

**Superior Education in Business**

**1920's  
Business Case Studies**



**2020's  
Reflection Driven Education**

**Business Education in the  
4<sup>th</sup> Industrial Revolution**



**The Unicist Research Institute**  
Pioneers in Complexity Science Research since 1976

# Business Education in the 4<sup>th</sup> Industrial Revolution

Empowering the Conceptual Mindset



The Unicist Research Institute

# Prologue

Business Case Studies were a breakthrough in the 1920's introduced by HBS that allowed accessing business administration. They provided the framework for MBAs.

But the 4<sup>th</sup> Industrial Revolution introduced the management of businesses as adaptive environments, which requires an action-reflection-action approach in order to manage the concepts that allow managing adaptive business processes.

This drove to the Unicist Reflection Driven Education, developed at The Unicist Research Institute, which is based on a unicist logical approach and the use of an action-reflection-action process that allows storing what is learned in the long-term memory of the learner.

[www.unicist.org/talents/unicist-reflection-driven-education](http://www.unicist.org/talents/unicist-reflection-driven-education)

# Reflection Driven Education in the 4<sup>th</sup> Industrial Revolution

The 4th Industrial Revolution introduced adaptiveness in the industrial and business world. The 4.0 concept proposes to manage businesses as adaptive systems increasing customer orientation, productivity and quality.

Adaptability requires managing the concepts of the business functions in order to be able to integrate different people, technologies, processes, systems, objects and tools.



The Unicist Reflection driven Education was developed to empower the potential of individuals.

The discovery that the concepts people have in their minds, drive their actions and that the concepts and fundamentals that underlie business functions define the root causes of their functionality, expanded the possibilities of business management.

Concepts can only be learned when an individual is exposed to real actions. That is why the reflection driven education is based on the development or researches that deal with the aspects the participants do not know.

They need to produce real solutions. To do that the participants use the unicist logic to define maximal strategies to grow, minimum strategies to ensure results and the corresponding synchronic actions.

The unicist logic is an emulation of the intelligence and strategy of nature that allows developing maximal strategies to grow, minimum strat-

egies to ensure results and defining the binary actions that ensure the generation of value.

The unicist logic was developed to manage consciously the unified field of complex adaptive systems. Conscious reasoning allows developing fallacy-free decisions and actions to ensure the results of what intends to be achieved.

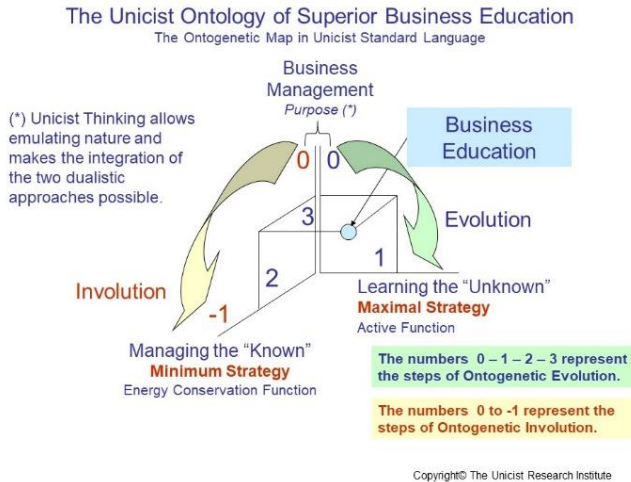
The unicist logic is the natural logic to deal with adaptive environments and is the integrator of all logical reasoning patterns.

Reflection driven education, that includes a unicist logical approach to businesses, is necessary to manage the adaptiveness of business functions and processes that became possible due to the 4th Industrial Revolution.

# Experiences

## Dealing with the Unknown to Manage Crises

We are living in times which not only affects our business and personal lives now but it will also transform the way we do things in the future. The challenge from a business perspective is dealing with the unknown.



What impact is this currently having on businesses and how will it impact their future.

Unicist Research have been working on this very problem since 1976 conducting research and then applying it to businesses to overcome extreme setbacks such as the 2008 depression.

Their applied research removes the uncertainty of the unknown to help businesses define minimum and maximum strategies to be successful in the world.

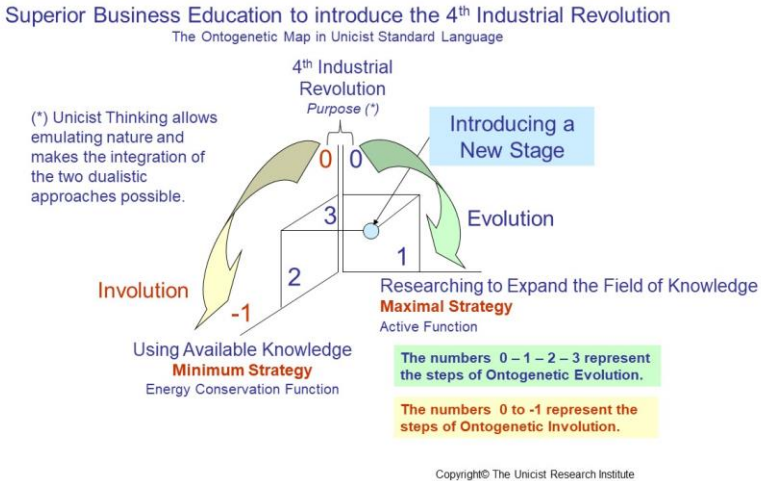
Through education, businesses can adopt and apply these strategies to be successful and overcome the challenges which otherwise lie ahead.

