

RECENT TRENDS IN BUSINESS EDUCATION

Michael E. Solt, College of Business Administration, California State University, Long Beach, 1250 Bellflower Boulevard, Long Beach, CA 90840-8501, 562-985-5307, michael.solt@csulb.edu
Omer S. Benli, College of Business Administration, California State University, Long Beach, 1250 Bellflower Boulevard, Long Beach, CA 90840-8501, 562-985-7697, omer.benli@csulb.edu
Jennifer Osborne, College of Business Administration, California State University, Long Beach, 1250 Bellflower Boulevard, Long Beach, CA 90840-8501, 562-985-4805, jennifer.osborne@csulb.edu
Lizzet Rojas, College of Business Administration, California State University, Long Beach, 1250 Bellflower Boulevard, Long Beach, CA 90840-8501, 562-985-7696, lizzet.rojas@csulb.edu

ABSTRACT

Business schools around the world face dynamic economic, social, and technological conditions that require change and adaptation in order to survive. In this presentation, some major external forces causing disruptive change will be identified, and then business schools' responses to these forces will be examined. While taking a mainly U.S. perspective, implications discussed apply to business schools everywhere. The emphasis by the Association to Advance Collegiate Schools of Business, International (AACSB) on engagement, innovation, and impact can encourage individual business schools to adopt strategies that will help them survive and thrive.

The historical evolution of management education will be outlined, along with consideration of what the future orientation and focus of management education should be. The main discussion points will be

- Growing divide between the business world and the business academia,
- Role of student success initiatives in business education,
- Financial challenges faced by business schools, and
- Changes that are taking place in graduate business education.

This will be an interactive presentation. Audience is highly encouraged to join the discussion with their perspectives and experiences on the issues deliberated.

Keywords: Business education, student success, faculty research, financial challenges, graduate business education.