



The Academic Curriculum in The Humanisation of Business Teaching: The Perception of University Professors

Orlando Petiz Pereira

University of Minho / Economics & Management School /Portugal

orlandop@eeg.uminho.pt

ORCID ID: <http://orcid.org/0000-0003-4635-2696>

(Correspondence author)

Carlos Arriaga Costa

University of Minho / Economics & Management School /Portugal

caac@eeg.uminho.pt

ORCID ID: <http://orcid.org/0000-0002-6786-3578>

Abstract

Purpose: underline the advantages of reconciling the objectives of teaching of economics and business sciences with the objectives of companies while observing their social responsibility.

Design/methodology/approach: the study uses the Focus Group methodology with content analysis. The study addressed a Portuguese public university.

Findings: The study highlights the disparity between university practices, still very focused on the results of academic research, and the requirements that companies expect from universities.

Research limitations/implications: the study should include more universities and courses. It should implement a reflection by themes and focus group focus through the dynamics of a methodology under discussion.

Practical implications: the study provides guidance to humanise business-oriented education through curricular innovation.

Social implications: the business teaching model should transcend a set of disciplines focused on technical and instrumental training because this sort of orientation dehumanises social relations.

Originality/value: the theme sensitises citizens and institutions to other ways of being, teaching and learning with a view to improve the performance of the companies and businesses and nurture more social well-being and every citizen's daily life.

Keywords: Education, business, humanisation, values, school curriculum.

JEL Codes: I 23; I 29; I 31; M 29

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