

DIVERSITY IN BUSINESS EDUCATION

by:

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Diversity is a fundamental component of contemporary education, and business education is one area where this is especially true. The diversity of the world we live in must be reflected in and embraced by business education as our societies grow increasingly interconnected and globalized. Promoting inclusivity is only one aspect of addressing diversity in business education; another is equipping students to succeed in a heterogeneous society where a range of viewpoints, experiences, and backgrounds are valued assets. All students can benefit from a more fair and productive learning environment if instructors cultivate a culture that values and promotes variety.

According Kinias et al. (2019), a major strategy for addressing diversity in business education is to provide a range of viewpoints in the curriculum. This entails utilizing case studies, illustrations, and resources that span a variety of socioeconomic, gender, and cultural backgrounds. Teachers might introduce students to leaders from many cultures and talk about how cultural beliefs affect leadership practices, for example, when teaching about leadership styles. Students that do this have a deeper comprehension of business procedures and are more prepared to operate in a variety of settings.

It is imperative that business education mirrors the variety of the students it serves because representation matters. In addition to including varied viewpoints in the curriculum, this entails making sure that the teachers and staff are representative of a range of experiences and backgrounds. A diverse teaching staff gives students role models who may inspire and mentor them, as well as the opportunity to see themselves

mirrored in their teachers. Additionally, a diverse staff enhances the learning process for all students by bringing their own perspectives and experiences to the classroom.

Teaching students the value of cultural competence is another aspect of addressing diversity in business school. Businesses operate internationally and engage with partners, customers, and staff members from a variety of cultural backgrounds in today's globalized economy. Students must acquire the abilities necessary to successfully navigate these varied contexts. This entails being aware of cultural variances, exercising empathy, and creating inclusive and polite communication techniques. Teachers may equip students to thrive in a multicultural society by incorporating cultural competence into the business education curriculum.

In addition, conventional corporate structures and procedures that could support inequality should be questioned in business education. This is analyzing corporate actions critically to see how they either exacerbate or lessen social and economic inequality. One way to broaden the conversation on corporate social responsibility is to incorporate how companies can support inclusion, equity, and diversity. Teachers have the power to motivate the next generation of corporate leaders to prioritize inclusive and ethical practices in their jobs by fostering critical thinking skills in their learners.

Institutional commitment is necessary to address diversity in business education, in addition to curricular reforms. Universities and colleges need to make a concerted effort to develop procedures and policies that support inclusion, equity, and diversity. This could involve programs like diversity education for instructors and staff, efforts to increase the presence of underrepresented groups in the workforce, and collaborations with groups that promote diversity in business education. Institutions may guarantee that their commitment to inclusivity is mirrored in every facet of the educational experience by making diversity a fundamental value.

Furthermore, addressing diversity in business education has advantages outside of the classroom. Graduates are better equipped to contribute to a more inclusive and fair society when they have been exposed to a variety of viewpoints and recognize the value of cultural competency. They are capable of leading with empathy, collaborating in a variety of teams, and making business decisions that take into account the interests of all parties involved. Thus, business education can be extremely helpful in advancing social justice and lowering inequality in society at large.

To prepare students for success in a world that is becoming more varied and interconnected by the day, it is imperative that business education emphasize diversity. Teachers may establish a learning environment that is beneficial to all students by incorporating varied perspectives into the curriculum, guaranteeing equal access to opportunities, encouraging cultural competence, and fostering an inclusive institutional culture. It is impossible to exaggerate the value of diversity in education given how the business world is changing. It is not just a question of equity; it is also a critical component in producing the next wave of business leaders who can transform the globe.

References:

Kinias, Z., Akinola, M., Phillips, K., Carter, A., & Norton, M. (2019). Integrating diversity in business education. INSEAD Knowledge. <https://knowledge.insead.edu/responsibility/integrating-diversity-business-education>