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Nota di contenuto	Front matter -- Table of Contents -- Foreword / O'Connor, Bridget N. -- 1. Challenges and Opportunities for Teaching and Learning in the First Accounting Course / Bartley, Ellen -- 2. The Role of Community Colleges in Promoting Financial Literacy: A Proposed Model / Black, William L. -- 3. The Toolbox-an Innovation Connecting Marketing Education and Practice / McEvoy, Kevin E. -- 4. Women's Journeys to the C-Suite and the Emotional Component of Success / Brock, Sabra E. / Rowlands, Sharon -- 5. Developing Information Technology Fluency in College Students: An Investigation of Learning Environments and Learner Characteristics / Sardone, Nancy B. -- 6. Toward More Practical Measurement of Teamwork Skills / Brock, Sabra E. / McAliney, Peter J. / Ma, Chunhui -- 7. The Impact of Group Support Systems on Corporate Teams' Stages of Development / Caouette, Margaretta J. / O'Connor, Bridget N. -- 8. Cultural Transition and Adjustment of International East Asian Undergraduate Students / Kerr, Daniel / Madden-Dent, Tara -- 9. Game-Based Learning to Raise Awareness of Nuclear Proliferation / Sardone, Nancy B. -- 10. Virtual Workplace Learning: Promises Met? / Brookshire, Robert G. / Keane, Lynn B. / Lybarger, Kara -- 11. The Care and Feeding of Interns: A Framework for Maximizing Intern Learning and Productivity / McEvoy, Kevin E. -- 12. Understanding MBA Students' Intention to Transfer to Teamwork Skills: A Theory-Based Model / Ma, Chunhui -- 13. Learning: The Experiences of Adults Who

Work Full-time while Attending Graduate School Part-time / O'Connor, Bridget N. / Cordova, Robert -- 14. Identifying and Classifying Corporate Universities in the United States / Abel, Amy Lui -- 15. Business School Extended Learning: Perspectives on Non-Degree Executive Education-The Case of "Looking Good" versus "Being Good" / Mezzio, Steven S. -- Closing Thoughts: Sustainability / Brock, Sabra / McAliney, Peter J. -- Authors' Biographies -- Index

Sommario/riassunto

Drawing from doctoral level research on how best to teach business education to college students, Discourses on Business Education at the College Level illustrates new and proven ideas for engaging students. Sixteen authors from New York University's Steinhardt School of Culture, Education, and Human Development describe their experiences in upgrading and expanding the quality of the business education experience. Business school instructors can use this edited collection to draw inspiration and learn specific techniques to bring their courses to the cutting edge of curriculum. Topics range from teaching accounting, financial literacy, marketing, and teamwork to gamification, improving international student and intern experience, not-for credit education, and virtual workplace learning.
