

# The **Business** of **Teaching**

JULY 3RD – JULY 5TH 2017  
COPENHAGEN BUSINESS SCHOOL

# The Business of Teaching

## **Welcome to The Business of Teaching 2017!**

The power of association helps us find our own voice, draw out boundaries and join the communities that speak to us. Paraphrasing one of the most innovative and influential thinkers of the 20<sup>th</sup> century, the importance of association lies in empowering students to speak for themselves, rather than repeating the ideas of the teacher; to work through their own material, rather than parroting another's suggestions. So how come associations are so often dismissed as irrelevant from the classrooms in which we teach? Or even worse perhaps, seized by the plethora of social media technologies on constant offer to students today? Can we re-capture the power of association in our pedagogical practices?

The Business of Teaching Workshop Series engages with this challenge by bringing together teams of faculty from European and American business schools and liberal arts colleges, and inviting them to collaborate in the development of courses invoking humanistic and artistic perspectives in business education. Taking such an ambition seriously requires a proper dialogue about what business and management education is – or may become – that articulates the challenges and dilemmas of this field from within the field itself. We believe that stimulating participants to test new ideas and to refine their own teaching practice by further developing the courses they already teach holds the key to this objective.

To enliven the imagination of the participating teams and to promote a concrete working atmosphere throughout the workshop, we offer a variety of sessions that all bring together faculty from different disciplines to work with identifying new learning opportunities. We hope that this will enable participating teams to return to their home institutions with new insights and strengthened commitments to teach new integrated courses.

In the following, you will find the workshop program and some information on the different sub-themes. You will also find a list of participants and information about preparations before the workshop begins.

We warmly thank our sponsors and look forward to meeting you in Copenhagen!



Rasmus Johnsen, director

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## Wednesday, July 5th

### 9.00-9.30 **Hearing from our ambassadors: The real world begins in the classroom**

w/ Jörg Metelmann & Björn Müller (Uni. St. Gallen)

### 9.30-11.00 **Crafting management skills for the arts**

w/ Patricia Banks, Ng T. Hui (Mount Holyoke), David H. Rex (Diakron), Honza Hoeck & Sanne K. Olsen (RDAFA) Group A

### Populating Simulations

w/ Anna Helm & Margaret Gonglewski (GWU) Group B

### 11.00-12.00 **Curating in/of business schools**

w/ Matt Statler (NYU), Christoffer Faurschou (CBS) & Pierre G. de Montheoux (SSE and CBS Art Initiative)

### 12.00-13.00 **Wrap-up**

## Groups

- A** Anne Greenhalgh, Anne M. Horsager, Anne-Lena Winkler, Björn Müller, Christoph F.A. Viebig, Dragos A. Mihai, Harione Wang, Jeffrey Nesteruk, Jepper Groot, Jörg Metelmann, Kerry Whiteside, Mads Kogut, Maria P. Amiama, Matthew Rickert, Megan Hess, Morten Rishede, Morten S. Thaning, Pierre G. de Montheoux, Rasmus Johnsen, Rupert Antes, William Sullivan.
- B** Annemette Kjærgaard, Batya Blankers, Cole Hammond, Jackie Sullivan, Jim Porter, Joachim Zweynert, John Ferguson, Kasper Worm-Petersen, Lea Diederichsen, Maria M. Andersen, Matt Statler, Omar R. Malik, Pelle H. Lochmann, Rachel Kowal, Shannon Hessel, Shannon Peterson.