



Virginia Commonwealth University The Business Environment

Perhaps the most radical change for a young person is the move from academia to the world of business. After more than 14 years of exposure to education, finding application for the acquired knowledge in the business world is not always an easy or smooth transition.

In their traditional role as a pioneer, Virginia Commonwealth University (VCU) has added simulation into the classroom, allowing MBA students to “experience” application of skills in a realistic business environment. With the addition of this business context to the learning environment, students better understand application of knowledge and skills being taught. They also greatly benefit from a more holistic view of business, leading to realistic expectations and a clear understanding of problems they will face, and value they may add.

It is anticipated that this addition of “experience” to VCU’s learning platform will make graduates of their program even more valuable to the business community.