Is Agribusiness Any Different?

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CPW: This speaker is most effective on topics about which he knows little.
Accommodators

Divergers

Convergerers

Assimilators

Ref: David Kolb
Accommodators
(framework made to fit the data)

Divergers
(understands the parts’ – looks at the world from multiple perspectives – some of the most successful in business)

Convergers
(develops models and wants to apply them)

Assimilators
(data made to fit the framework – reflective – a passive learner)
Business Education Today

- Perception of High Value

- Belief in Primacy of Analysis to "Management" (implementation and people-skills/leadership not a focus)

- Education Process Held Hostage for a Job

- The Inmates are in Charge of the Asylum
Key Questions About Business Education

- Do business schools help graduates learn to process the experience of others?
- What happens when a diverger goes to business school – given that business schools tend to be convergers?
- Why did business schools develop as convergers when historically the business world was accommodators?
- Why do business schools not adjust to the “learning style” of the “student” (who already has been successful in business) – yet cater slavishly to other “student” whims?
Is “Agribusiness” really different from the rest of the B-School herd?

**NO!**

In terms of what is really important.
How Might A Program Distinguish Itself?

- Understand and respond to the different learning styles and skills of its students
  - Prevent culture shock
  - Successfully link to the different skills in the workplace.

- Recognize Divergers as the Wave of the Future!

- I.e. Think Differently About Business Education (and Research)