

# Reimagining Business Education

## Insights and Actions from the Business Education Jam

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## About the Book

'Reimagining Business Education' discusses the rationale for, and design of, the first Business Education Jam. It reviews key challenges facing business education and articulates a vision for how the role and delivery of business education could be reimagined. This book is critically important during a time when business schools, as an industry, struggle to identify the innovations necessary to meet the needs of a changing world. The Jam was the first open platform for dialogue of its kind for business education and continues to make an impact - including use by Schools and Deans around the world to guide strategic planning efforts; program directors as they drive innovation in their programs; and industry executives as they identify ways to better engage with business education. This book takes this collaborative effort a step further to break down traditional models and structures as we seek to reimagine the future of business education in a more open and connected world.



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