

Enhancing Business Education: Bringing Ethics and Excellence to Classroom.

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Abstract:

Business curriculum rarely provides any permeating and systematic model to garner a high sense of purpose or nurture emotional intelligence. Our current traditional-aged students, the Millennials, want more from their life want meaning, purpose, something they can bet their lives on. We cannot afford to leave character to chance. C educate the whole person, to teach our youth for life. This concept paper proposes a curriculum that brings to heart--excellence and ethics--in the classroom. In planning for the development of this curriculum, the author diverse theoretical guides and constructs such as the works of Maslow, Herzberg, McClelland, Ellis, and Pateng; Palmer, and Senge; Gardener, Ray, Seligman, and Csikszentmihalyi; Mayer, Salovey, Cooper, and Goleman; Cop and Burns; as well as the life-work of Gandhi, Mandela, Teresa, King, Parks, and Greenleaf. From these authors believe we have achieved a synthesis of the disparate fields of Emotional Intelligence, Multiple Intelligence, Opti Authentic, Transformational Leadership, Appreciative Inquiry, Cognitive Psychology, Moral Philosophy, and Wi the world. Such a thorough and holistic approach is unique in business education.

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