



ASPEN UNDERGRADUATE CONSORTIUM

JUNE 16–18, 2019
BOSTON UNIVERSITY, QUESTROM SCHOOL OF BUSINESS



Program Overview – Convening 2019

“ *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 Education Consortium

MOTIVATION

Business is a deeply humanistic 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 one from the 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.**

2019 CONVENING

In June 2019, The Aspen Institute and Boston University, Questrom School of Business will jointly design and host the next convening of the Aspen Undergraduate Consortium. Over two 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 to 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 place**—As a touchstone throughout, we'll challenge participants to consider how place matters in what and how we teach. How can we use place-based teaching to blend the liberal arts and business? How might we use place to advance civic education and engagement—and to draw connections between a student's education and the wider world? What does place mean for us as a community of learners? Who gets to be in our spaces of learning? What do we know about the design of learning 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 field trip, time for reflection, and time to connect with peers at a diverse group of undergraduate institutions.

LOGISTICS AND REGISTRATION

The date and location for the 2019 convening is: June 16–18th at Boston University, Questrom School of Business in Boston, Massachusetts. The convening will open with a cocktail reception at approximately 6pm on Sunday, June 16th and close at approximately 4pm on Tuesday, June 18th.

Participation is US \$4,750 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.

We also offer individual registrations for \$2,750.

The registration fee covers cocktail receptions, breakfast, lunch and breaks during the convening; dinners are typically on your own. Travel and lodging are not included. Please be advised that no refunds are available after March 15, 2019.

Due to the high level of interest in this work, please confirm by emailing iris.malfetano@aspeninstitute.org no later than **December 28, 2018 if your institution would like to participate.** When confirming, please let us know who will be the main point of contact for a survey to collect session ideas and team information.

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.