Festival of Learning Showcase

Facilitator(s): Dr Bella Butler, School of Management, Curtin Business School

Strategic theme: Rich, interactive learning experience

Subject Title: Can you become strategic by learning from today's news? Student-centred assignments in strategy courses

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Brief Description and Abstract used at T&L Forum:

The dynamic changes in the business and educational landscape call for continuous innovation in teaching and learning to motivate students’ engagement, and emphasise the practical implications of the courses. This study analyses the teaching and learning approach that requires students to illustrate theoretical concepts introduced in classes in strategy courses, using current business events publicised in the media business news. This allows students flexibility to identify their own current news while studying the specified topics of the courses, and also bridges the courses into contemporary practical implications. The core element of this holistic approach to teaching and learning is encouraging students to independently make sense of theoretical concepts and analytical tools, and showing students what can be learnt from various real life situations, including their working places, sporting events, movies, books, etc. At the same time, students learn to look at their experiences outside the class, through strategic lenses. The effectiveness of this approach in achieving learning outcomes of the courses is assessed by using longitudinal qualitative and quantitative data from students’ evaluation and students’ performance.

Benefits:

• To see how fundamental learning can be linked to every-day students’ experience
• To learn teaching techniques that proved to be working during several years
• To learn how teaching experience in the filed can be linked to research

Time/Day: Tuesday 17 March 2015, 11:00 – 11:30am

Duration: 1 hour (20 - 25 minutes presentation) and interactive discussions

No. of Sessions: One

Venue: Building 400:Room 249

Special Requirements: No special requirements needed