



## Aspen Undergraduate Business Education Consortium

Stephen M. Ross School of Business, University of Michigan

June 7-9, 2015 | Ann Arbor, Michigan

### AGENDA

**“The two most important days in your life are the day you are born  
and the day you find out why.”  
~ Mark Twain**

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**Welcome** to the Aspen Undergraduate Business Education Consortium!

The Consortium is designed to further the aim of better integrating the liberal arts, liberal learning<sup>1</sup>, and business education. Our objectives for the Consortium are:

- To create a forum for peer learning – about the integration of liberal arts, liberal learning, and business education – among a set of diverse institutions
- To support exemplary schools in furthering their own campus-based initiatives – their “pilot projects”
- To support exemplary faculty and administrators in becoming better change agents and *intrapreneurs* within their institutions
- To raise the visibility of innovative pedagogies, curricular designs, and campus cultures that promote liberal learning, and
- To explore ways to “raise the bar” in the collective space of undergraduate business education and to strengthen demand among students, educators, and recruiters for the infusion of liberal learning in undergraduate business education.

This year, parts of our agenda will also have a special emphasis on purpose & passion. What does undergraduate education do at its best to help students uncover their personal purpose and passion(s)? In business education, how does drawing on the liberal arts help students to discover their passion(s) and purpose?

With these ambitions in mind, we’ve carefully crafted the next 1.5 days to allow for maximum exchange of ideas.

Cheers!

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

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<sup>1</sup>What is liberal learning? For our purposes, we draw on “Rethinking Undergraduate Business Education: Liberal Learning for the Profession,” where authors Anne Colby, Thomas Ehrlich, William Sullivan and Jonathan Dolle state: **“The purpose of liberal learning is to enable students to make sense of the world and their place in it, preparing them to use knowledge and skills as a means to engage responsibly with the life of their times.”**

## **OPENING NOTES:**

- Some of the links below refer to [CasePlace.org](http://CasePlace.org), Aspen BSP's library of teaching resources designed for business school faculty. A [portal](#) on CasePlace.org features materials that support the goals of the Aspen Consortium. We encourage participating schools to submit cases, articles, syllabi, videos, etc. – adding to the ~75 items already posted! Please send submissions to [paige.soffen@aspeninstitute.org](mailto:paige.soffen@aspeninstitute.org).
- **Ross Wi-Fi information:** Log-in: mguest-Ross; No password (User will need to open a new browser page and accept the terms and conditions)

## **SUNDAY, JUNE 7**

- 5:30-5:50      **Shuttle bus pick-ups** (*Hampton Inn, Campus Inn, Bell Tower Hotel, and Executive Residence*)  
*Note: See shuttle bus schedule on page 6 for exact timing.*
- 6:00-8:00      **Welcoming Reception** (*Ann Arbor Art Center, 117 West Liberty Street, Ann Arbor, MI 48104*)

## **MONDAY, JUNE 8**

*\*All sessions on Monday will be at the Ross School of Business located at: 701 Tappan Street, Ann Arbor, MI 48109-1234.*

- 7:30-7:35      **Shuttle bus pick-ups** (*Hampton Inn, Campus Inn, and Bell Tower Hotel*)  
*Note: See shuttle bus schedule on page 6 for exact timing.*

8:00-8:30      **Breakfast** (*Colloquium, 6<sup>th</sup> Floor*)

8:30-9:00      **Welcome** (*Colloquium, 6<sup>th</sup> Floor*)

9:00-9:40      **Session 1—Pilot Project Check-ins** (*Colloquium, 6<sup>th</sup> Floor*)

*\*See back of nametag for table number.*

In groups of 3-4 schools, we will share updates on our pilot projects.

9:40-10:15      **Session 2—Purpose & Passion in the Curriculum** (*Colloquium, 6<sup>th</sup> Floor*)

What does undergraduate education do at its best to help students uncover their personal purpose and passion(s)? In business education, how does drawing on the liberal arts, the humanities, and/or the sciences help students to discover their passions and purpose? How can and do these kinds of courses/initiatives take root and be sustained?

### Discussion Starters:

- **The College of William & Mary (Jim Olver) on their course, [“Creative Problem Solving”](#)** – a “radically interdisciplinary” course “curated” by Jim and taught by 15-20 faculty from across William & Mary’s campus as well as by practitioners. Now in its third offering, Jim will reflect on how and why this course emerged and lessons learned, with a particular focus on the mindset of the students (and instructors) vis-à-vis purpose and passion.
- **Brown University (Mary Fennell and Brendan McNally) on the [Engaged Scholars Program](#)** – which weaves together capstone courses/projects, experiential work in the community, interdisciplinary activities, and personal reflection – all to prompt students to integrate and deepen learning, and “engage” with their purpose and passions.
- **Santa Clara University (Phyllis Brown and Kevin Visconti) on [e-portfolios](#)** – digital collections created by students over time – that allow students to reflect on the breadth of subjects they are studying, make connections between their courses, and explore their personal purpose and passions as they emerge.

