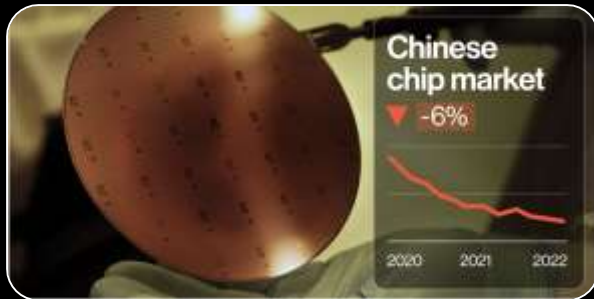


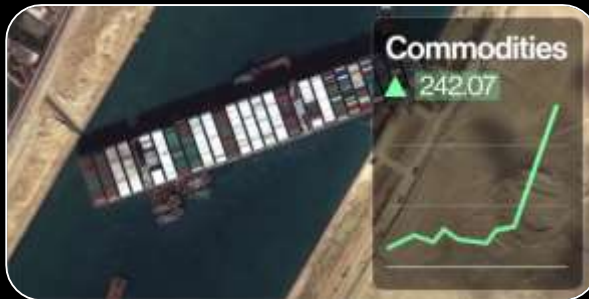
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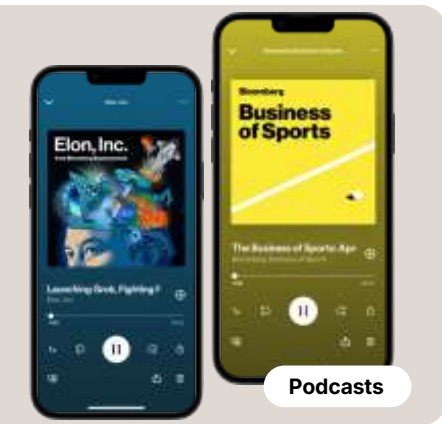
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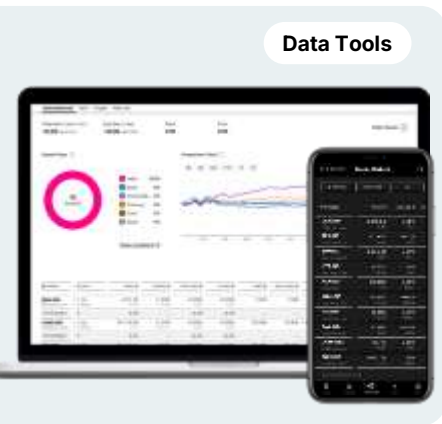
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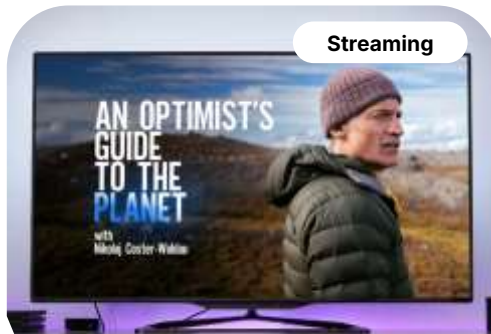
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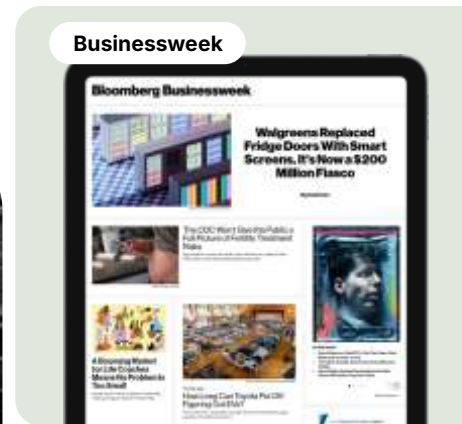
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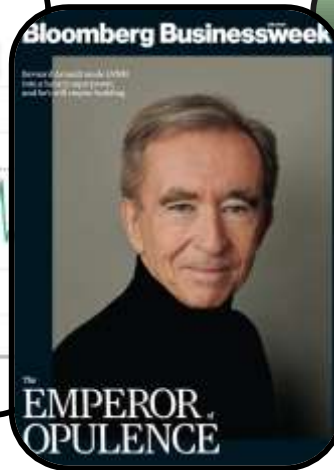
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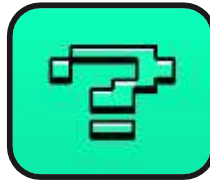
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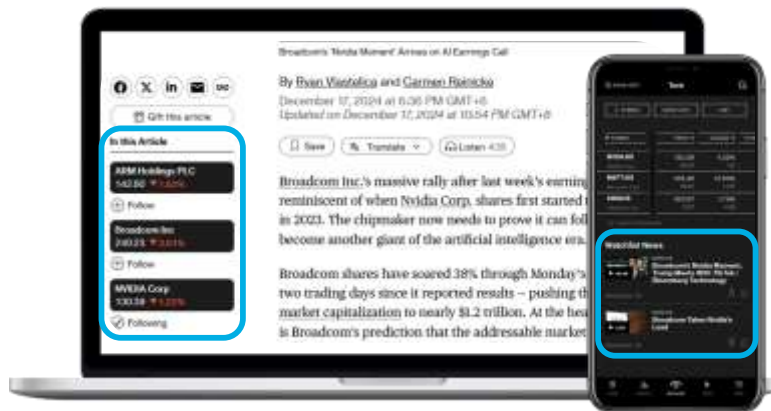
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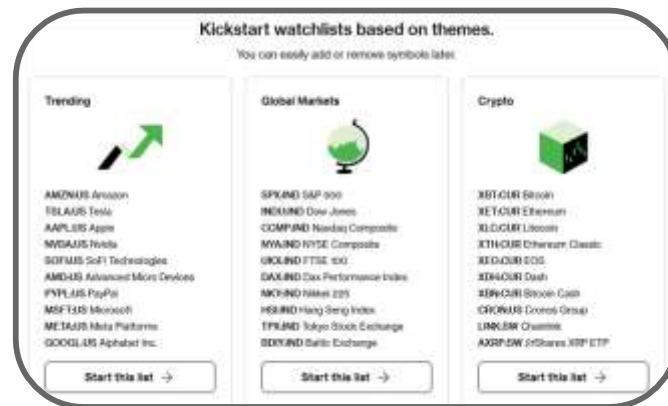
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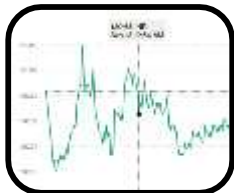
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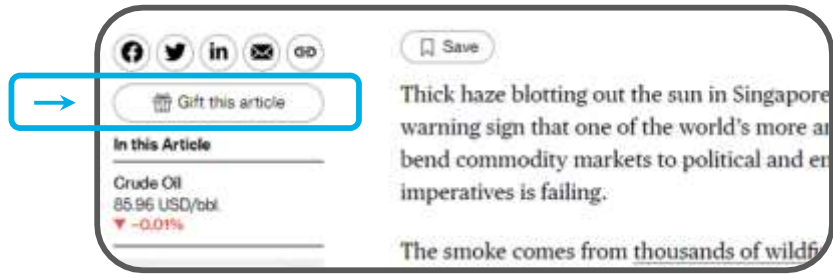


