

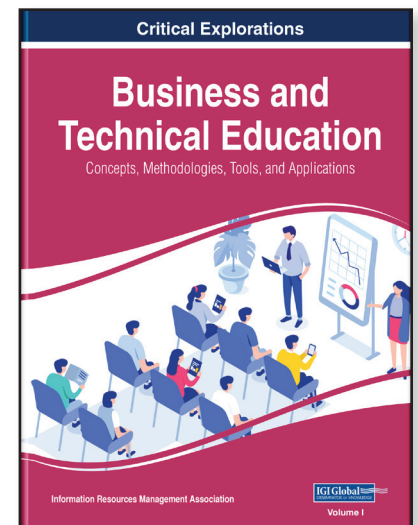
Business and Technical Education: Concepts, Methodologies, Tools, and Applications

Information Resources Management Association (USA)

Description:

The Fourth Industrial Revolution has disrupted businesses worldwide through the introduction of highly automated processes. This disruption has affected the way in which companies conduct business, impacting everything from managerial styles to resource allocations to necessary new skillsets. As the business world continues to change and evolve, it is imperative that business education strategies are continuously revised and updated in order to adequately prepare students who will be entering the workforce as future entrepreneurs, executives, and marketers, among other careers.

Business and Technical Education: Concepts, Methodologies, Tools, and Applications is a vital reference source that examines the latest scholarly material on pedagogical approaches in finance, management, marketing, international business, and other fields. It also explores the implementation of curriculum development and instructional design strategies for technical education. Highlighting a range of topics such as business process management, skill development, and educational models, this multi-volume book is ideally designed for business managers, business and technical educators, entrepreneurs, academicians, upper-level students, and researchers.



ISBN: 9781799853459

Pages: 1272

Copyright: 2020

Release Date: June, 2020

Hardcover: \$2,250.00

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