



Charting a New Course for Next-Generation Business Leaders

A Practical Guide to Blending the Humanities and Business in Undergraduate Education

2017 Curricular Innovations



Start at A Different Place

- **PORTICO— BOSTON COLLEGE**
- **BUSINESS, SOCIETY, AND ETHICS— BOSTON UNIVERSITY**
- **MANAGEMENT 101— BUCKNELL UNIVERSITY**
- **WHISTLEBLOWING AND THE MANAGEMENT OF ETHICAL DILEMMAS— COPENHAGEN BUSINESS SCHOOL**
- **FIRST YEAR SEMINAR: BUSINESS IN SOCIETY— TEXAS CHRISTIAN UNIVERSITY**
- **FOUNDATIONS OF BUSINESS LEADERSHIP— UTAH STATE UNIVERSITY**
- **WHY BUSINESS?— WAKE FOREST UNIVERSITY**



Finish with Self-Reflection and Practice

- **VOCATION AND THE MEANING OF SUCCESS— AUGSBURG COLLEGE**
- **BUSINESS, ENTREPRENEURSHIP AND ORGANIZATIONS— BROWN UNIVERSITY**
- **PROFESSIONAL RESPONSIBILITY AND LEADERSHIP— NEW YORK UNIVERSITY**
- **WHARTON SENIOR CAPSTONE— UNIVERSITY OF PENNSYLVANIA**



Recast Students as Makers

- **IMPROVISATIONAL LEADERSHIP— UNIVERSITY OF CALIFORNIA, BERKELEY**
- **VALUES BASED DECISION MAKING— LEHIGH UNIVERSITY**
- **FIRE: FIRST-YEAR INNOVATION AND RESEARCH EXPERIENCE— UNIVERSITY OF NEW HAMPSHIRE**
- **BUSINESS OF SAVING NATURE— UNIVERSITY OF VIRGINIA**
- **LONDON SUMMER INTERNSHIP PROGRAM— WASHINGTON & LEE UNIVERSITY**





Provide Curricular Counterweights

- **LIBERAL STUDIES MAJOR— BENTLEY UNIVERSITY**
- **MINOR IN ENTREPRENEURSHIP— CLARK UNIVERSITY**
- **FIRST YEAR DEVELOPMENT PROGRAM— GEORGE WASHINGTON UNIVERSITY**
- **INTREPRENEURSHIP, ORGANIZATIONS, AND SOCIETY— MOUNT HOLYOKE COLLEGE**
- **GLOBAL BUSINESS STUDIES PROGRAM— UNIVERSITY OF MIAMI**



Curate the Course Catalog

- **GLOBAL CAPITALISM INTEGRATIVE PATHWAY— CONNECTICUT COLLEGE**
 - **LEADERSHIP CERTIFICATE— CORNELL UNIVERSITY**
 - **LAW, MARKETS, AND THE CORPORATION + LAW, MONEY, AND MEANING— FRANKLIN & MARSHALL COLLEGE**
 - **CORE PATHWAYS— SANTA CLARA UNIVERSITY**
 - **NAVIGATING UNCERTAINTY— UNIVERSITY OF WISCONSIN-MADISON**
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