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

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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.
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