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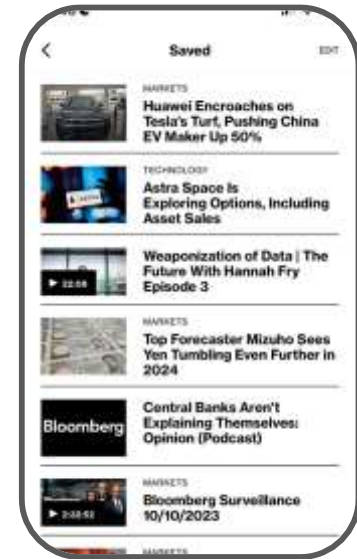
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Businessweek | 5 Schools

Business Schools Grapple With How to Teach Artificial Intelligence

MBA programs want to better prepare students for a world undergoing rapid transformation fueled by generative AI.



Photograph: Ryan McPherson

By Ali Colville

October 19, 2023 at 10:30 PM GMT-5

5 min

How are 5-Schools preparing the next generation of leaders to most effectively use and apply artificial intelligence in business?

New and emerging technology, including machine learning, have become a bigger part of business school course lists over the past decade. Data analysis, for instance, is among the most popular specialized 5-school degrees today.

Thanks in part to the release of ChatGPT last November and the ensuing alarm over what the artificial intelligence-powered chatbot could do, attention on generative AI—technology that allows users to produce humanlike text and convincing images in response to short prompts—has opened up a Pandora's box of issues for companies.

Businessweek | 5 Schools

Business Schools Aim to Build Entrepreneurs With Expanded Programs

Faculty say they see rising interest among students wanting to start their own ventures.



An entrepreneur's own pitch for business school at 5-School. Source: 5-School Business School

By Leah Burke

October 19, 2023 at 10:30 PM GMT-5

Updated on October 19, 2023 at 3:17 AM GMT-5

5 min

When Jordan Hollander started business school in September 2013, becoming an entrepreneur wasn't part of his long-term plan. "I probably would have said, 'You shouldn't go to business school if you want to be an entrepreneur,'" he says. Instead, given his interest in extreme sports, he saw himself working in marketing at a big company like Red Bull.