10:15-10:45 **Break** (*Davidson Winter Garden, 1<sup>st</sup> Floor*)

10:45-11:45 **Session 3—Breakouts** (*Classrooms located in the Ross School of Business*)

*Concurrent Sessions.*

Sessions will allow for more in-depth discussion on the initiatives previewed in Session 2 as well as similar courses and/or programs other schools are offering.

- A. **R1210 – Brown University (Mary Fennell and Brendan McNally) on the [Engaged Scholars Program](#)**: How can we more effectively link the theories and methods learned in foundation and track courses to the “applied”, engaged scholar projects? How can we help students pull earlier learning forward to their capstone experience, and connect conceptual and applied learning? How do we best measure and evaluate student learning in the Engaged Scholar projects?
- B. **R1220 – The College of William & Mary (Jim Olver) on their course, [“Creative Problem Solving”](#)**: How do you reconcile the desire for interdisciplinary teaching with a reward structure that reinforces silos? How do you find a “coalition of the willing” and build on it? How do you help students value “impractical” courses that don’t develop the skills that get that entry-level position, particularly when their peers (and parents) are providing the opposite counsel?
- C. **R1230 – Santa Clara University (Phyllis Brown and Kevin Visconti) on [ePortfolios](#)**: How can we best use digital collections of students' work (i.e., ePortfolios) to help students recognize connections among the various fields they are studying (e.g., business and general education requirements)? How can we further this approach to challenge students to explore the affiliation between their personal passions and their professional pursuits? What institutional structures outside formal courses can encourage or require students to reflect on their learning and vocations in the context of the Jesuit mission of Santa Clara University, an institution that strives for Competence, Conscience, and Compassion?

11:45-1:00 **Lunch** (*Colloquium, 6<sup>th</sup> Floor*)

1:00-3:15 **Session 4—Learning from Success & Failure** (*Classrooms located in the Ross School of Business*)

*Concurrent sessions.*

- A. **R1210 – Faculty Development – Lynn Wooten, University of Michigan**, on faculty development for integrative learning. What are some strategies/tactics for engaging and inspiring faculty to cross boundaries?
- B. **R1220 – Learning Outcomes and Curricular Reviews – Chris Adkins, The College of William & Mary**, on the promise and perils of curricular reviews. How can we leverage curricular reviews to forward the integration agenda? What does an “outside in” (rather than “inside out”) approach look like?
- C. **R1230 – Study Abroad Partnerships – Rob Straughan, Washington & Lee University**, on developing lasting, impactful study abroad partnerships (corporate and academic). How can partnerships with other organizations enrich teaching and the student experience?

*Small Groups*: Using [“Positive Leadership: The Game,”](#) developed at the University of Michigan, participants will have the chance to share specific challenges – and brainstorm practical steps forward.

3:15-3:45 **Break** (*Davidson Winter Garden, 1<sup>st</sup> Floor*)

- 3:45-4:45      **Session 5—Ari Weinzweig, Co-Owner & Founding Partner of Zingerman’s, on Passion & Purpose** (*R1210*)
- Dubbed “the coolest small business in America” by Inc. Magazine, The ZCoB ([Zingerman’s Community of Businesses](#)) is a family of entrepreneurial food-related ventures in the Ann Arbor area, with a staff of 650 and annual sales of \$50 million. How does the Zingerman’s model tap into employee passions? What is the role of Zingerman’s executive team in sustaining these passions? And what, if anything, does Ari’s training in Russian history have to do with those incredible Zingerman’s brownies?
- 5:00-6:30      **Cocktails** (*University of Michigan Museum of Art, 525 S. State St. Ann Arbor, MI 48109-1354*)
- 6:30 & 8:30      **Shuttle bus back to Hampton Inn** (*Departing from the Museum of Art*)
- Evening          **Dinner** in groups around town

## **TUESDAY, JUNE 9**

*\*All sessions on Tuesday will be at the Ross School of Business located at: 701 Tappan Street, Ann Arbor, MI 48109-1234.*

- 8:00-8:05      **Shuttle bus pick-ups** (*Hampton Inn, Campus Inn, and Bell Tower Hotel*)  
*Note: See shuttle bus schedule on page 6 for exact timing.*
- 8:30-9:00      **Breakfast** (*Colloquium, 6<sup>th</sup> Floor*)
- 9:15-10:30      **Session 6—Classroom Immersions** (*Classrooms located in the Ross School of Business*)  
*Concurrent sessions.*  
*Pre-registration required.*  
*Register [here](#).*
- A.    **R1220 – Geneva (“Eva”) Lasprogata, Seattle University – personal charter exercise from her course, BLAW476, “International Law and Business.”** This session will simulate an exercise in self-awareness that is part of the leadership segment in a course on international law and global corporate citizenship. Participants will have the opportunity to learn about the importance of “personal story”; to reflect and journal about their own story; and to draft a personal charter (like a corporate charter) as a governance tool of accountability for values-based leadership.
- B.    **R0320 – Todd Woodruff, United States Military Academy at West Point – Lego challenge exercise focused on building trust from his Behavioral Sciences and Leadership course.** Participants will have the opportunity to experience the exercise and then take part in a discussion around trust, leadership, and organizational performance. Participants will then discuss alternative ways to process the exercise and alternative content/disciplines that can be targeted (e.g. communications, psychology, sociology).
- C.    **R0420 – Rebecca Kaufman, Echoing Green – [Work on Purpose](#).** Participants will experience an interactive workshop from Echoing Green’s original, research-based purpose curriculum to help them explore their personal purpose. This session will support participants to help their students create careers that are right for them *and* have a positive impact on the world. Today, over 700 faculty and staff representing nearly 200 universities and nonprofits around the country have been trained on the Work on Purpose curriculum.
- 10:30-11:00      **Break** (*Davidson Winter Garden, 1<sup>st</sup> Floor*)

