supply chain, shipping and port manage- ment, electricity production and distribution, mining and transportation….. High degree of automation is going to be the order than an exception.

The only way to battle this scenario is for the governments to remain democratic and help redistribute the prosperity of the Digital world and introduce consciously measures like Minimum Basic Income that guarantees survival income to all unconnected to their employment

The B-schools may have to re look at their content to bring out technology sensitive leadership but also ones who would be ethical and value based in their leadership to leverage the expected prosperity to keep people remain productive and happy.