

## ENHANCING COMMUNICATION WITH OUR STAKEHOLDERS

### *Full Time MBA Management*

From the perspective of the MBA Programme Management, the two most important **stakeholders** at the internal level are enrolled students plus faculty members teaching the mandatory and optional courses during the duration of the programme. In order to better inform both groups in a more proactive manner about what they can expect from each other and from us as their intermediate contact point, we have enhanced our communication with them towards a more proactive approach.

Taking advantage of the renewed intranet implemented during Summer 2013, **students** have had access to their most important documents of reference, their **Programme Rules and Regulations** plus the **Honour Code**, online and, for the first time they were able to read them *before* actually arriving on Campus. In addition, they received a copy of these documents upon the first day of their Orientation Week as a reinforcement of the key messages and values stipulated during the opening session as presented by our Dean and Programme Directors. A special focus was put on highlighting the importance of integrity, rigour and professional behaviour to be expected amongst all members of the ESADE community, into which the new students have been welcomed.

For the students in the Class of 2015 who have started their journey with us last September, not only professional standards and ESADE's core values of integrity, respect, diversity have been emphasised, but also policies of class attendance have been tightened to enforce rigour in the academic context. As a result, on-time class attendance has risen from 85% to 93% while applying stricter criteria, having a positive impact on our MBA community as a whole.

#### Faculty Handbook Full Time MBA

Faculty Handbook for Professor Luisa Alemany



At the same time and starting with the academic year 2013/2014, the MBA Programme Management has provided **Professors** teaching in the first year with the most important information related to the academic programme and its regulations, their schedule, organisational topics and processes all summed up in a personalised **Faculty Handbook**. The information package provided to them before the beginning of classes contains the list of students and their respective academic plus professional backgrounds. In addition, Professors now have access to the short CVs via the new Career Services platform Symplicity. Together with meetings at the beginning and end of each term, this initiative has certainly improved communication and we will extend this measure to Professors teaching electives during the second year.

We are looking forward to further improving our efforts in communicating well with both our stakeholders, following *Anthony Robbins'* words "The way we communicate with others and with ourselves ultimately determines the quality of our lives".