

## Program Overview & Convening 2018

“*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 Consortium*

### MOTIVATION

Business is a deeply human 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 from each 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](#). And since 2016, Copenhagen Business School has deepened this work by hosting a series of course-development workshops for faculty who are seeking to bring humanistic and artistic perspectives to business problems.

### 2018 CONVENING

In June 2018, The Aspen Institute and Copenhagen Business School will jointly design and host the next convening of the Aspen Undergraduate Consortium, featuring the Business of Teaching. Over 2.5 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 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 “blended learning”](#)—As a touchstone throughout, we’ll consider how we might re-imagine student learning, animated by the notion of “blending.” How do we teach across disciplines, across space and time, across virtual and real 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 carefully designed city tour, time for reflection, and time to connect with peers at schools from the U.S. and Europe.

## LOGISTICS AND REGISTRATION

The date and location for the 2018 convening is: June 17–20th, 2018 at the Copenhagen School of Business, Copenhagen, Denmark. The convening will open with a cocktail reception at approximately 5pm on Sunday, June 17th and close at approximately 2pm on Wednesday, June 20th.

Participation is \$4,750 USD 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.

The registration fee covers cocktail receptions, breakfast, lunch and breaks during the convening; dinners are typically self-organized. Travel and lodging are not included. Room availability in the two hotel blocks will be determined on a first-come basis. Please be advised that no refunds are available after March 15, 2018.

**Due to the high level of interest in this work, please email [iris.malfetano@aspeninst.org](mailto:iris.malfetano@aspeninst.org) ASAP if your institution would like to participate.**

## 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.

## ASPEN UNDERGRADUATE CONSORTIUM INSTITUTIONS

Alma College  
Augsburg College  
Augustana College  
Babson College  
Bentley University  
Boston College  
Boston University  
Brown University  
Bucknell University  
Claremont McKenna College  
Clark University  
College of the Holy Cross  
Copenhagen Business School  
Cornell University  
Dominican University of California  
Emory University  
ESADE Business School  
Fordham University  
Franklin & Marshall College  
George Mason University  
Georgetown University  
Georgia College and State University  
Gettysburg College  
Gonzaga University  
Indiana University  
La Salle University  
Lehigh University  
Loyola University Maryland  
Miami University (Ohio)  
Mt. Holyoke College  
National University of Singapore  
New York University  
Northwestern University  
Oberlin College  
Philadelphia University  
Portland State University  
Providence College  
Rice University  
Rochester Institute of Technology  
San Francisco State University  
Santa Clara University  
Seattle University  
Southwestern University  
Syracuse University  
Texas A&M University - Central  
Texas Christian University  
The College of William & Mary  
The George Washington University  
The University of Texas at Austin  
United States Military Academy at West Point  
University of California, Berkeley  
University of Colorado Boulder  
University of Denver  
University of Illinois  
University of London  
University of Miami  
University of Michigan  
University of New Hampshire  
University of North Carolina – Chapel Hill  
University of Notre Dame  
University of Pennsylvania  
University of San Diego  
University of Southern California  
University of St. Gallen  
University of St. Thomas  
University of Utah  
University of Virginia  
University of Wisconsin – Madison  
Utah State University  
Villanova University  
Wake Forest University  
Washington and Lee University  
Yeshiva University