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Altri autori (Persone)	ChagnonJennifer R
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Sommario/riassunto	This book examines the tide of change facing higher education as it grapples with providing a more relevant and demonstrated value for its graduates entering the workplace. Based on their experience with the Business in Practice program they created, the authors share the rationale and practical approaches colleges and universities need to implement if they are to foster the development of a work-ready graduate. What sets the program apart are the two-credit courses crafted to take advantage of the unique knowledge and work experiences of industry professionals that complements our core curriculum. Utilizing experiential learning, the program is designed so that students can apply soft/smart skills in a progression that helps

develop those capabilities that are beneficial for them and desired by employers. It is structured to bring internship-like experiences to campus, giving the vast majority of students a quality work-related experience that is impactful and relevant for today's economy. Neil B. Niman is currently the Faculty Director of the Business in Practice program at the University of New Hampshire, USA. He was previously the Associate Dean for Academic Programs and Chair of the Department of Economics where he holds a faculty appointment as Associate Professor of Economics. His previous book, The Gamification of Higher Education was also published by Palgrave Macmillan. Jennifer R. Chagnon is the Associate Director of Business in Practice at the Peter T. Paul College of Business and Economics at the University of New Hampshire, USA. She earned a BA in Business Management and Studio Fine Art from Juniata College and has over 15 years of experience in higher education, including in recruitment and enrollment management, academic affairs, and academic programming.