

Sustainable and responsible management education in a conflict-impacted region:

***The challenge of Myanmar -
a business school-led
multidisciplinary response.***

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Dr Lesley Dornan
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CABS case study – team members



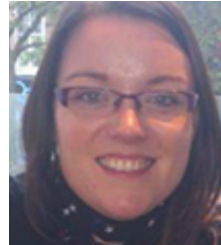
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Content

- *Multidisciplinary approach*
- *Myanmar and the Birth Across Borders (BABs) project*
- *AdvCert – Rationale and aims*
- *Alignment to SDGs*



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AdvCert Management Practice

- *Modules*
- *Outcomes*
- *Curriculum design*
- *Application of learning*



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Global), UUBS

Multidisciplinary health and education and project in Myanmar



Faculty of Life and Health Sciences undertook to explore how high rates of maternal mortality in Myanmar might be alleviated through multi-disciplinary education and emergency obstetric support

Partnered with the **Business School** to investigate how the economic conditions of rural communities in conflict impacted Myanmar might be improved through enterprise activity.



Myanmar: socio-economic profile

Population 54.38m

Ethnically diverse 163 ethnic groups

Longest running civil war 1948, period of stability 2011-2021
Military coup in February 2021

High maternal mortality rates, especially in remote ethnic areas – 250 maternal deaths for every 100,000 live births

DAC listed country with extreme poverty and limited infrastructure

Valuable natural resources

Vulnerable to climate change



Political conflict

1948: Outbreak of civil war

2011-2020: Period of stability

Feb 2021: Military coup

Civil disobedience movement
(CDM)



Feb 2020



Birth Across
Borders



BABs Aim and Objectives

Aim: to identify and implement a contextually designed, community-based educational meta-intervention to impact risk factors associated with maternal mortality in remote communities of Myanmar.

Core Objectives:

1. Analyse contextual factors influencing education and maternal health within ethnic groups in remote areas
2. Co-design and evaluate innovative, culturally relevant educational initiatives to address development challenges
3. Identify common and unique components and implement into the design of four work package toolkits



Project plan

3-year research project exploring contextual and cultural factors related to maternal health

Three regions of Myanmar – Karen State, Kachin State and Shan State

Research - includes mapping, needs assessments, surveys, focus groups and community consultation to explore risk factors and barriers. Integration of unique cultural and contextual factors into three educational work packages

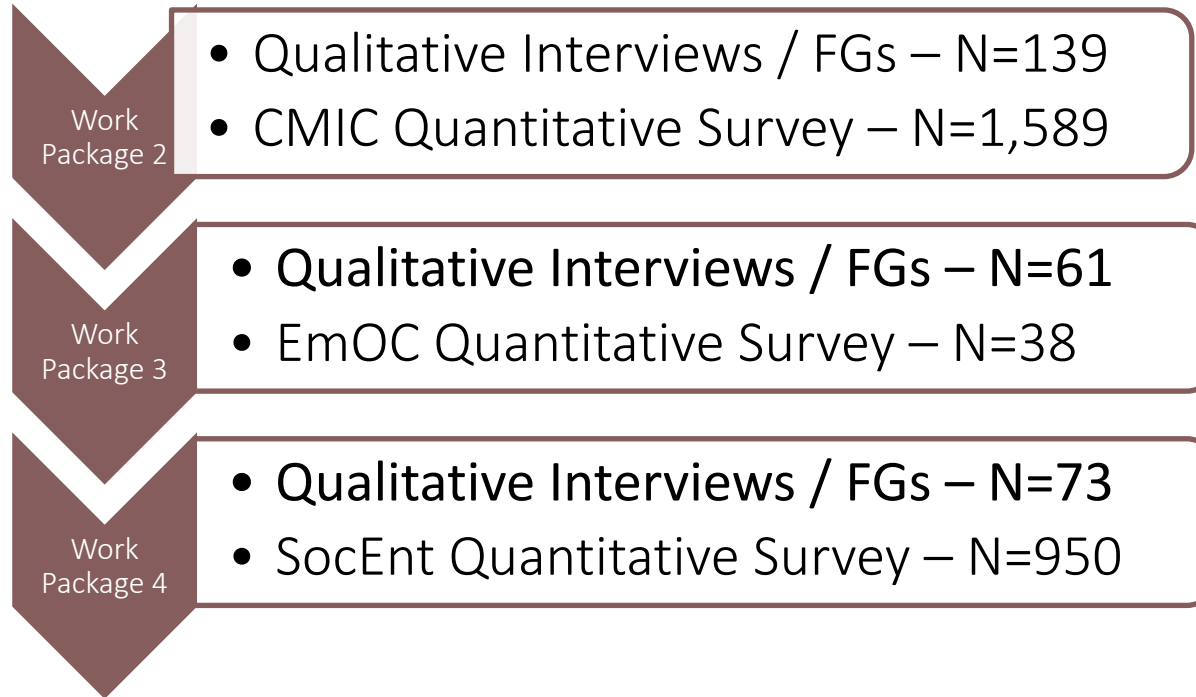
Work package:

2. Maternal health education programme for remote areas

2. Emergency obstetric care education programme

4. Entrepreneurship development and capacity building education programme

Birth across the Borders – Data Collection



“The power of education extends beyond the development of skills we need for economic success. It can contribute to nation-building and reconciliation.”

