

"Society has always to demand a little more from human beings than it will get in practice."  
-George Orwell, 'The Art of Donald McGill,' *Collected Essays, Journalism and Letters 2*

## Convening 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 and tools 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 team at the Aspen Institute Business & Society Program

## SUNDAY, JUNE 4

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6:00— **Connect** **Opening Cocktails** (*Haas School of Business, Wells Fargo Room, 2220 Piedmont Ave, Berkeley, CA 94720*)  
8:00

## MONDAY, JUNE 5

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8:00 **Connect** **Breakfast** (*Wells Fargo Room*)

8:25— **Inspire** **Opening!** (*Wells Fargo Room*)  
9:00

- Richard Lyons, Bank of America Dean, Haas School of Business, University of California, Berkeley
- Erika Walker, Assistant Dean, Undergraduate Programs, Haas School of Business, University of California, Berkeley
- Claire Preisser, Associate Director, The Aspen Institute Business & Society Program

9:15—  
10:15

**Learn**

**Session 1—Points of Intersection** (Concurrent)—At the level of individual courses, what are some natural points of intersection between the liberal arts and business education?

- **IA: Business Ethics Integrated Projects** (Classroom C320) How can philosophy inform our understanding of how problems are identified in business ethics? Fordham's new required capstone in Business Ethics challenges students to develop their own business ethics case studies, to build their own framework for analyzing ambiguous situations, and ultimately to articulate their own moral intuitions.

Presenter: Miguel Alzola, Fordham University

Discussant: Rasmus Johnsen, Copenhagen School of Business

- **IB: The Business of Saving Nature** (Classroom C330) How can immersive, field-based courses be designed to draw on multiple disciplines? This cross-listed interdisciplinary course took students this year to Cuba. The course focuses on business principles, environmental practices and the management of biodiversity—while going beyond “either traditional scientific concerns of taxonomy and sustainable harvesting, or traditional economic concerns of wealth maximization and resource allocation.”

Presenter: Mark White, University of Virginia

Discussant: Neil Niman, University of New Hampshire

- **IC: Foundations of Business Thought** (Classroom C335) How can gateway courses in business influence how students understand and refine their course of study? Through a “great books” approach, this course examines the origins and purposes of commerce, and prompts students to reflect on the fundamental purposes of the different business disciplines.

Presenter: Harris Sondak, University of Utah

Discussant: Pat Dickson, Wake Forest University

10:15

**Connect**

**Break** (Wells Fargo Room)

10:45—  
12:00

**Learn**

**Session 2—Teaching Immersions** (Concurrent)—Experience the teaching of another!

- **2A: Global Environment of Business** (Classroom C135) This session focuses on banking and the national debt—opening with Hamilton's “First Report of the Public Credit,” examining balance sheets of individual banks, and critically examining the national debt's virtues and vices. Overall, the course aims to illuminate the role that business serves as a core institution that mediates relations between individuals across national boundaries. Students study political economy, international trade theories, and global conflicts and cooperation around contemporary issues.

Robert Pierce, George Mason University

- **2B: Improvisational Leadership** (Haas Innovation Lab) This session will give participants a taste of this highly immersive course, which draws on improvisational techniques to enhance individual spontaneity, listening and awareness, expressive skills, risk-taking, and the ability to make authentic social and emotional connections. Throughout, students are prompted to reflect on the role emotional intelligence plays in leadership, with the goal of developing an improvisational leadership mindset.

Cort Worthington, Haas School of Business, University of California, Berkeley

- 12:00— **Connect** **Lunch & The Wisdom of Finance** (Wells Fargo Room)  
1:15 **& Learn** *The Wisdom of Finance: Discovering Humanity in the World of Risk and Return*  
Mihir Desai, Harvard Business School
- How do we rehabilitate finance? In his new book, *The Wisdom of Finance*, Mihir Desai proposes that by using the humanities to explore the core ideas of finance, we can humanize finance.
- 1:30— **Learn** **Session 3—The Language of Collaboration** (Concurrent)—How does the language we  
2:30 use inform our understanding of collaboration and innovation—and shape the opportunities we see?
- **3A: Collaborative Innovation** (Anderson Auditorium) UC Berkeley's “Collaborative Innovation” course prompts students to examine (and practice) collaboration and innovation from the perspectives of three disciplines—Business; Theater, Dance and Performance Studies; and Art Practice. What does this cross-disciplinary examination reveal—for students, and for the faculty themselves?  
  
Sara Beckman, Haas School of Business and Lisa Wymore, Theater and Dance Performance Studies, University of California, Berkeley
  - **3B: New Language, New Narratives, New Relationships** (Classroom C135) If you were to reimagine the language you use to describe the work your department does, what words would you use? How would this new language shift the narrative of what it is you are doing? What role might this new language and narrative play in building new relationships with faculty from other departments?  
  
