

CONFERENCE 2023

Shaping the Future:

Key Themes in Higher Education

Effects of using live case studies in a graduate business course

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Overview

- Introduction
- Goal & Research Questions
- Review of Literature
- Method
- Results & Discussion
- Conclusion
- Q & A

Introduction

- Live case studies, such as client-based-projects, have gained popularity in recent years.
- UCW sees value in providing 11,000 + MBA students with real-world work experience opportunities where students can apply their knowledge.
- Riipen platform

Goal

- This study aims to investigate effectiveness of using live case studies in the client-based project component of the MBA program at UCW.

Research Question

To what extent do client-based projects (Riipen, more specifically) affect MBA students' development of

- communication, teamwork and presentation skills
- confidence
- career readiness
- employability &
- job market competitiveness?

Literature

- Industry needs (Schonell & Macklin, 2019)
- Relevance (Preston, 2018)
- Authenticity (Shanahan, 2021)
- Career readiness (Asidisin, 2013)

Literature

Career Readiness

- Power skills
- Critical thinking
- Ability to apply knowledge when solving problems

(Preston, 2018)

Literature

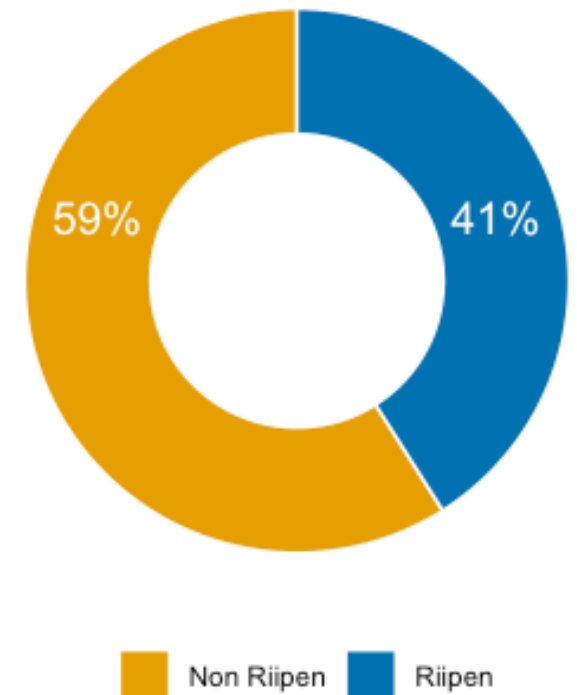
Other Pedagogical Values

- Feedback
- Growth mindset
- Ownership of learning
- Self-confidence

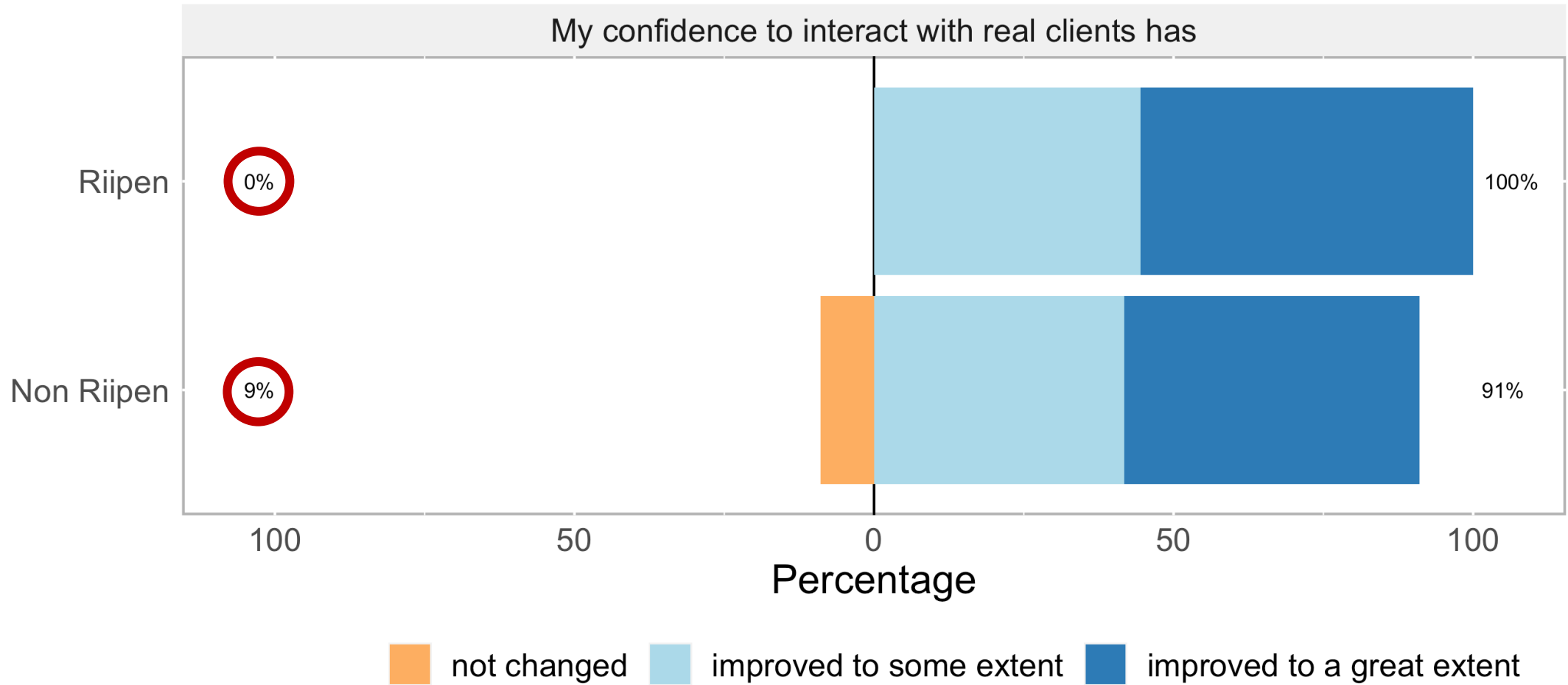
(Shanahan, 2021)

