

Program Overview & Convening 2018

“*Excellent meeting. I learned many new practical approaches, but also gained a bevy of new theoretical perspectives.*”

“*The wide range of schools keenly interested in integration was eye-opening. This provides an excellent avenue to convincing people about the need to consider more active participation of both groups of faculty in designing undergraduate studies for business majors and liberal arts majors headed toward business careers. Benchmarking somehow carries a lot of weight with many of my colleagues and the convening provided a great benchmarking exercise.*”

-Past participants in the Aspen Undergraduate Consortium

MOTIVATION

Business is a deeply human activity. At their best, businesses address human needs, train and develop people, and provide good and meaningful work. Businesses contribute in meaningful ways to addressing our biggest social issues—climate change, healthcare, economic inequality and the inequality of opportunities. They simply make the world a better place.

But often our businesses fall short of these aspirations. At the Aspen Institute, we believe that changing the norms of business practice begins with influencing future business leaders in their formative years—while they are still in their undergraduate studies. And there, business and the humanities are typically divorced from each other.

Since 2012, The Aspen Institute Business & Society Program has been building a community of faculty and educators from business schools and liberal arts colleges who are prototyping new approaches to blending the liberal arts and business—[so that students with career aspirations in business can be better equipped to make high-quality business decisions that stand the test of time](#). And since 2016, Copenhagen Business School has deepened this work by hosting a series of course-development workshops for faculty who are seeking to bring humanistic and artistic perspectives to business problems.

2018 CONVENING

In June 2018, The Aspen Institute and Copenhagen Business School will jointly design and host the next convening of the Aspen Undergraduate Consortium, featuring the Business of Teaching. Over 2.5 days, we aim to inspire teaching faculty and deans to innovate in the classroom by sharing practical, “state of the art” approaches to blending the liberal arts and business. Our agenda will feature:

- [Deep dives into exemplary teaching](#)—At the heart of the convening, participants will examine (and experience) each other’s teaching—and workshop distinctive elements and themes. These sessions are designed to give participants new insights and actionable ideas for their own teaching.

- [An exploration of the notion of “blended learning”](#)—As a touchstone throughout, we’ll consider how we might re-imagine student learning, animated by the notion of “blending.” How do we teach across disciplines, across space and time, across virtual and real spaces?
- [Corporate voices](#)—A select number of business executives will join us as co-developers of business leaders of the future. What kinds of new learning and development resonate in today’s business climate? What are businesses seeking to achieve in their own training and development efforts?
- [Dialogues with the city, self, and colleagues](#)—To enliven the imagination of participants and maximize learning, our agenda will include a carefully designed city tour, time for reflection, and time to connect with peers at schools from the U.S. and Europe.

LOGISTICS AND REGISTRATION

The date and location for the 2018 convening is: June 17–20th, 2018 at the Copenhagen School of Business, Copenhagen, Denmark. The convening will open with a cocktail reception at approximately 5pm on Sunday, June 17th and close at approximately 2pm on Wednesday, June 20th.

Participation is \$4,750 USD for a team of up to three participants. We encourage teams to be comprised of faculty from both the liberal arts and business (if your institution does not have a business school or department, please consider faculty from those departments that attract students with career aspirations in business). Given the Consortium’s focus on the process of institutional change, many schools also choose to send a Dean, program director, etc.

The registration fee covers cocktail receptions, breakfast, lunch and breaks during the convening; dinners are typically self-organized. Travel and lodging are not included. Room availability in the two hotel blocks will be determined on a first-come basis. Please be advised that no refunds are available after March 15, 2018.

Due to the high level of interest in this work, please email iris.malfetano@aspeninst.org ASAP if your institution would like to participate.

ABOUT THE ASPEN INSTITUTE BUSINESS & SOCIETY PROGRAM

The Aspen Institute Business and Society Program, founded in 1998, works with business executives and scholars to align business decisions and investments with the long-term health of society—and the planet. Through carefully designed networks, working groups and focused dialogue, the Program identifies and inspires thought leaders and “intrapreneurs” to challenge conventional ideas about capitalism and markets, to test new measures of business success and to connect classroom theory and business practice.

The Business and Society Program is most known for the First Movers Fellowship Program, for dialogue on curbing short-termism in business and capital markets, and for fresh thinking about the purpose of the corporation.

ASPEN UNDERGRADUATE CONSORTIUM INSTITUTIONS

Alma College	Rice University
Augsburg College	Rochester Institute of Technology
Augustana College	San Francisco State University
Babson College	Santa Clara University
Bentley University	Seattle University
Boston College	Southwestern University
Boston University	Syracuse University
Brown University	Texas A&M University - Central
Bucknell University	Texas Christian University
Claremont McKenna College	The College of William & Mary
Clark University	The George Washington University
College of the Holy Cross	The University of Texas at Austin
Copenhagen Business School	United States Military Academy at West Point
Cornell University	University of California, Berkeley
Dominican University of California	University of Colorado Boulder
Emory University	University of Denver
ESADE Business School	University of Illinois
Fordham University	University of London
Franklin & Marshall College	University of Miami
George Mason University	University of Michigan
Georgetown University	University of New Hampshire
Georgia College and State University	University of North Carolina – Chapel Hill
Gettysburg College	University of Notre Dame
Gonzaga University	University of Pennsylvania
Indiana University	University of San Diego
La Salle University	University of Southern California
Lehigh University	University of St. Gallen
Loyola University Maryland	University of St. Thomas
Miami University (Ohio)	University of Utah
Mt. Holyoke College	University of Virginia
National University of Singapore	University of Wisconsin – Madison
New York University	Utah State University
Northwestern University	Villanova University
Oberlin College	Wake Forest University
Philadelphia University	Washington and Lee University
Portland State University	Yeshiva University
Providence College	