Jeffrey Nesteruk, Laura Shelton, and Timothy Sipe, Franklin & Marshall College
- 2:30 **Connect** **Break**
- 2:45— **Learn** **Session 4—Peer Coaching Sessions** (Concurrent)—In small groups, participants will  
4:15 hear about a challenge facing a selected school, help to clarify the issue, and offer feedback and fresh thinking, while considering what the case example teaches about their own challenges and the potential to collaborate.
- **Group 1** (Classroom C250)—How do Michael and Jeremy identify the best practices for teaching leadership and ethics in a senior seminar course given the vast amount of material on the topic? Presenters: Michael Smith and Jeremy Evans, Boston College
  - **Group 2** (Classroom C250)—How does Joan encourage faculty to invest in designing meaningful pedagogy that is both inclusive of the broader context and more student centered? Presenter: Joan Rodón, ESADE
  - **Group 3** (Classroom C335)—How does Miguel measure student learning and teacher effectiveness in ethics education? Presenter: Miguel Alzola, Fordham University
  - **Group 4** (Classroom C335)—How does Matt develop organizing principles and processes that create a shared sense of purpose and identity and empower coordinated action among stakeholders? Presenter: Matt Statler, New York University
  - **Group 5** (Wells Fargo Room)—How can Ray help to change the nature of the conversation around undergraduate business education and encourage faculty to invest in curricular change? Presenter: Ray Pfeiffer, Texas Christian University
  - **Group 6** (Classroom C337)—What are approaches Moses can take to teaching business ethics in the current environment? Presenter: Moses Pava, Yeshiva University
  - **Group 7** (Wells Fargo Room)—How does Neil get (liberal arts) faculty with a different mindset to be more focused on students and the desired learning outcomes when teaching liberal arts content to business students? Presenter: Neil Niman, University of New Hampshire

4:30— **Envision** **Session 5—Apple’s Implicit Promise** (Anderson Auditorium)  
5:30

Joel Podolny, Vice President, Apple and Dean, Apple University

Steve Jobs said about Apple: “It’s in Apple’s DNA that technology alone isn’t enough. It is technology married with the liberal arts, married with the humanities that makes our hearts sing.” But what does it really mean for a company to innovate at the intersection of technology and the humanities? In this talk, Joel Podolny looks at how Apple has approached innovation over multiple decades to offer a particular answer to this question.

5:30— **Connect** **Cocktails** (Berkeley Faculty Club)  
7:00

## TUESDAY, JUNE 6

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7:30 **Fuel** **Breakfast to Go** (Wells Fargo Room—and feel free to bring breakfast into next session)

8:00— **Learn** **Session 6—Breakfast Book Talks** (Concurrent)  
9:00

- **Liberal Learning as a Quest for Purpose** (Classroom C210) This session will present findings and recommendations from a study of campus programs that managed to engage students more effectively in learning while renewing faculty and staff commitment to integrated learning through building campus learning communities focused on the search for life purpose.

William Sullivan, New American Colleges and Universities

- **Sucking Up: A Brief History of Sycophancy** (Classroom C135) Found in every walk of life, both real and imagined, sycophants surround us. But whether we grumble about sycophancy or grudgingly tolerate it as a price of getting along in a complex society, we rarely examine it closely. This book humorously considers that slavish art from the historical past to studies of IM (impression management) in business journals, to our current political environment, and particularly through the revealing lens of literature.

Deborah Parker, University of Virginia and Mark Parker, James Madison University

9:15— **Inspire** **Session 7—Plenary** (Wells Fargo Room)  
10:15

**Richard Lyons**, Bank of America Dean, Haas School of Business, University of California, Berkeley in conversation with **Judith Samuelson**, Vice President, Aspen Institute, Executive Director, Aspen Institute Business & Society Program.

10:15— **Envision** **Session 8—Even the Impossible** (Wells Fargo Room)  
10:45

10:45 **Connect** **Break** (Wells Fargo Room)

11:15— Learn  
12:15

**Session 9—The Story of “How”** (Concurrent)—This is an opportunity for institutions to showcase initiatives—with a focus on questions around implementation—e.g., How did these initiatives take root? What was the motivation? What were the institutional conditions that allowed these initiatives to thrive? How will these initiatives be sustained, and/or how will they evolve?

- **9A: Risk and Reward: Navigating Uncertainty Through Humanities – Business Connections** (Classroom C320) This innovative project funded by the National Endowment for the Humanities is aimed at helping Wisconsin undergraduate business students to draw insights from history, literature, and philosophy to develop a broader perspective on risk and enable better decision-making.

Suzanne Dove, University of Wisconsin – Madison

- **9B: Facilitating Connections: Creating Intentional Linkages to a Liberal Arts Minor for Business Majors** (Classroom C230) Undergraduate business students are required to complete a minor in a non-business discipline, the majority of which are in liberal arts fields. With the support of a Teagle Foundation grant, GWU is working to develop an infrastructure that facilitates integrated learning outcomes across the major and minor.

Anna Helm, Leo Moersen, David Ruda, George Washington University

- **9C: The Uncommon Core: Cultivating Skills for a Moving Target** (Classroom C335) In 2016 Miami University rolled out the “Un-Common Core” an eight-hour, integrated core for first year students, built around the art and science of business and focused on skills rather than knowledge. In version 2.0, they are building in more “integration” to reflect their rich tradition in liberal arts education.

Barnali Gupta, Miami University

12:30— Envision **Session 10—Lunch and Next Steps** (Wells Fargo Room)  
1:30

**Thank you to our partners – and our host – for their support of this work!**



The Teagle Foundation



**Join the conversation on Twitter!**

We'll be live-tweeting throughout, and we encourage you to join the conversation. Please use the hashtag **#AspenUndergrad** and mention **@AspenBizSociety**.