

Reimagining business education: insights and actions from the business education jam

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469600&lokasi=lokal>

Abstrak

This book discusses the rationale for, and design of, the first Business Education Jam. It reviews key challenges and articulates a vision for how the role and delivery of business education could be reimagined in a time when business schools struggle to identify the innovations necessary to meet the needs of a changing world.