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***Getting Down to Business:***

***A Handbook for Adjunct/Part-Time Faculty Who Teach Business***

**By Bruce Johnson, Ph.D., MBA**

**FACULTY DEVELOPMENT EXPERT DISTILLS STEP-BY-STEP PROCESS TO  
PLAN, MANAGE AND TEACH COLLEGE BUSINESS COURSES**

*“Getting Down to Business is written in a lively and interesting style. It is packed with excellent recommendations and is a must-have for the adjunct faculty member teaching either undergrad or graduate level business courses.”* –**Brandon Sturgess, Senior Lecturer, University of Arizona**

Dr. Bruce A. Johnson is an academic leader and innovative educator with experience in higher education as Chief Academic Officer and Dean, along with work as an online instructor and college professor. Dr. J's background also includes work as a corporate trainer and manager of a corporate training development. Dr. J has developed expertise in his career with academic program development, curriculum development, adult education, distance learning, online teaching, faculty development, career coaching, resume writing, and organizational learning.

“Adjunct business instructors are often hired because of their subject matter expertise and related work experience. By better understanding the nature of adult learners an adjunct business instructor can implement instructional strategies that help to create a collaborative learning environment,” said Dr. Johnson.

***Getting Down to Business*** eliminates the mystery of becoming an adjunct faculty member and the mystery of excellence in teaching. An accessible and easy-to-read handbook, each chapter contains tips, strategies and recommendations. The book includes the tools and processes you need to discover, define, differentiate, evaluate and manage your business teaching and your business courses.

***Getting Down to Business*** tells the truth—the good, the bad and the ugly—about teaching business on the college level. In it you’ll discover:

- student-centered learning strategies
- student engagement
- teaching large classes effectively
- ethics
- technology in the classroom

- course planning
- the development of meaningful writing assignments.

**Dr. Bruce Johnson, Ph.D., MBA is Chief Academic Officer, Dean at Aston American University.** He oversees all courses in the BA, MBA, and DBA disciplines as Chief Academic Officer of the school, and sign concurring documents as the dean. He has years of experience as a leader who creates and develops university academic materials, content. Dr. Johnson has experience in faculty development. For almost a decade, he trained and mentored new adjunct faculty for the University of Phoenix.

*Getting Down for Business* is available for purchase on [Amazon.com](https://www.amazon.com) as well as the [Part-timePress.com](https://www.Part-timePress.com).

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