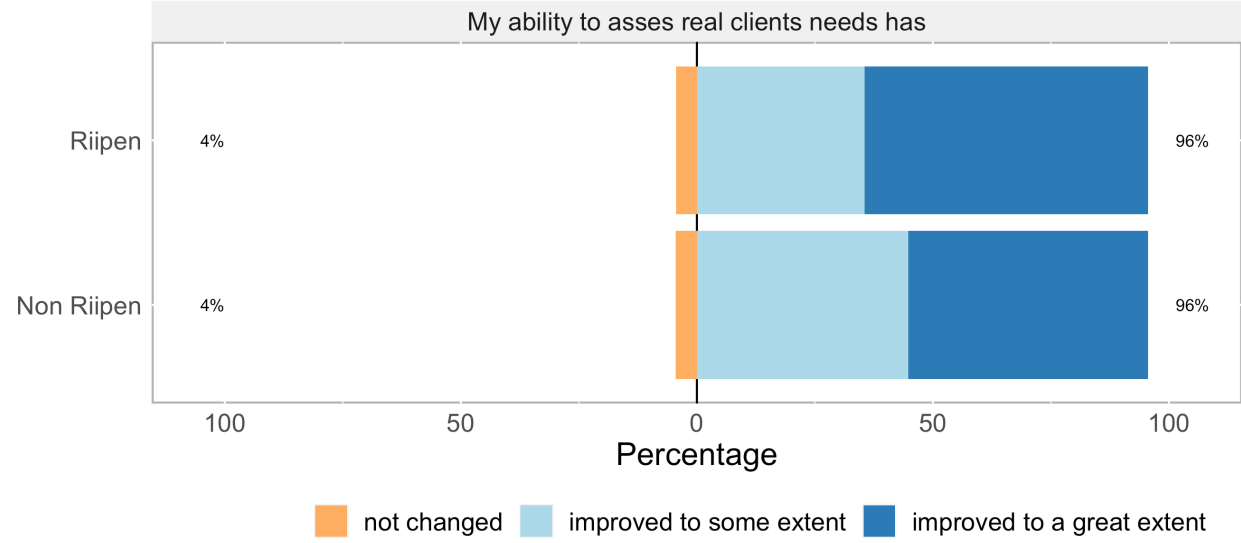
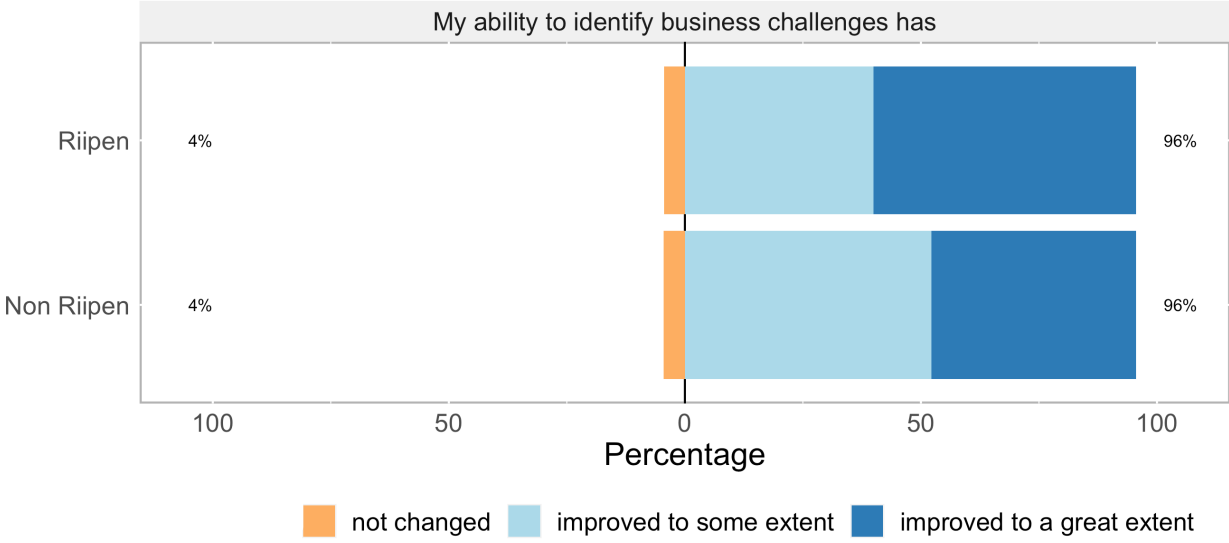