Don't take our word for you, you can experience the power of this approach yourself. Engage in our Virtual Testing lab and experience how this unique approach can help your business.

Simon Warman-Freed

## Educational Model to Introduce Digitization in the 4IR

The 4th Industrial Revolution requires a conceptual approach for adaptation. It can be fostered through practice in the real world which must include self-learning from the feedback when actions do not achieve a desired result.



When the purpose is both a business result and knowledge acquisition, a Superior Business Education fields is an efficacious way to approach working in new unknown fields.

New concepts must be apprehended and require installation in the long-term memory which can structurally be achieved by Unicist Reflection.

A case study driven education fosters understanding the operational aspects of a given situation. The knowledge acquired has limited application in other cases. Thus, a case driven education has a low efficacy to manage the next stage of business.

Wes Spears



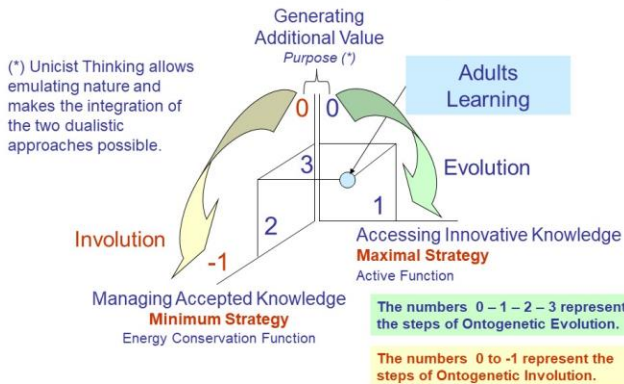
## Learning by researching: A back to basics that empowers learning

*“Insanity is doing the same thing over and over and expecting different results.”*

Attributed to Albert Einstein

The same way a residency in medicine is focused on learning through diagnosing and curing a real patient’s problem, business superior education is focused on learning by researching, diagnosing and solving real organizational problems.

Superior Business Education to Introduce Adults' Learning to Generate Value  
The Ontogenetic Map in Unicist Standard Language



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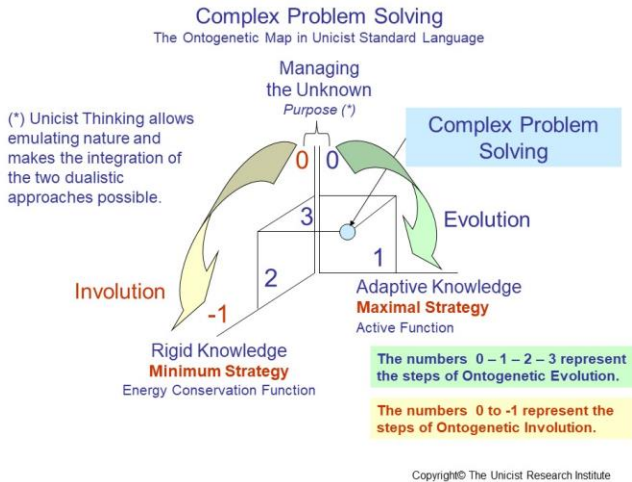
But in the name of security, the educational systems often overrate and reward the replication of the already known, hindering the path to new discoveries. In this sense, case studies replicate the logic of “autopsies” of problems that have already been solved, being functional for a first level in the approach to learning businesses, but dysfunctional for introducing innovations.

Some may benefit from this in the short term, but they are all victims of remaining in a comfort zone and pay the price with stagnation. In this context, fostering learning by researching proposes an upgrade and at the same time a back to basics for those that lead, focusing on adding value in changing environments.

Diana Belohlavek

## Case study = rigid knowledge vs. Research and application = adaptive knowledge

In higher education, a widely used methodology has been established, such as case studies. This mechanism is both a trap and a false solution, and it is that the rigidity of the proposed solution is inapplicable in the field of the unknown.



Does the solution Tesla applied give me tools to solve my current problem? Or, how did Uber approach its business strategy? Well, unless you are the CEO of Tesla or Uber, the information explored in the case is hardly replicable in the particular situations of participants in educational programs.

