



**Copenhagen
Business School**
HANDELSHØJSKOLEN

Success and Cross-disciplinary

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Symposium *hosted by:*

Kyoto University

Design School

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The Scope ...

Thank you to the Design School for hosting this seminar, Honoured to have been given this opportunity, most prestigious university, exchange with colleagues almost precisely half the way around the globe

- The organic history of an institution
- The transition from a narrow, paradigm-bound business school to a multi- and cross-disciplinary creative business university
- Equipped to meet societal challenges



The growing world of commerce

- *The Society for the Education of Young Business Men* was founded in 1880 in Copenhagen
- Offering sets of three courses in *commerce* **and** *languages*, enrolling approx. 1000 students at the turn of the century
- CBS was founded in 1917 – for young business men
- A women's college was added in 1927
- Two world wars and the demise of empires reshaped world trade and restructured societies – from commerce to business ...



Welfare Society

- Young men and young women
- Massive move from working class to middle class
- Rising level of education beyond secondary and access to university education
- Note the Robbins Report in the UK
- 1960s the era of *plate-glass universities*



The Growing World of Universities

- 1960s, the era of the *plate-glass universities*
- The Robbins Report published in 1963 in the UK
- Carnegie Foundation Report "The Education of American Businessmen: A Study of University-College Programs in Business Administration" (Frank Pierson 1959)
- CBS became part of the expanding *public* university sector in 1965
- Full research footing:
- Two faculties:
 - business economics and modern languages =
 - separate genders, separate worlds, social science vs. humanities



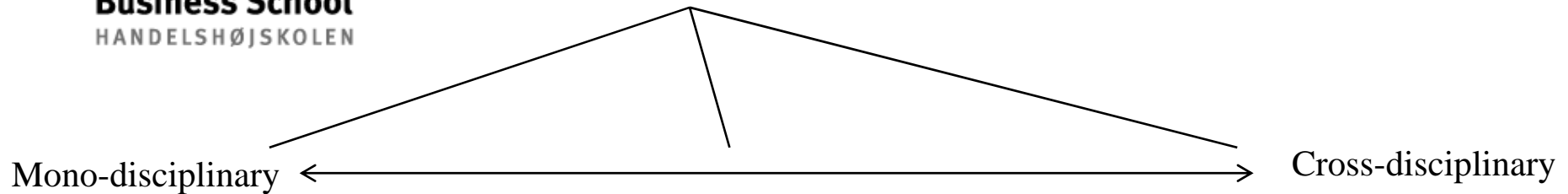
Growing and esponding

- **Growing CBS:**
 - ≈ 2,200 students in 1947
 - ≈ 7,500 students in 1980
 - ≈ 12,000 students in 1990
 - ≈ 20,000 students in 2012
- **Combining competences:**
 - *Computer Science and Business Economics Programme* established in 1984
 - *Law and Business Economics Programme* established in 1985
 - *Business, Language and Culture Programme* established in 1987
- **The Matrix was born ... one programme - many departments**



