

EURO Bulletin

Bulletin of the Association of European Operational Research Societies (EURO) distributed 4 times a year (Spring, Summer, Fall, Winter) through the National Societies. Societies or individual members having news for the EURO Bulletin are requested to send their information to the editor: Ph. Van Asbroeck, 108 av. Sleenckx, B-1030 Brussels, Belgium (tel. & fax.: +32 2 245 60 69).

from Professor Mike Pidd

Teaching OR/MS to MBA Students

Editor's Note

Professor Pidd has kindly contributed this article in the context of the EURO initiative led by Vice-President Costas Pappis, to publish a handbook on OR/MS educational programmes in Europe leading to M.Sc, MBA and Ph.D degrees.

Background

Recent years have seen explosive growth in the number of MBA programmes offered by British Universities. Invented in the USA and brought to the UK by London and Manchester Business Schools, MBA programmes can be found in most

British Universities. Their spread in the rest of the EC has been much slower, with notable exceptions such as INSEAD and IMEDE.

Most MBA programmes attempt to provide a broad coverage of business management topics and may allow students some opportunity for limited specialisation. There are also «specialist» MBAs which are increasing in number. Whether possession of an MBA will ever be as important in the EC as it is in the USA is a moot point. The fact is, however, that thousands of students take an MBA each year - especially in the UK.

To be successful in practice, OR/MS analysts and consultants need clients and sponsors who are knowledgeable and sympathetic. Many such clients will have completed MBA programmes and it is clearly important that any introduction to OR/MS on MBA courses is well conceived and well delivered. Realising this, the UK OR Society set up a meeting to discuss possible ways of ensuring that OR/MS is well taught on MBA programmes. This meeting, organised by Paul Thornton (past President of the OR Society) led to the creation of a small group, of which I am convenor.

INSIDE

- ① Teaching OR/MS
- ② OR in MBA courses
- ③ OR Handbook
- ④ News from EWGs
- ⑤ Forthcoming Events