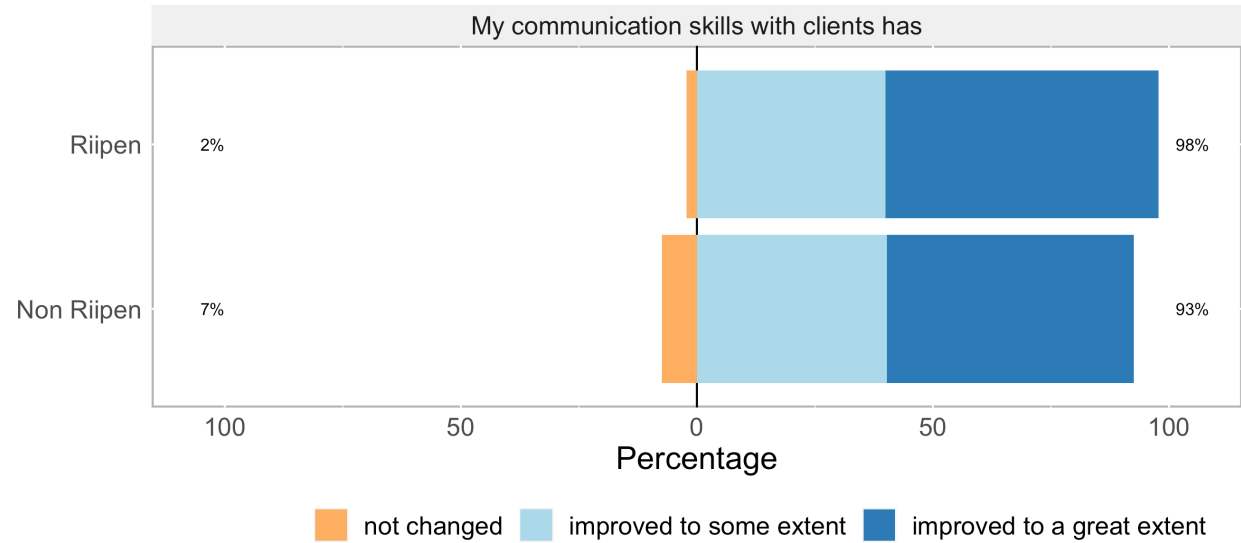
Method

