PROCEEDINGS OF
THE 2ND INTERNATIONAL FORUM ON
BUSINESS EDUCATION

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PREFACE

The International Forum presents an opportunity for experts and scholars from Australia and China to come together, gain share understandings of considerable issues in the following areas:

*What you teach; How you teach it; What is driving change in your business education; What are the coping strategies for these changes; and What is actually being achieved (as outcomes).*

The International forum is continuing proof that the partnership between Swinburne University of Technology and China University of Mining and Technology continues to mature and develop.

The papers presented at the forum are diverse and extensive and cover major developments in the areas of Business Education.

It is with great pleasure that I commend the contents of the forum to you and trust that the knowledge exchanged and gained will serve you well into the future.

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