

1. Record Nr.	UNINA9910456546703321
Titolo	Rethinking undergraduate business education [[electronic resource]] : liberal learning for the profession // Anne Colby ... [et al.] ; foreword by Lee S. Shulman
Pubbl/distr/stampa	San Francisco, CA, : Jossey-Bass, c2011
ISBN	1-118-03871-1 1-283-09874-1 9786613098740 1-118-03869-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (210 p.)
Collana	The Carnegie Foundation for the Advancement of Teaching ; ; 20
Altri autori (Persone)	ColbyAnne <1946->
Disciplina	650.071/1
Soggetti	Business education Education, Humanistic Undergraduates Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	RETHINKING UNDERGRADUATE BUSINESS EDUCATION; CONTENTS; FOREWORD; ACKNOWLEDGMENTS; THE AUTHORS; 1: LIBERAL LEARNING FOR BUSINESS EDUCATION: AN INTEGRATIVE VISION; 2: BUSINESS AND THE ACADEMY: FOUNDING HOPES AND CONTINUING CHALLENGES; 3: ON THE GROUND: THE CHALLENGES OF UNDERGRADUATE BUSINESS EDUCATION; 4: THE MEANING AND RELEVANCE OF LIBERAL EDUCATION; 5: TEACHING FOR KEY DIMENSIONS OF LIBERAL LEARNING; 6: PEDAGOGIES OF LIBERAL LEARNING IN BUSINESS EDUCATION; 7: STRUCTURAL APPROACHES TO INTEGRATION: BUILDING INSTITUTIONAL INTENTIONALITY; 8: EMERGING AGENDAS: GLOBALIZATION AND ENTREPRENEURSHIP 9: THE WAY FORWARDREFERENCES; INDEX
Sommario/riassunto	Business is the largest undergraduate major in the United States and still growing. This reality, along with the immense power of the business sector and its significance for national and global well-being, makes quality education critical not only for the students themselves

but also for the public good. The Carnegie Foundation for the Advancement of Teaching's national study of undergraduate business education found that most undergraduate programs are too narrow, failing to challenge students to question assumptions, think creatively, or understand the place of business in larger institut