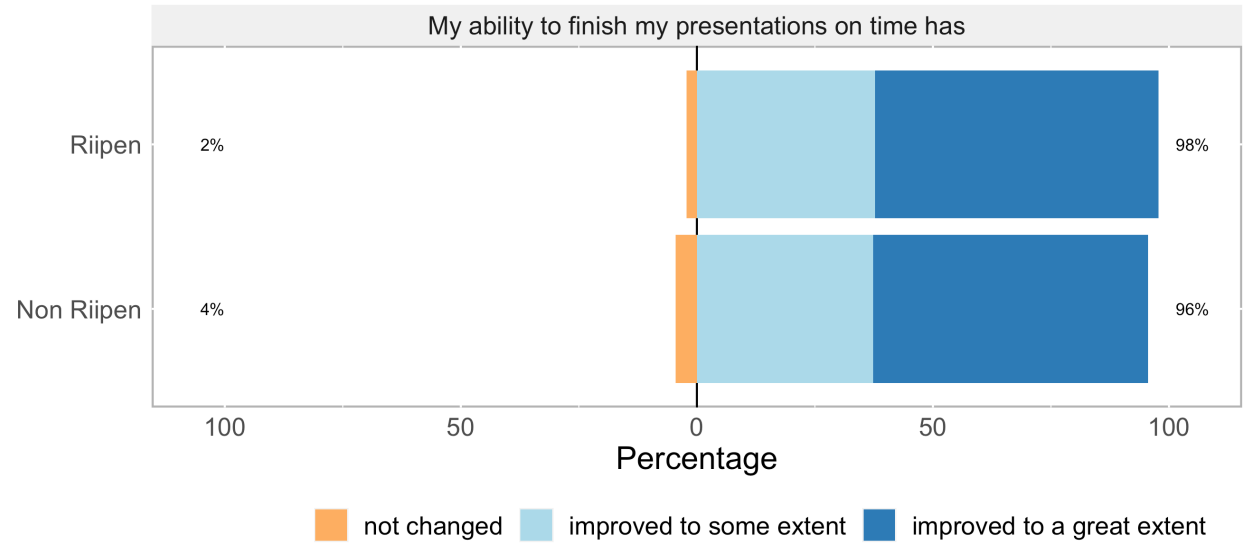
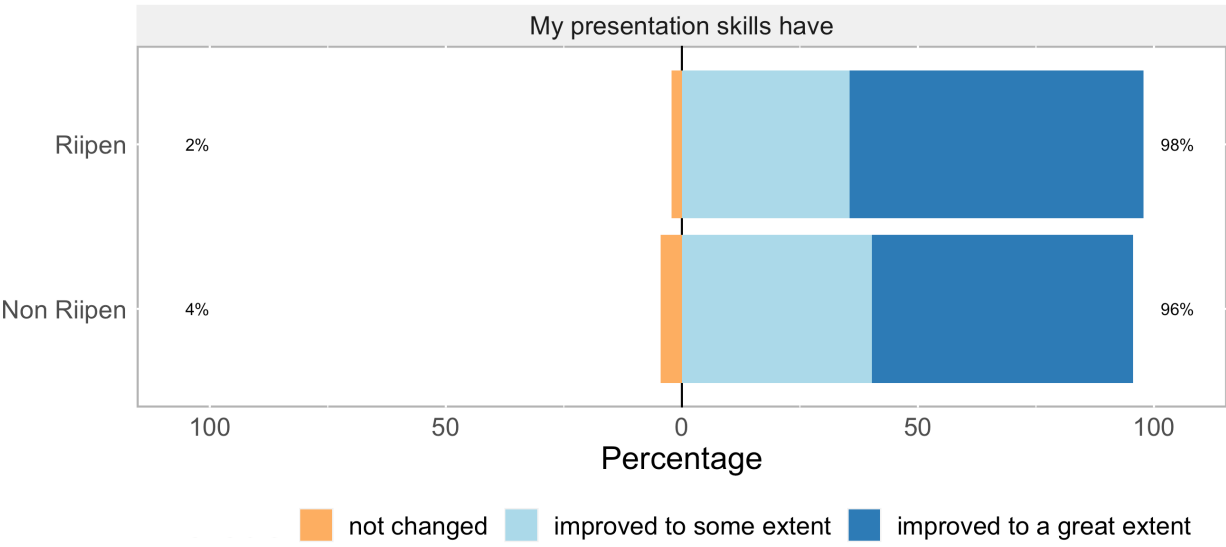
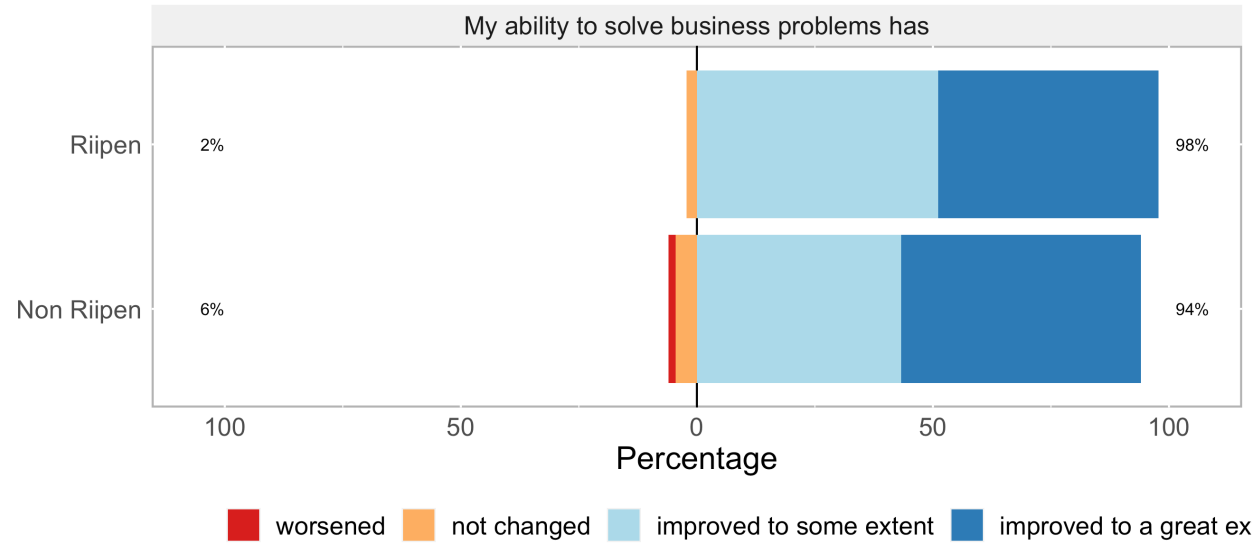
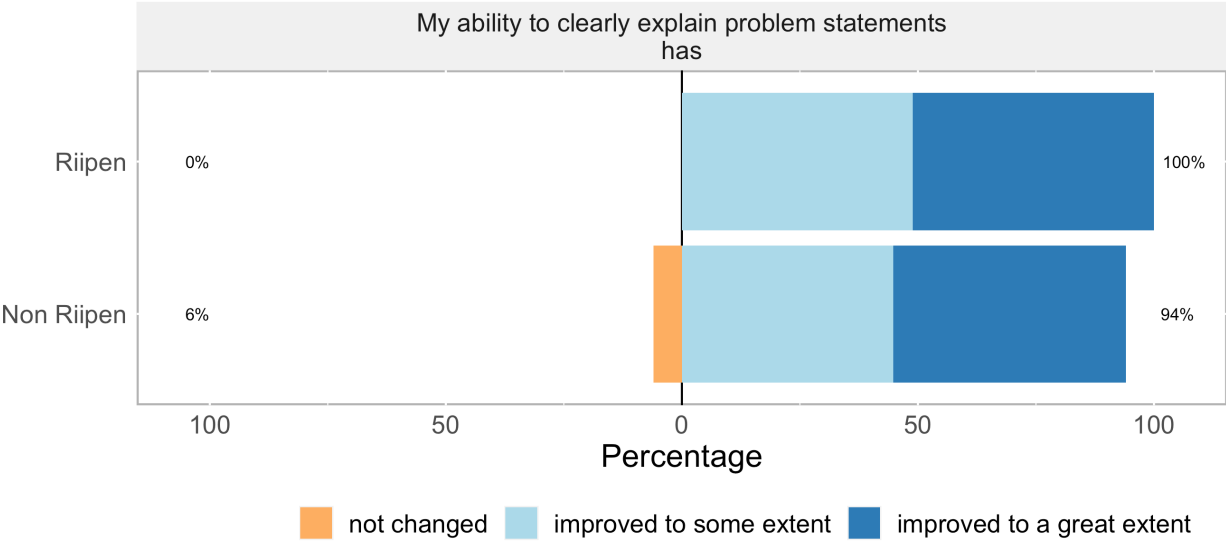
- RCT Design:
 - Random assignment of students across six sections of Marketing Management course.
 - Control for instructor effect.
- Measuring power skills through online surveys
 - 112 out of 206 students voluntarily participated.



Results







Conclusion

- We examine perception of students on the effect of live cases in an MBA course.
- We find that incorporating live case studies into business coursework is likely to contribute to students' readiness for their prospective professional careers.
- Further research is required to explore mechanisms and optimal design of live cases.

References

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Thank you!