11:00-12:00

**Session 7—Breaking the Mold in Undergraduate Education (R1210)**

Discussion Starters:

- **Rebecca Christianson**, Associate Professor of Applied Physics, [Olin College of Engineering](#)
- **David Helfand**, President and Vice-Chancellor, [Quest University Canada](#); President, American Astronomical Society and Professor of Astronomy, Columbia University (*on leave*)
- **Ben Nelson**, Founder, Chairman, & CEO of Minerva Project/[Minerva Schools at KGI](#)

12:00-1:45

*See back of nametag for table number.*

**Session 8—Lunch & Future Plans (Colloquium, 6<sup>th</sup> Floor)**

In small groups (same as Session 1), participants will reflect on the following:

- What were your biggest takeaways from the past two days?
- How do your takeaways influence initiatives already underway at your school or inspire new initiatives?
- What will you do differently on Monday (or, in our case, Wednesday) morning?<sup>2</sup>

2:15

**Shuttle bus departs Ross School of Business for Detroit airport**



Join the conversation on Twitter! Use **#AspenUndergrad** for this event and mention **@AspenBizSociety**.

Thank you **@MichiganRoss** for hosting the Consortium this year!



<sup>2</sup> “[Peter] Drucker liked to challenge his consulting clients: ‘Don’t tell me you had a wonderful meeting with me. Tell me what you’re going to do on Monday that’s different.’” (<https://hbr.org/2010/02/what-will-you-do-differently-o>)

**Aspen Undergraduate Business Education Consortium**  
***June 7-9, Shuttle Schedule***

**Hampton Inn**

**\*\*Shuttle will pick-up directly in front of the entrance to the Hampton Inn.**

**Sunday, June 7**

- 5:30 PM Shuttle departs Hampton Inn with participants
- 8:00 PM Shuttle departs Ann Arbor Art Center and returns participants to Hampton Inn

**Monday, June 8**

- 7:30 AM Shuttle departs Hampton Inn with participants
- 6:30 PM Shuttle departs Museum of Art and returns participants to Hampton Inn
- 8:30 PM Shuttle departs Museum of Art and returns participants to Hampton Inn

**Tuesday, June 9**

- 8:00 AM Shuttle departs Hampton Inn with participants
- 2:15 PM Shuttle to DTW Airport from Ross School of Business

**Bell Tower Hotel**

**\*\*Shuttle will pick-up directly in front of the entrance to the Bell Tower Hotel.**

**Sunday, June 7**

- 5:45 PM Shuttle departs Bell Tower Hotel with participants
- 8:00 PM Shuttle departs Ann Arbor Art Center and returns participants to Bell Tower Hotel

**Monday, June 8**

- 7:30 AM Shuttle departs Bell Tower Hotel with participants

**\*\*No shuttle back to the Bell Tower on Monday night. Participants will be within walking distance of their hotel**

**Tuesday, June 9**

- 8:00 AM Shuttle departs Bell Tower Hotel with participants
- 2:15 PM Shuttle to DTW Airport from Ross School of Business

**Campus Inn**

**\*\*Shuttle will pick-up in front of the Campus Inn on Huron Street.**

**Sunday, June 7**

- 5:50 PM Shuttle departs Campus Inn with participants
- 8:00 PM Shuttle departs Ann Arbor Art Center and returns participants to Campus Inn

**Monday, June 8**

- 7:35 AM Shuttle departs Campus Inn with participants

**\*\*No shuttle back to the Campus Inn on Monday night. Participants will be within walking distance of their hotel**

**Tuesday, June 9**

- 8:05 AM Shuttle departs Campus Inn with participants
- 2:15 PM Shuttle to DTW Airport from Ross School of Business

**Executive Residence**

**\*\*Shuttle will pick-up directly in front of the entrance to the Executive Residence.**

**Sunday, June 7**

- 5:45 PM First shuttle departs Executive Residence with participants
- 5:50 PM Second shuttle departs Executive Residence with participants
- 8:00 PM Shuttles depart Ann Arbor Art Center and return participants to Executive Residence

**Monday, June 8**

**\*\*No shuttles on Monday for participants at the Executive Residence. Hotel is 5 minutes walking distance from the business school & Art Museum.**

**Tuesday, June 9**

- 2:15 PM Shuttle to DTW Airport from Ross School of Business

*In case of problems, please call Paige Soffen at +1.585.739.8740 or Claire Preisser at +1.646.644.0881.*