

FOCUS ON EMERGING ISSUES: BUSINESS EDUCATION FOR THE 21ST CENTURY



Q+A GLORIA CORDES LARSON President

BUSINESS IS NOW THE LARGEST MAJOR IN THE COUNTRY. WHAT'S GOING ON?

GCL: Quite simply, I think young people are attracted by the opportunity to engage in the global arena. At Bentley, they'll gain expertise in business but also technology, intercultural communications, critical thinking—skills for an interconnected world.

WHAT DIFFERENTIATES BENTLEY AS A "21ST CENTURY BUSINESS UNIVERSITY"?

GCL: With business and globalization our primary focus, we offer a unique curricular approach that fosters learning within and across disciplinary lines—intersecting business with IT, the arts and sciences, ethics and social responsibility, and global commerce and culture.

HOW DO YOU INTEGRATE BUSINESS AND THE LIBERAL ARTS?

GCL: One example is our Liberal Studies double major. Students pair their primary business major with a thematically related liberal arts major and make connections across subject areas. This program was recently recognized by a Carnegie Foundation team as one of the strongest in the country.

ARE TODAY'S BUSINESS STUDENTS MORE SOCIALLY RESPONSIBLE?

GCL: We certainly see that at Bentley, perhaps because ethics and social responsibility are so central to our academic mission.

HOW HAS TECHNOLOGY TRANSFORMED BUSINESS EDUCATION AT BENTLEY?

GCL: Bentley is a pioneer in this area. For example, our Trading Room has served as a model for other institutions worldwide.

DO EMPLOYERS VALUE THIS APPROACH?

GCL: Students bring to the marketplace practical business expertise enhanced through knowledge of the liberal arts and real-world experience. It's a powerful combination and one reason for our 95% undergraduate placement rate.

"Today, as global markets, challenges and opportunities increasingly align, we at Bentley College are sharpening our focus on emerging issues that bring new definition to the study and practice of business. Here are four faculty members who are helping us achieve our mission."

— Gloria Cordes Larson
PRESIDENT, BENTLEY COLLEGE

BUSINESS FOR THE GREATER GOOD

Prof. Joao Resende-Santos works with business incubators designed to alleviate poverty. It's a twist on the traditional

"When we introduce our students to the business incubator in Brazil, they see a different world—but one they connect with in profound ways."

— Prof. Joao Resende-Santos
INTERNATIONAL STUDIES

model—and an eye-opener for his Bentley students. Each year he brings a group to *Incubadora Afro Brasileira* in Rio de Janeiro to work with poor, uneducated and passionate entrepreneurs. Students relate to that entrepreneurial spirit and come away with a deeper understanding of what drives development in a global society.

RISK AND THE GLOBAL ECONOMY

As Founding Director of the Hughey Center for Financial Services (the Trading Room), Prof. Jahangir Sultan wants every student to experience a little stock market stress. Currently, he's studying the impact of global terrorism on financial markets.



Professor RICHARD CLEARY

Professor JOAO RESENDE-SANTOS

Professor JAHANGIR SULTAN

Professor CHRIS BENEKE

His work may help investors to better understand, measure and manage risk resulting from terrorism. His research and his teaching are introducing students to the realities of the global economy.

STATISTICAL THINKING

Statistician Richard Cleary is more comfortable with randomness than most people. Consequently he spends a lot of

"What we're learning by tracking the impact of terrorism on world markets will help us do a better job of understanding and managing risk."

— Prof. Jahangir Sultan
GIBBONS PROFESSOR OF FINANCE

"Whether it's baseball or the stock market, people see patterns in essentially random processes. I want my students to know the difference."

— Prof. Richard Cleary
CHAIRMAN, DEPARTMENT OF MATHEMATICAL SCIENCES

time training his students to recognize what random looks like in various real-world situations. He applies the same discipline to his research. Whether he's looking at audit fraud, baseball stats or hip joint failures, his statistical models are used to help separate pattern from random variation. At Bentley, such interdisciplinary collaboration offers

exciting opportunities for professors and students alike.

THE HISTORY OF IDEAS

Historian Chris Beneke tries to impress upon his Bentley students that ideas don't just appear out of thin air. Rather, they evolve over many years of political controversy and social turmoil. Author of *Beyond Toleration: The Religious*

"My students want to innovate and change the world for the better. So we look back at history to see where ideas are born."

— Prof. Chris Beneke
DEPARTMENT OF HISTORY

Origins of American Pluralism, Prof. Beneke is helping students understand contemporary culture in light of the past. By grappling with the history of ideas, his students learn to think critically about our world and to appreciate the revolutionary changes that created it.

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