

CALL FOR CHAPTER PROPOSALS
MISSION-DRIVEN APPROACHES IN MODERN BUSINESS EDUCATION

A Book Edited by Dr. Brent Smith (Saint Joseph's University, USA)

Book Publisher: IGI Global | Anticipated Publication: 2018

Deadline for Submission of Proposals: Wednesday, 15 March 2017

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Business schools and programs often cite a mission that articulates their purpose to a broad range of its stakeholders. That mission often references or reinforces core principles of the overall college or university. The mission can provide guidance on how business school deans, department chairs, and program directors should develop academic offerings and, in turn, promote them to prospective students and employers. Arguably, the mission provides a means to determine the nature and trajectory of faculty hiring, student skills development, and learning-centered outcomes. Today's three major accreditation bodies—AACSB, ACBSP, and IACBE— call upon their respective members to demonstrate evidence of how their mission informs and/or influences teaching and learning in their communities.

This book will present a variety of perspectives on how mission informs and/or influences academic and administrative approaches to modern business education. We aim to feature contributors who represent diverse perspectives on mission-based approaches in modern business education (e.g., all business disciplines, private liberal arts, public, religiously affiliated, minority serving, research focused, teaching focused, international). We welcome contributions that speak to academic and administrative embodiments of mission at business schools based in the Americas, Africa, Asia, Europe, and Oceania.

This book will become a respected reference for business school leaders and other stakeholders looking for quality literature about how to foster mission-driven excellence in the 21st Century.

Recommended Topics

Contributors from all business disciplines may submit proposals on topics that include, but are not limited to, those listed below. Proposals may be for empirical research, essays, conceptual models, and so forth.

- teaching innovations in pedagogy and andragogy
- integration of mission into assessment and assurance of learning programs
- professional readiness and skills development (e.g., certifications, continuing education)
- integration of values into curriculum (e.g., ethics, socially responsible investing, religious faith)
- speaker series and event programming related on issues in business and society (e.g., human trafficking, sustainability)
- programs for international, first-generation, and underrepresented students
- experiential learning and service learning (e.g., client projects, community engagement, social entrepreneurship)
- partnerships geared toward skills development (e.g., analytics, business intelligence, finance)
- international education, diversity exposure, and cross-cultural engagement (e.g., study tours, immersion experiences)
- faculty development to support new academic initiatives (e.g., ethics, international, diversity)
- existing gaps and opportunities to foster mission-based business education in one's discipline

By **Wednesday, 15 March 2017**, potential contributors should [submit proposals](#) explaining the objective and key points of the chapter. By **Friday, 14 April 2017**, the editor will send decisions on proposals.

Link: <http://www.igi-global.com/publish/call-for-papers/call-details/2595>