(Nelson Mandela)



Research area 3

Entrepreneurship
development and
capacity building
education programme



Advanced
Certificate in
Professional
Practice (level 5)



6 Regional co-ordinators

12 Regional training
teams across 3 regions
Karen State, Kachin
State and Shan State

6 Village tract
leaders

60 Community
leaders

90
Entrepreneurs

Course - *rationale and aims*

**Advanced Certificate
in Management
Practice (level 5)**



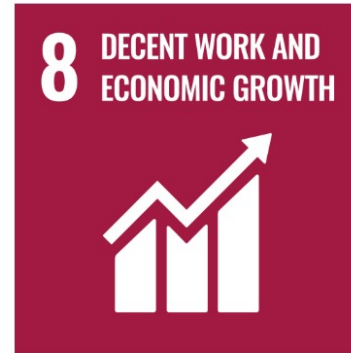
**Formal
Qualification from
a UK University**

**Integration of
learning and
practice**

**Formalised
approach to
learning**

**Additional pathway to
impact with focus on
staff**

Course - SDG Linkages





Helen McKenna,
Senior Lecturer, UUBS

AdvCert Professional Practice

- *Module overview*
- *Curriculum design*
- *An integrated curriculum*
- *Application of learning – Myanmar and BABs*
-

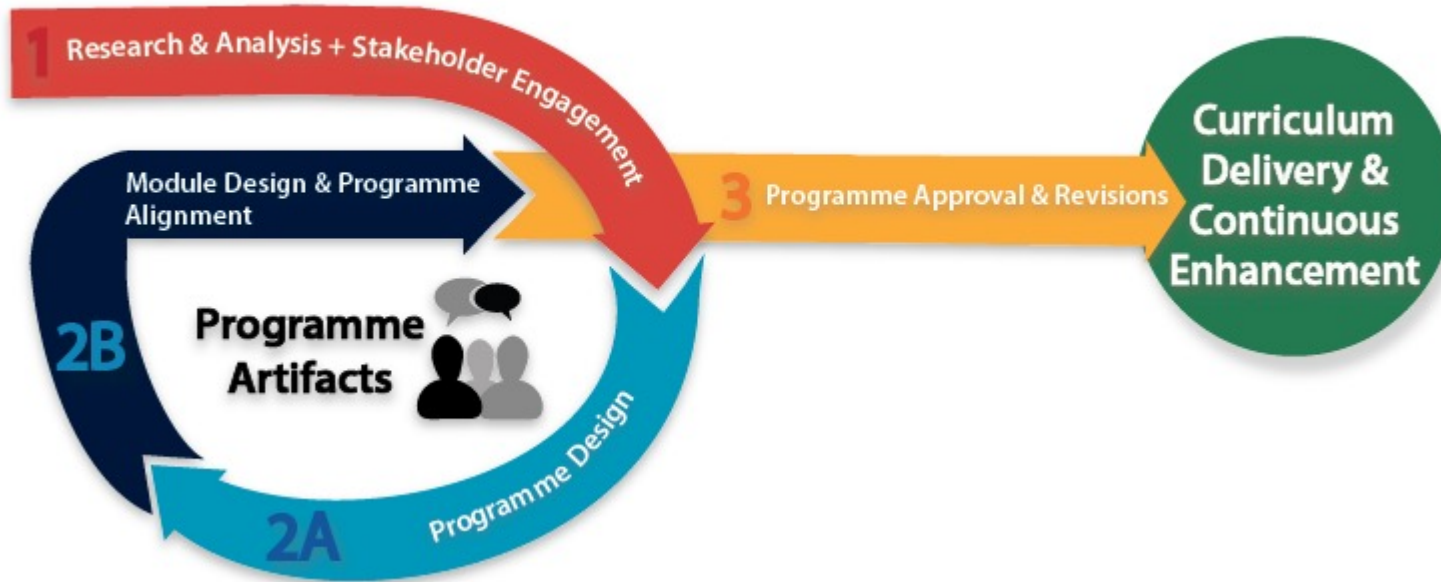
AdvCert Management Practice - modules

Module
BMG 340 Leadership Practice
(20 credits)

