



## SIG 06 - INNO - Innovation

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### ST06\_02 - New Challenges in Business Management: Working from Higher Education

#### Proponents:

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#### Short description:

Companies today are part of more complex and dynamic environments than ever, and this calls for new competencies and learning needs for managers. Higher education must deal with this challenge, ensuring that: 1. Students acquire appropriate competencies 2. Current managers have appropriate lifelong learning opportunities in order to be prepared to face the new challenges (in fact LLL has become one of the main demands of most socio-economic agents). The purpose of the track is to propose and analyze avenues for the development in higher education of skills and new learning needs related to business management in a context of

#### Long description:

Companies today are part of more complex and dynamic environments than ever. This calls for flexible and multidisciplinary management and new competencies for managers. Universities must face up to this challenge in order to: 1. develop student competencies in consonance with demands on company workforces 2. give current managers the opportunity to be updated on the most current competency and learning needs. The European Commission has placed universities at the centre of Europe's 'knowledge triangle' of research, education and innovation, areas which are seen as being the key drivers for a knowledge-based society (Humburg, 2013). But are they succeeding? What makes the difference? How can improvements be made?

The European university system has reflected on this in depth and has carried out reforms to adapt to this new reality. Regarding the first dimension (develop student competencies in consonance with demands on company workforces), EHEA has been the most important reform, and the AHELO project is a prime example of increased concern about higher education learning outcomes, understanding that competencies are the heart of those outcomes (Zlatkin-Troitschanskaia et al., 2015). About the second dimension, that is, keeping up to date with the most current competency and learning needs, ET2020 establish it as a priority area. Currently lifelong learning has become one of the main demands of most socio-economic agents; it is not only becoming one of the fundamental axes for the development of competitiveness, through the specialization, updating and



improvement of professionals, but also for social cohesion, through personal, civic and humanist training.

Overall, universities around the world are increasingly required to train highly skilled students or professionals able to deal with and adapt to any contingency in their workplace. So the purpose of the track is to propose and analyze avenues for the development in higher education of skills and new learning needs related to business management in a context of LLL.

**Keywords:**

Competencies in management  
New learning needs in management  
Higher Education  
Lifelong learning

**UN Sustainable Development Goals (SDG):**

Goal 4: Quality education.

**Publication Outlet:**

Cuadernos de Gestión  
International Journal for Academic Development  
Investigaciones Europeas de Dirección y Economía de la Empresa

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>