**Project Title:** Redrawing the Map for Liberal Learning in the Undergraduate Business Curriculum: A Heterogeneous Exploration Addressing All Stages of the Student Experience  
**Primary Investigator:** Professor Douglas Allen, Associate Professor of Management  
**Funding Agency:** The Teagle Foundation  
**Award Amount:** $100,000  
**Award Period:** 2016 - 2019

The study of business today has come under fire for using what critics claim is a blinkered approach to learning. The immediate consequence of this modus operandi is that business students are deprived of exposure to broader social, cultural and ethical dimensions pertinent to their academic and professional career paths and relationships. This project seeks to remedy this issue by enhancing the undergraduate business, management, and leadership curricula at Bucknell University, Franklin & Marshall College, and the Wharton School of the University of Pennsylvania. Project collaborators will accomplish this by amplifying the focus on liberal arts content, skills, and pedagogy in the business education of their undergraduate students.

With this award, Professor Douglas Allen of Bucknell University will oversee the enhancement of existing curricula in Bucknell’s School of Management. This project makes it possible for Professor Allen and co-collaborates to extend a model used in the MIDE major to bridge business education and liberal learning, enabling further cross pollination between MIDE and the liberal arts and providing course content that will be shared throughout its School of Management and College of Arts and Sciences. It will ultimately exemplify how the liberal arts can be effectively combined with a business education across all levels of the undergraduate curriculum and in a variety of institutional contexts.

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