

## Digital Initiative of IUJ

### ***Bloomberg Businessweek* B-School Connection (BSC) services**

Association of Indian Management School in a recent communication sent to IUJ advised us that Peregrine Academic Services is introducing a **no-cost special offer** its *Bloomberg Businessweek* B-School Connection (BSC) service. The BSC program is designed to help improve global business/management awareness and help students link academic theory with real-world practice by providing course professors with weekly lesson plans that they can readily incorporate into the classroom.

The BSC service is based on the news articles produced by the Bloomberg global news network. Each week, a team of reviewers takes the news articles and produces academically appropriate instructional content. The reviewer team is composed of faculty from leading universities, all of whom use the BSC in their graduate and undergraduate courses. The BSC Education Resource Center includes the full-text articles, an academic summary, quizzes, case studies, discussion activities, and team-based projects suitable for any course in any business or management academic program.

The foundational concept of the BSC is to help students link the theories they learn in the classroom with their application in the global environment. It can be a great tool to help promote global awareness and learn the language of business today. Course faculty can assign specific readings and activities each week that help support their lectures and other instructional efforts.

The expected benefits and academic disciplines are as below:

The B-School Connection (BSC) program of Businessweek prepares students for success in the global economy by closing the gap between theory and application. The BSC provides a broad range of tools to enhance classroom curriculum, integrate current global news, and supplement theory with real-world application. They also have Education Resource Center which empowers both students and faculty to get the most out of the magazine.

The expected benefits in terms of Student learning may include:

1. Encouraging regular reading of business news independent of specific assignments and classroom activities.
2. Establishing an expectation that students will be better informed and more engaged.
3. Students become global thinkers, realizing the connectivity of the world and local impact.
4. Developing more career-ready graduates who are ready to contribute in the workplace with a more thorough understanding of the global business community.

5. Students can link academic theory with real-world practice and application.

The B-School Connection Education Resource Center is arranged by the following academic disciplines and subtopics:

1. **Accounting and Taxation** (Subtopics: Financial Accounting; Taxation)
2. **Business Fundamentals** (Subtopics: Accounting; Management; MIS; Marketing; Operations and Supply Chain Management; Finance)
3. **Business Law** (Subtopics: Securities; Banking and Financial Institutions; Healthcare; Intellectual Property; Environment; Labor and Employment; Anti-trust)
4. **Business Strategy** (Subtopics: Competitive Advantage; Innovation; Industry Structure; Leadership; Corporate Strategy)
5. **Career Readiness** (Subtopics: Discovering Your Options; Sculpting Your Value Proposition; Selling Yourself; Activating Your Plan)
6. **Economics** (Subtopics: Microeconomics; Macroeconomics; International Economics; Monetary Policy; Fiscal Policy)
7. **Entrepreneurship** (Subtopics: Startup Financing; Idea Generation and Opportunity Recognition; Entrepreneurial Characteristics)
8. **Finance** (Subtopics: Corporate Finance; Investments; Markets; Financial Institutions; International Finance; Mergers and Acquisitions; Real Estate)
9. **Information Technology** (Subtopics: E-Commerce; Social Media; Security; Internet; Mobile Apps)
10. **International Business** (Subtopics: Global Strategy; Local Adaptation; Impact of Culture; Government Regulation; Supply Chain Management)
11. **Marketing** (Subtopics: Communications & Social Media; Sustainability; Entrepreneurship; Innovation)
12. **Operations Management** (Subtopics: Supply Chain Management & Logistics; Project Management; Operations Management Leadership and Strategy; Digital Operations Management; Organizational Behavior and Best Practices)
13. **Organizational Behavior & Human Resource Management** (Subtopics: Corporate Social Responsibility; Environmental Responsibility; Reputation; Fraud; Human Resource Management; Conflict & Negotiation; Leadership; Organizational Culture)

Since it is free of cost for next semester Faculty and students of IUJ may take this opportunity and participate.

You can use the attached instructions to self-register and personally evaluate the new BSC. Go to <http://bsc.peregrineacademics.com/>, select **Professor**, select **I'm New**, and enter the following Registration Code: **PAS-BSC-RC-1**. You then complete the self-registration form, verify your e-mail, and then you can log into the site. This Registration Code is valid through December 2017.