



Innovative Business Education Design for 21st Century Learning (Advances in Business Education and Training)

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This volume explores two aspects of change within higher education: macro factors governing and influencing the institutional environment, and micro issues taking place within the institutions themselves. The first part of the book examines some of the micro issues that influence business and economics pedagogy. It presents reflections and analyses of teaching roles and values, the enhancement of the student learning experience with technology and real world experiences, and what students want and need to learn. The second part of the book looks at the wider institutional environment of change – the shifts in values, new stakeholders, and a change of focus toward developing skills students need to succeed in business. The book highlights the inter-related nature of these changes and shows that both aspects are important in motivating and inspiring students to be able participants in a 21st century global society. Its focus on interdisciplinarity, curriculum structures, and changing stakeholders helps to analyse the roles and models of business and economics education in addressing the needs of today's global environment.

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