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Exploring Business Ethics; 17 Articulating Competence-Insight in Business Education Through Social Entrepreneurship; 18 Live Projects-Bringing Learning to Life for Contemporary Marketing Students; 19 Making Play Work: Classroom Use of a Board Game to Teach Corporate Social Responsibility; 20 Conclusion; Appendix; Contributors; Index

Sommario/riassunto

Innovative Business School Teaching showcases the latest pedagogic innovations that actively engage the millennial generation in learning within the business domain. In the context of the contemporary macro issues facing higher education, this book presents the latest teaching practices and tools used in higher education business teaching, clearly illustrating the practical ways in which business teachers can confront current pedagogic challenges. All of the contributors to this edited book have outstanding track records in teaching, having won national and international awards for
