



Aspen Undergraduate Business Education Consortium

Kellogg School of Management at Northwestern University

May 31-June 2, 2016 | Evanston, IL

AGENDA

Connect—Inspire—Learn—Envision

Welcome to the Aspen Institute's Undergraduate Business Education Consortium! Over the next two days, our objectives are to:

- **CONNECT** with peers from a diverse set of institutions
- **INSPIRE** each other by sharing innovative pedagogies, curricular designs, and campus cultures that fuse the humanities, liberal learning and business education
- **LEARN** practical strategies for leading change
- **ENVISION** what is possible in the collective space of undergraduate education

With these ambitions in mind, we've carefully crafted the next two days to allow for maximum exchange of ideas. We hope your time here is productive—and fun!

Claire, Iris, & the rest of the team at the Aspen Institute Business and Society Program

Tuesday, May 31

5:45 PM **Shuttle bus pick-up** (directly in front of the entrance to the Allen Center)

6:00 – 8:00 **Connect** **Opening Reception** (*Evanston Art Center, 1717 Central Street, Evanston*)

Wednesday, June 1

All sessions Wednesday will be at the Kellogg School of Management, Allen Center, located at: 2169 Campus Drive Evanston, IL 60208.

8:00 AM **Connect** **Breakfast** (*Atrium*)

8:30 – 9:00 **Inspire** **Welcome** (*Atrium*) *See back of nametag for seating assignment*
Claire Preisser, Associate Director, Aspen Institute Business & Society Program

9:00 – 9:30 **Connect** **Session 1—Opening Dialogue** (*Atrium*)

9:45 – 10:45 **Learn**

Session 2—Concurrent Sessions: Points of Intersection

At the course and at the curricular level, what are some natural points of intersection between the liberal arts and business education?

2A: Freshman Courses (Classroom 221)

How can freshman “gateway” business courses integrate content and pedagogies of the liberal arts? How can these courses best orient business students so that they will seek out other disciplinary perspectives across their college career?

Ray Pfeiffer, Texas Christian University—Introduction to Business

John Ferguson, Utah State University—[Foundations of Business Leadership](#)

2B: Pan-University Minors—for business students (Classroom 223)

What formal opportunities are available to students from different schools on campus to learn together? What are the benefits of these structures?

Mary Cronin, Boston College—[Managing for Social Impact and the Public Good](#)

David Touve, University of Virginia—“Pan-University” [Entrepreneurship Minor](#)

2C: Business Minors—for liberal arts students (Classroom 240)

How can liberal arts students obtain business knowledge and capabilities? What curricular infrastructures more easily integrate business content into the liberal arts?

Eva Paus, Mt. Holyoke College—Organizations, Entrepreneurship, and Society

Janet Hillier, Indiana University—[LAMP Program](#)

2D: Grand Challenges in the Classroom (Classroom Barr Forum)

How are society’s “grand challenges” showing up for undergraduates? How do these challenges inspire cross-disciplinary teaching?

Neil Niman, University of New Hampshire—[First-year Innovation and Research Experience \(FIRE\)](#)

Andrew Allen, University of Illinois—[Sustainable and Market Development for Subsistence Marketplaces](#)

10:45 – 11:15 **Connect** **Break**

11:15 – 12:30 **Inspire** **Session 3—Concurrent Sessions: Teaching Immersions**

In these sessions, participants can directly experience the teaching of another faculty member.

3A: Principles of Microeconomics (Classroom 221)

Neil Niman, University of New Hampshire, uses gamification, narrative and the archetypal Hero's Journey to teach his class, "[Principles of Microeconomics](#)."

3B: Whistleblowing and the Management of Ethical Dilemmas (Classroom 223)

Rasmus Johnsen, Copenhagen Business School, draws on philosophical literature and works of art to examine whistleblowing, its interaction with the act of "truth-telling" and the nature of ethical dilemmas in organizational life.

3C: The Dynamic of Dialogue in America's Global Future (Classroom 222)

Todd Breyfogle, Aspen Institute Seminars, will use text-based dialogue to examine the nature of dialogue itself, its role in the classroom, and the habits of deliberation that are essential to democracy and to doing business in a complex, multi-cultural world.

12:30 – 1:30 **Connect** **Lunch**

1:45 – 3:15 **Learn** **Session 4—[Tapping Collective Wisdom](#)** (McCormick Auditorium)

How can we most effectively increase the capacity and willingness of faculty to collaborate across disciplines?

Loran Nordgren, Associate Professor of Management & Organizations, Kellogg School of Management

3:15 – 3:45 **Connect** **Break**

3:45 – 4:15 **Learn** **Session 5—Top 10 List** (McCormick Auditorium)

4:15 – 5:30 **Envision** **Session 6—Reporting In** (McCormick Auditorium / breakout rooms)
See back of nametag for seating assignment

5:30 – 7:00 **Connect** **Cocktails** (Atrium)

Thursday, June 2

* All sessions Thursday will be at the Kellogg School of Management, Allen Center, located at: 2169 Campus Drive Evanston, IL 60208.

8:30 – 9:00 AM **Connect** **Breakfast** (Atrium)

9:15 – 10:15 **Inspire** **Session 7—Business Leadership as a Liberal Art** (McCormick Auditorium)

James Crown, President, Henry Crown and Company, and Chairman, Board of Trustees, Aspen Institute
Sally Blount, Dean, Kellogg School of Management at Northwestern University

10:15 – 10:45 **Connect** **Break**

10:45 – 12:15 **Learn** **Session 8—Concurrent Sessions: The Story of “How”**

This is an opportunity for institutions to showcase particular initiatives—with a focus on questions around implementation—e.g., How did these initiatives take root? What was the motivation? What were the particular institutional conditions that allowed these initiatives to thrive? How will these initiatives be sustained, and/or how will they evolve?

8A: New Co-Majors (Classroom 221)

- **Ann Olazabal, University of Miami**—[Global Business Studies](#) is an innovative new co-major that adds a customized program of regional studies coursework to the student’s business curriculum/major.
- **Matt Statler, New York University**—The Social Impact Concentration will build on NYU’s social impact core. NYU is preparing a number of new electives to fill the proposed concentration.

8B: Collaboration (Classroom 223)

- **Nancy Budwig, Clark University**—Development of “guided emergence,” an institutional method designed to help departments link business majors with broader liberal learning goals.
 - **Mary Fennell, Brown University**—“Talking and Playing in the Entrepreneurship Sandbox”—discussion of two different strategies to encourage interdisciplinary collaboration.
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8C: New Courses (*Classroom 240*)

- **Cyrus Vesser, Bentley University**—Hi-Fi: [Capital Markets](#) and [Origins of the American Century](#). Two-course cluster offering an integrated approach to the creation of modern finance and the rise of the United States to global power.
- **Pat Dickson, Wake Forest University**—“[Why Business?](#)” Freshman course that explores the nature of business, as well as the nature of the market economy of which it forms an integral part.

12:15-1:30 **Envision** **Session 9—Lunch and Closing Plenary** (*Atrium*)
See back of nametag for seating assignment

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