

IDEAS worth TEACHING

 THE ASPEN INSTITUTE



2020 AWARDS

There's a growing sense of urgency about nearly every aspect of our current lives. Although we are increasingly interconnected—with the implicit opportunities to understand and empathize with each other—our economic systems often seem at odds with our ability to lead healthy, well-lived lives. Our ecological, biological, and social systems are under huge pressures that demand new and creative collaborations and inventive ways to reach across our polarized society.

Our economic system provides the context for business decision-making—which in turn sets the stage for society's long-term health. But the economic system doesn't just 'happen' to us; it is rooted in our values, assumptions, and day-to-day expectations, and governed by our own rules and regulations. As our understanding of the planet's fragility and concern for our fellow humans' wellbeing grows more pressing, we see that business can—and should—play a central role in addressing these woes. And business education, where values, assumptions and expectations are taught, is rightly seen as the cornerstone where business leaders' bearings and inclinations are set.

Ideas Worth Teaching, an initiative of the Aspen Institute Business and Society Program, has focused on business education as *the* place where students get oriented and have their business values instilled. So, business education provides the foundational opportunity to change the signposts for students as they prepare to lead in a world where environmental sustainability, shared prosperity, and human rights are key determinants of true long-term success.

2020 AWARDS

This year's Awards will honor exceptional teaching that prepares students for their urgent roles in building society's health. Nominations for this Award will help Aspen BSP continue to assemble the authoritative catalogue of courses that are paving the way to a future we can all celebrate.

As with past winners, the Awards will recognize courageous educators who are:

- Prompting students to think expansively about the **purpose of the corporation** and their role in it—and providing students with tools to **integrate purpose** into their work and across their firms
- Encouraging students to examine the **fundamental assumptions** that govern the current market system and explore **new definitions** of value, new business models, and new governance and management practices that value people over profits
- Reframing the context, metrics, and valuation tools that support **long-term decision-making and alignment** between business decisions and the health of society
- Recognizing business as a deeply human endeavor, and **integrating wisdom** from the liberal arts and social sciences into the business context so that leaders are better equipped to understand the complexities they face

NOMINATION REQUIREMENTS

The 2020 Ideas Worth Teaching Awards will focus on individual courses and recognize educators creating **real movement and change in business education** that addresses key problems in society.

We welcome and invite nominations from **all those familiar with the course**; this includes students, peer faculty and staff, and self-nominations from teaching faculty themselves.

We encourage nominations from **all geographies**—internationally as well as in the US.

- Courses may be at either the Graduate or Undergraduate level
- Graduate-level courses must be listed in the course catalogue of an MBA or your institution's comparable degree; courses listed for an Executive MBA program are eligible
- Undergraduate courses must fulfill a requirement for a business-related major or minor
- Courses must have been taught within the past two years (Fall 2018-Spring 2020)

HOW WE EVALUATE THE COURSES

Aspen Institute staff, with the support of a selected advisory board of business school faculty, evaluates each submission. We ask three central questions in evaluating each nominee:

1. Is this course a new take on an existing business school topic, or does it address new content not typically considered within the business school?
2. Does this course consider the social challenges we are facing now and in our near future?
3. How unique is the course design? Do assignments and projects help students acquire the knowledge, skills, insights, and sensitivities they will need as business decision-makers?

Nominations are welcome on a broad array of topics, including these topics of particular interest:

- How **finance and accounting** shape corporate decision-making to create a healthy, inclusive economy and society
- **Business models** that support sustainable and regenerative use of and reliance on resources
- The **future of work**—and businesses' role in creating quality jobs
- The **balance of power and trust** in relationships between business, government, employees, customers, and communities
- Models and frameworks that encourage **capital investment in productive value creation** rather than extractive or rent-seeking activities
- Social 'intrapreneurship' that creates **constructive social change** in traditional corporate roles
- **Diversity, equity, and inclusion** in workplace hiring and decision-making
- Responsible implementation of **new technology** (automation, AI, data use and privacy)

NOMINATION PROCESS

To start, go to IdeasWorthTeachingAwards.org and click on “Nominate a Course.” Please provide:

- Your contact information
- Short-answer response to why this course should be considered to win a 2020 Ideas Worth Teaching Award
- A copy of the course syllabus
NB: because the syllabus is a key piece of our evaluation process, it's important to provide it as a stand-alone document. In the past, submissions have included many links to documents that are inaccessible to those outside your institution.
- Contact information for the faculty involved in the development and teaching of the course

TIMELINE

Nomination Period: **February 21, 2020 - May 8, 2020**

Course Selection: **Summer 2020**

Public Announcement of Awards: **Fall 2020**

QUESTIONS?

If you have questions about the nomination process or to confirm that a course is eligible, please contact us at ideasworthteaching@aspeninstitute.org

Thank you for your involvement and your nomination! Our goals are to recognize and support innovative teaching and inspire business educators throughout the business academy. This work depends on the devoted energy and commitment of people who care deeply about the work inside business schools. Thank you.