

# Corporate U

## Rethinking the University in the Context of the Neoliberal Assault on Public Higher Education



BE THE FIRST.



BE BOUNDLESS

### “The Questions are the Content”

What are the consequences of remaking Higher Education according to a business model shaped by the monetization of learning, competitive market relations and corporate administration?

How is the transformation of Higher Education related to global trends in unregulated capitalism, technological innovation and political governance?

What happens to the public dimension of education under the pressures of privatization? How does the diminution of the value of the “public” dimension of education resonate in the spheres of democratic politics and social equality? How does the erosion of public support for public education connect to issues of social mobility?

What is the role, if any, for education in the Liberal Arts, and especially the Humanities, in the corporate model of Higher Education?

What are the implications of redefining the Learning Community of Public Education in terms of the relation between corporate management, closely monitored service providers and student consumers? How has this new model changed relations among administration, faculty, staff, and students?

How is the culture and language of a Learning community transformed by the business model of Higher Education? For students? For faculty? Is the culture of the corporate university already embedded in our personal sense of self-identity or self-worth? Is the triumph of Corporate U also the making of Corporate YOU?

T/Th 10:30–12:20 | Professor John Toews | Junior Colloquium CHID390A/498C (I & S)