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Departments at CBS



Department of Finance

Department of Marketing

Department of Accounting and Auditing

Department of Economics

Department Law

Department of Production and Economics

Department of Business and Politics

Department of Organization

Department of IT Management

Department of Strategic Management and Globalization

Department of International Economics and Management

Department of Management, Politics and Philosophy

Department of Intercultural Communication and Management

Department of International Business Communication

Department of Innovation and Organizational Economics



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Departments



Department of
Organization

Department of International
Business Communication

Department of
Marketing

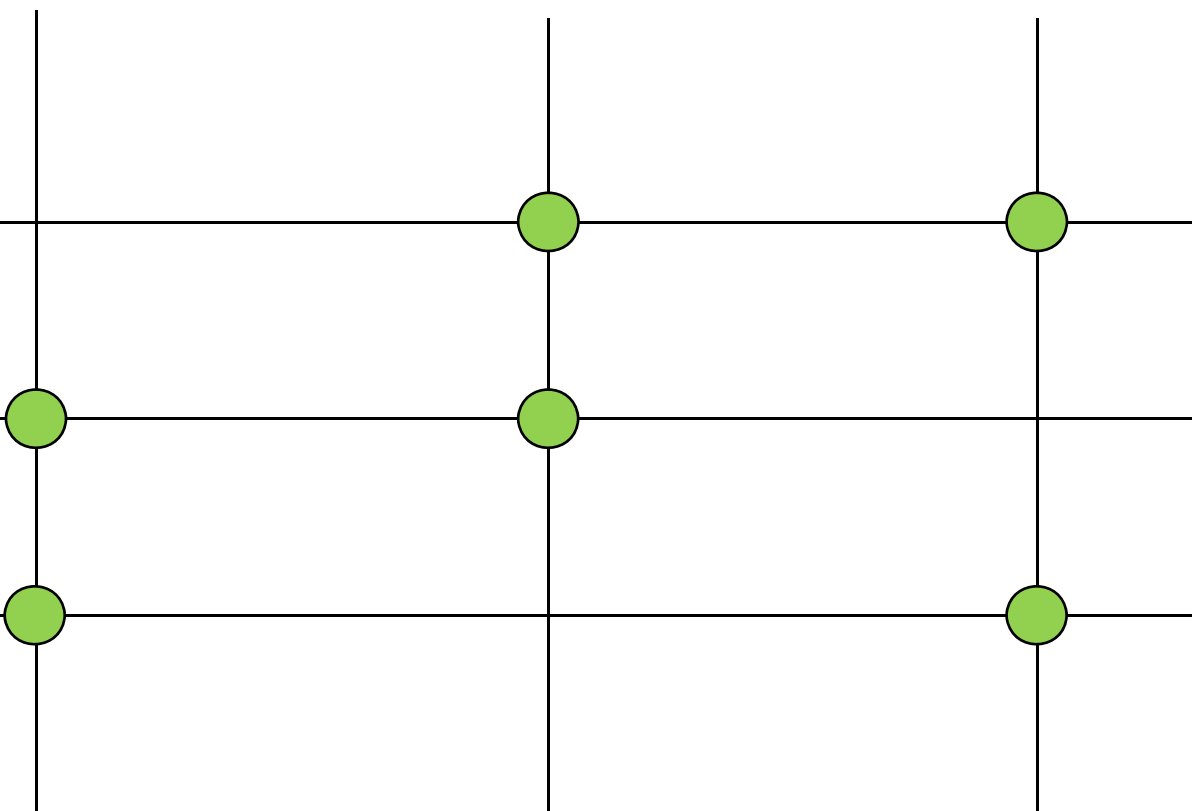
Master Programmes



MA in Intercultural
Market Studies

MA in Multicultural
Communication in
Organizations

MSc in International
Marketing and
Management





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The 37 Full-Time Master Programmes at CBS

Multi-Disciplinary Master Programmes

- Management of innovation and business development (Cand. Merc.)
- Strategy, organisation and leadership (Cand. Merc.)
- International Business (Cand. Merc.)
- International Marketing and Management (Cand. Merc.)
- Human Resource Management (Cand. Merc.)
- Accounting, Strategy and Control (Cand. Merc.)
- Finance and Strategic Management (Cand. Merc.)
- Supply Chain Management (Cand. Merc.)
- Applied Economics and Finance (Cand. Merc.)
- Finance and Accounting (Cand. Merc.)
- Brand and Communication Management (Cand. Merc.)
- Strategic Market Creation (Cand. Merc.)
- Economic Marketing (Cand. Merc.)
- MSc in Advanced Economics and Finance
- MSc in Bioentrepreneurship
- Accountant Candidate or Registered Accountant

Cross-Disciplinary Master Programmes

- Intercultural Market Studies (Cand. Ling. Merc.)
- European Studies (Cand. Ling. Merc.)
- American Studies (Cand. Ling. Merc.)
- MA in Multicultural Communication in Organisations
- Human Resource Management (Cand. Soc.)
- Political Communication and Management (Cand. Soc.)
- Service Management (Cand. Soc.)
- Management of Creative Business Processes (Cand. Soc.)
- Organisational Innovation and Entrepreneurship (Cand. Soc.)
- Public Management and Social Development (Cand. Soc.)
- Economics and Philosophy (Cand. Merc. Fil)
- Economics and Communication Management (Cand. Merc. Kom)
- Economics and Law (Cand. Merc. Jur)
- Economics and Psychology (Cand. Merc. Psyk)
- Economics and Mathematics (Cand. Merc. Mat)
- MSc in International Business and Politics
- MSc in Business, Language and Culture – Diversity and Change Management
- MSc in Business, Language and Culture – Business and Development Studies
- MSc in Business Administration and Information Systems – IT Management and Business Economics
- E-Business (Cand. Merc. IT)
- Business Administration and Information Systems – Information Management (Cand. Merc. IT)



Cross-disciplinarity

- CBS is multi- and cross-disciplinary in its DNA:
 - Faculty are drawn from economics, social science and the humanities (fairly few from science and technology)
 - Faculty share interests in economics, organizations, communication and business context
 - Faculty collaborate in programme development
 - Faculty have the option to move across departments inside CBS
- If you are interested in culture-studies, if you are interested in philosophy, if you are interested in anthropology, if you are interested in languages, if you are interested in psychology, CBS has something to offer ...
- CBS thinks of itself as a *business university*



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CBS today

- 20,000 students, 700 faculty, 700 administrative staff
- International students, international academic staff
- Faculties merged, eliminating faculty-level, further integrating social science and humanities