The New Language of Business Management. In an article published Dec. 8 on indiatoday.in, Adete Dahiya writes: “MBA degree programmes have evolved over time; from purely academic disciplines focusing on the development of managerial workforce to becoming all-encompassing courses that help students face challenges in their course of study and life. As businesses evolve and industries grow, and with technology making inroads in every sphere, it becomes imperative for students and business schools to keep pace with the changing times.” Dahiya outlines ways in which “B-Schools are taking an industry-driven approach to education” with 10 trends in management education that are “calling the shots.” Here are three:

- **Entrepreneurship:** According to Urvashi Makkar, Director General, GL Bajaj Institute of Management and Research, Greater Noida, “An education in entrepreneurship should be regarded as a critical component of the management curriculum. ‘The key to academic excellence lies in building capacity, generating innovative ideas and creating innovation. Management programmes must aim to encourage critical and lateral thinking and integrate theory with practice to promote entrepreneurship amongst students,’ she adds.”
- **Integrated learning:** According to Ashok Mittal, Chancellor, Lovely Professional University, Jalandhar, “Industry exposure and practical learning becomes important as corporate life after graduation is getting more competitive in the global market.”
- **Student-driven Approach:** “Student-centric-learning refers to a wide variety of programmes, experiences, instructional approaches and academic support strategies that are intended to address distinct learning needs, interests, aspirations or cultural backgrounds of students,” says Neha Mathur, Dean, Management Department, AISECT University, Bhopal.

A Music Industry MBA is the New Rock ‘n’ Roll. In an article posted Dec. 11 to ft.com, Jonathan Moules writes: “In between beating out rhythms on stage for Annie Lennox, Robert Plant and others, drummer Barry van Zyl usually writes music for television. During a tour this year, however, Mr. van Zyl spent his spare time poring over business textbooks and scribbling notes for a 5,000-word essay on corporate strategy....Mr. van Zyl is one of a handful of performers who have completed Henley Business School’s MBA, designed for those in the creative industry....Henley saw an opportunity to teach business skills to people in the music and creative industry. It realised its course, which launched in 2012, had to be flexible because artists such as Mr. van Zyl would have difficulty fitting a conventional teaching timetable around performance schedules, according to John Board, the school dean.”

For the first half of his 30 months at Henley, Mr. van Zyl kept his student life secret from his fellow performers and music industry contacts....But as he gained confidence, he embraced the traditional benefits of a business education, such as using an alumni network to help him launch Slaves to the Rhythm, an executive education company with a musical bent. He surprises the business people he now teaches by asking them as many questions about their office work as they ask about life as a musician. ‘My ability to analyse, process and manage data has grown,’ he says. ‘I’m having conversations with a confidence previously not available to me.’”

ACBSP is Accepting Applications for the 2017 Teaching Excellence Award. The ACBSP Associate and Baccalaureate/Graduate Degree Boards of Commissioners established this award to recognize diverse individuals who exemplify excellence in teaching. Teaching faculty at ACBSP member colleges and universities are eligible for this award, either through nomination by a colleague or by self-nomination.

As you wrap up this semester, consider applying. The application deadline is Jan. 31, 2017.

Big Data, Big Challenges. In an article posted Dec. 12 to insidehighered.com, Carl Straumsheim reports: “The rise of big data has been a tremendous boon to researchers, but it has also revealed shortcomings in how higher education collects and analyzes data and judges the impact of research on human subjects. Speakers during the annual meeting of the Council of Graduate Schools, a membership organization for graduate deans, presented that argument on Friday during a session on the ethical implications of big data-driven research.”

“The speakers, Anna L. Harvey, Xiao-Li Meng and William F. Tate — deans of graduate schools of arts and sciences at New York University, Harvard University and Washington University in St. Louis, respectively — each discussed the pros and kinds of certain types of data, as well as the challenges researchers have encountered in their fields. Harvey is in political science, Meng in statistics, Tate in education. Their anecdotes eventually coalesced around the same themes: researchers should focus on the quality, not the quantity, of data, and higher education needs to reconsider if its existing procedures for approving and monitoring research — such as institutional review boards — have kept up with the times.”