Module
BUS342 Project management
(20 credits)

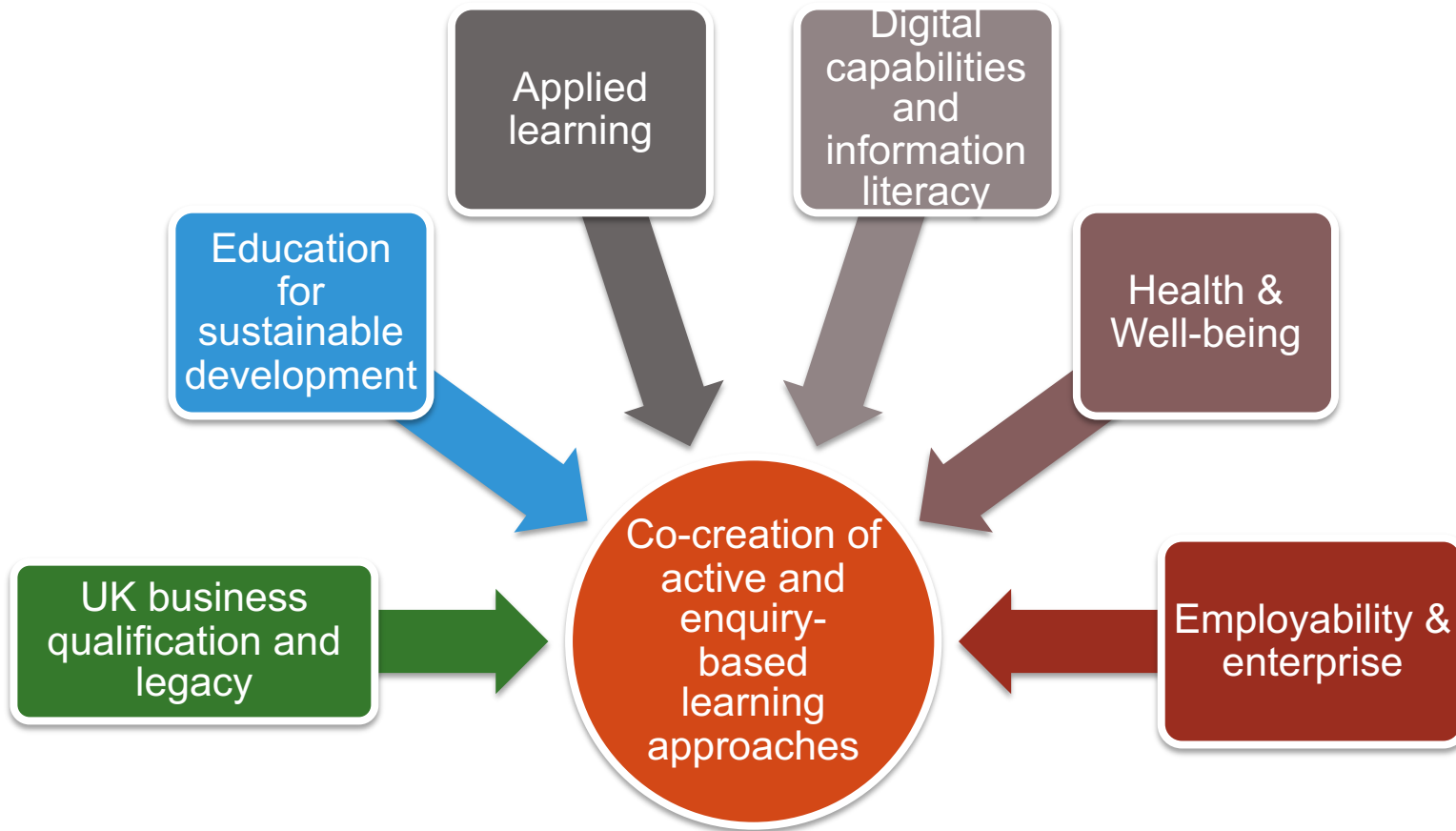
Module
BMG341 Personal
effectiveness and resilience

Integrated Curriculum Design Framework (ICDF)



ICDFramework [overview](#)

An INTEGRATED curriculum



**Applied learning in the Myanmar
and BABs context**



**Birth Across
Borders**

**Module
BMG 340 Leadership Practice
(20 credits)**

**Module
BUS342 Project management
(20 credits)**

**Module
BMG341 Personal
effectiveness and resilience**



Conclusion

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Key messages/takeaways

**The imperative for
business schools to
address SDG
challenges**

**Value of
undertaking a multi-
disciplinary
approach**

**Capturing
knowledge transfer
and
formalising learning**

**Incisive
contribution to
people and place
through partnership**

Questions and observations

Conference presentation – contact details



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