

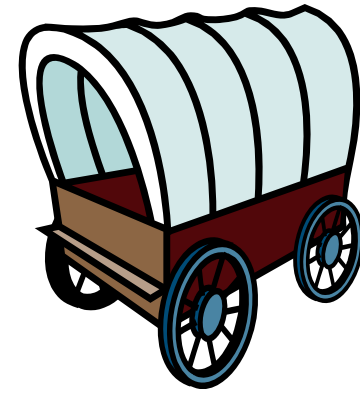
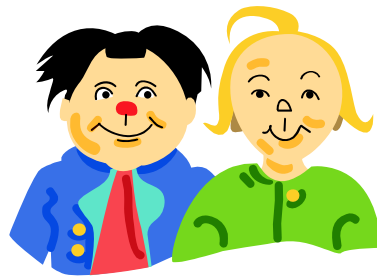
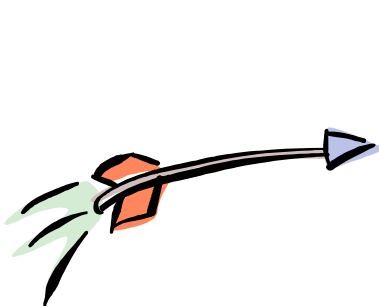
Envisioning the Future of Business Education

Bridget O'Connor
New York University
For The Agnew Group
February 28, 2008

OSRA

 New York University

They say you can always identify the pioneers;
they're the ones with arrows in their backs.



“If you always do what you’ve always done,
then you’ll always get what you’ve always
gotten.”

"Rarely do we find men who willingly engage in hard, solid thinking. There is an almost universal quest for easy answers and half-baked solutions. Nothing pains some people more than having to think."

Dr. Martin Luther King, *Strength to Love* (1981)

Quick Quiz

Who was Peter L. Agnew?

- a. Richard Nixon's vice president
- b. Founder of the Agnew Bowl
- c. Spiro Agnew's uncle
- d. Early leader in Business Education at NYU

Kaliski's Questions

- What will business education be?
- Where will it be?
- How will it be delivered?
- Who will teach it?
- Who will prepare the teachers?
- Who will lead us?

A Few Members of The Agnew Group in New York City



“Professional organizations cannot continue with the same structure, mission, and purpose they have today and expect to enjoy blind followership let alone contribute leadership to the knowledge and practices that will drive a vibrant future society.”

O’Neil, S. L. & Ford, C. (2007). The survival of professional organizations: A new thrust. *The Delta Pi Epsilon Journal*, XLIX(1), p. 49

- Assess each professional organization in business education as to its focus and services.
- Assess the organizations in business education collectively.
- Merge/combine organizations based on the collective assessments.

- Bronner, M. & Kaliski, B. (2007). An action agenda for business education. *The Delta Pi Epsilon Journal*, XLIX(1), pp. 59-60

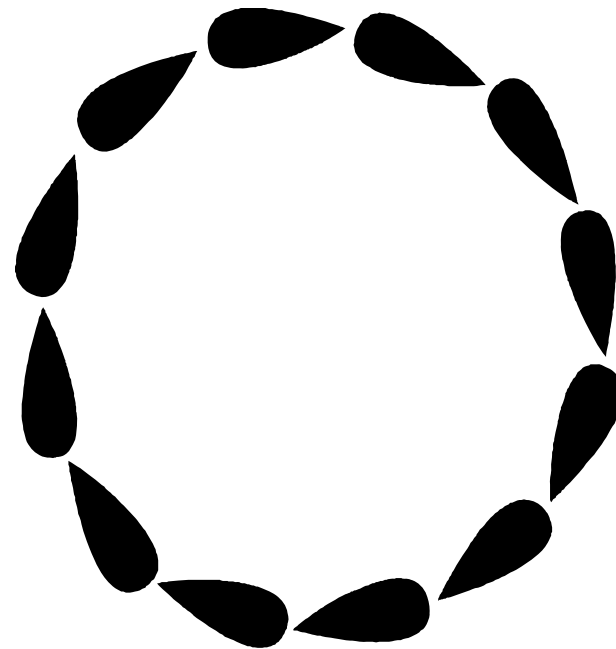
“Imagine a single organization with the membership services and trade show exhibits of NBEA, the research of DPE, the legislative power of the ACTE Business Division, and membership input level of NABTE—the potential and possibilities are obvious. Merger/combination is not just an option for us in the 21st Century, it is a process that we must begin to implement now.”

- Bronner, M. & Kaliski, B. (2007). An action agenda for business education. *The Delta Pi Epsilon Journal*, XLIX(1), pp. 59-60.

[I'd add “research related to technology applications emphasis, and the business connections of OSRA.”]

Research Methods to Consider

- Outside our circles
 - Trend analysis
 - The Delphi Technique
 - Future Search
- Inside our circles
 - Historical research
 - Biographies
 - Case studies
 - Action Research



O'Connor, B. N. (2007). Innovative research strategies for business education. *The Delta Pi Epsilon Journal*, XLIX(1), 50-53.

New opportunities for business education:

- Adult Education
- Continuing Education
- For-profit Education
- Organizational Learning and Development

Bronner, M. & Kaliski, B. (2007). *New opportunities—implications and recommendations for business education's role in non-traditional and organizational settings. The Delta Pi Epsilon Journal, XLIX(1), 33-37.*

1. The Business Education Curriculum

- Shift toward interdisciplinary instruction
- Partner students with stakeholders
- Expand creative instruction



Next Steps – An Action Agenda

- Bronner, M. & Kaliski, B. (2007). An action agenda for business education. *The Delta Pi Epsilon Journal*, XLIX(1) 59-60.

2. New Opportunities

- Expand definition of business education
- Offer alternative career options to secondary business educators
- Expand certification opportunities



Next Steps – An Action Agenda

3. The Preparation of Business Educators

- Reinforce strong existing programs
- Encourage existing alternative routes
- Provide new models via new options



Next Steps – An Action Agenda (continued)

4. Business Education Organizations

- Assess individual professional organizations
- Assess organizations collectively
- Merge/consolidate organizations based on assessments



Next Steps – An Action Agenda (continued)

5. Research Strategies

- Use existing research from other fields
- Conduct meaningful research
- Disseminate significant findings more widely



Next Steps - An Action Agenda (concluded)

6. Generic (and Critical) Action Points

- Redefine business education to include the term '*in*'
- Actively lobby for business education
- Move from a field to a profession
- Develop another ongoing forum for futuristic critical thinking



Next Steps - An Action Agenda (concluded)

Thank you!