That plan changed not long after his studies at Northwestern University's Kellogg School of Management began. Hollander joined the Zell Fellows, a program for students who want to start or acquire their own businesses. The fellowship arranged for him to travel to Israel to meet fellow graduate students, provided



The *business* of business schools

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An Auto Designer at GM Says Getting an MBA Helped Her 'Stand Out'

Business school helped her stand out in a crowded job market.



Photo: An Auto Designer at GM Says Getting an MBA Helped Her 'Stand Out'

In school, women at General Motors (GM), General Motors has left the mark on the auto industry and on the world's economy. In school, she made GM history as the first Black woman to serve as a senior director. Today, as the automaker's



Business Schools Are Beginning to Embrace Stakeholder Inclusion



Columbia Business School Reimagines Its Future With a New Campus

Bloomberg Businessweek BEST B-SCHOOLS 2022-23

5 min

The World's Best Business Schools, Ranked by Directors

Traditional may be the best way to describe the past two-plus years for MBA students and schools running full-time professional programs.

Since 2020, with Covid-19 cases spiking around the world, business school leaders, educators, and employees have been in a state of constant adjustment: first fully remote, then partly hybrid, more variations on those approaches, then finally incorporating as much in-person instruction as possible. Schools developed protocols and tested digital tools for remote learning, aiming to ensure seamless education at the level expected. The goal was to find activities that might in some way cultivate a sense of belonging—to a class, a cohort, an affinity group—while still keeping one's distance.

For many of the 107 programs in this year's Best B-Schools list, the past few months have marked the fullest return to normalcy since the onset of the pandemic. What does a return to campus look like—and are the pandemic adjustments fully a thing of the past?

Rankings

| Rank | School | Score |
|------|------------------------|-------|
| 1 | Stanford | 89.5 |
| 2 | Chicago (Booth) | 85.5 |
| 3 | Harvard | 85.5 |
| 4 | Northwestern (Kellogg) | 84.5 |
| 5 | Dartmouth (Tuck) | 84.4 |

World's Best Business Schools

Europe
Canada
Asia Pacific

"The Covid-19 outbreak, combined with new opportunities offered by technology and different expectations from professionals, has accelerated trends that we started to apply long before the crisis," says Jan Hollander, associate dean of the full-time MBA program at Spain's IESE (10) to 11

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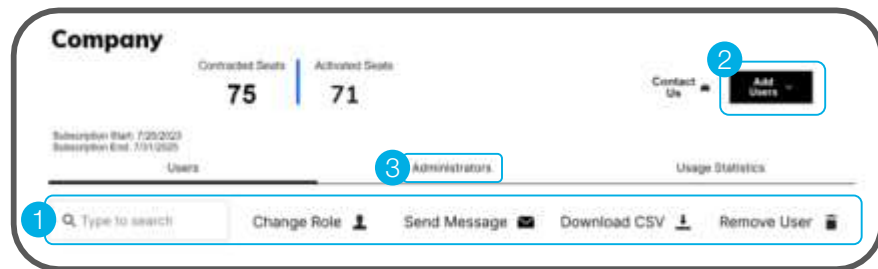
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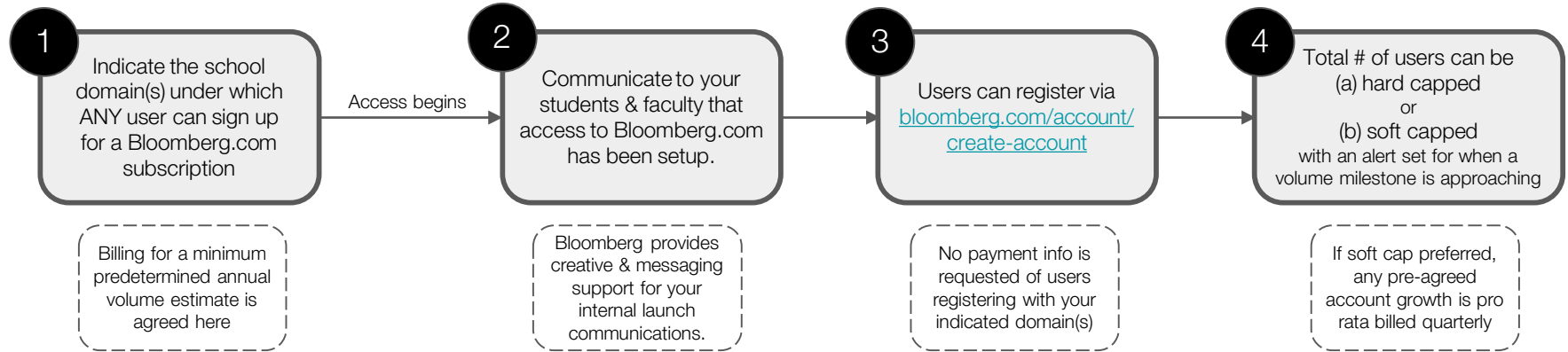
Leverage our marketing team to help design and provide co-branded assets that will cut through on campus

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