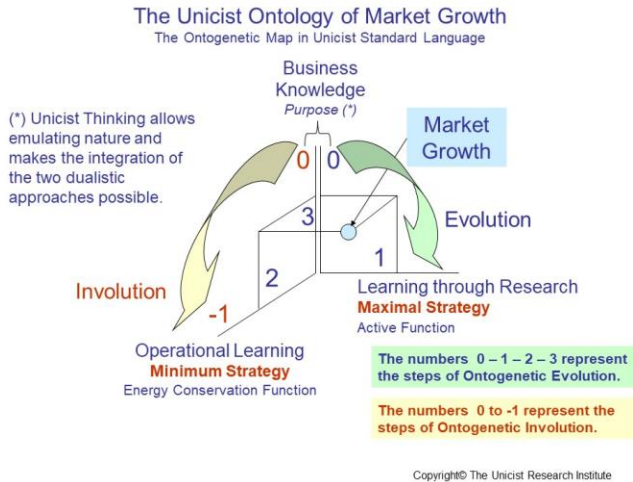
The approach to the field of the unknown, which is the main characteristic of complex problems, is feasible thanks to the investigative approach to root cause diagnosis proposed by the unicist logic. Unicist logic searches through the conceptual structure of reality for the root causes that determine a specific reality and proposes a way forward to obtain solutions to complex problems.

In this way it is possible to obtain adaptive knowledge that allows us to approach a problem in a different way, increasing the probability of obtaining the desired results.

Gustavo Flamerich

## Business Education for Growth

Business happens in the future and requires dealing with the unknown. Managing market growth, where by definition one seeks to expand the boundaries, makes it naturally necessary to deal with the unknown.



Just as an architect does when designing a house; he visualizes a solution, which does not exist today, designs it, and makes it happen.

On the other hand, administration necessarily implies dealing with the known. It is an activity where “the house” is already made and now it has to be administrated.

If we see in superior business education case studies manage the dissection of a dead body: the case.

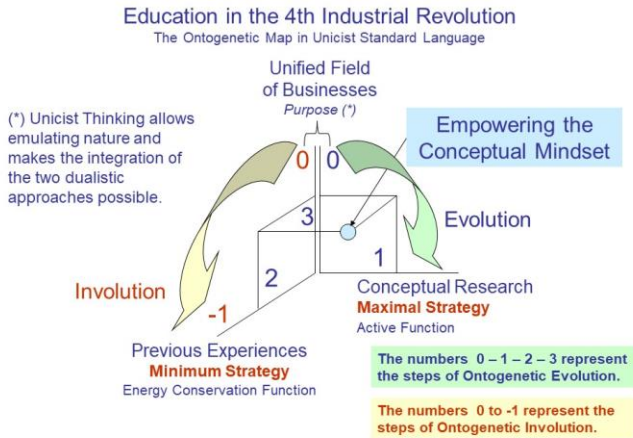
This is very useful when one seeks to acquire operational knowledge. But in the field of markets, which by definition are in motion, this approach becomes dysfunctional and makes a research-based learning necessary.

The most famous educational models in this field are the PHDs in Physics and Education in Medicine where, in the medical residencies of teaching hospitals, the physician learns to cure living patients. There, his education is based on dealing with the unknown.

Martin Alvaro

## Education in the 4<sup>th</sup> Industrial Revolution

The use of case studies in the Superior Business Education generates that all the solutions that can be accessed have as origin the previous experiences.



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On the one hand, this is useful because you can learn from past mistakes, but at the same time it tends to mean that there is no possibility of generating new ideas or new knowledge.

On the other hand, when learning is approached through conceptual research of business functions and their root causes, the result of the process is to internalize the concepts that underlie the business.

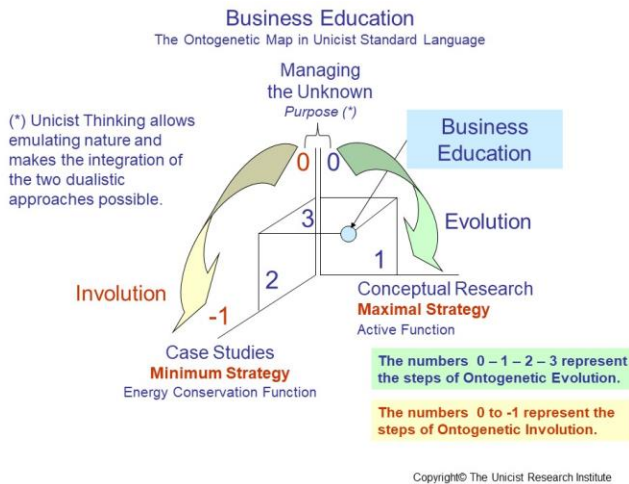
In this way, new knowledge can be generated through reflection and understanding of the unified field of business.

Diego Belohlavek

## The Functionality of Case-studies and Research-driven Learning to deal with the Unknown

Case studies are frequently used on educational processes aiming a deep dive into a subject. However, by using known theories and techniques, they do not lead the society to evolution nor stimulate reflection for more effective answers.

On the contrary, they create dependence on this approach and a high risk of biased conclusions, by treating as stable an environment in constant change.



The emerging challenges with Coronavirus pandemic and the already installed 4<sup>th</sup> Industrial Revolution testify the need of dealing with the unknown on problem solving, which is an exclusive approach of conceptual research, as it deals with human beliefs and needs that guide actions (as purchase processes) and not reactions (as stated opinions), allowing the success of marketing strategies in this new era.

Juliana Pinheiro