

PREPARING UNDERGRADUATE STUDENTS FOR REAL WORLD JOBS: ARE WE ALL 'ON THE SAME PAGE' WITH TEXTBOOK CONTENT, NUMBER AND TYPES OF ANCILLARIES, COURSE DESIGN, ETC.?

Session Chair

John Ronchetto, University of San Diego

Panelists

Susan Joseph, Prentice Hall Representative

Bruce Kaplan, Editor, Prentice Hall

Donna Pascoe, Recruiting Coordinator, San Diego Group of Northwestern Mutual Financial Network

Employers still aren't always happy with the workplace skills, industry knowledge, or general business savvy of their new hires. Publishers are constantly adjusting to rapidly changing technological and economic forces to publish current and relevant text materials within cost constrained budgets. Authors are faced with writing textbooks and including other materials to remain competitive but are concerned if these are always what's needed by students, instructors, or employers. Professors have limited amount of time to cover all concepts discussed within textbooks or effectively utilize the plethora of ancillary materials that accompany a textbook. Last, are today's students capable or motivated to take advantage of learning aids such as videos and experiential exercises or read the text for basic knowledge and understanding objectives?