

Incorporating Active Learning Within an Online Management Class



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It's Time to
Rethink How We
Teach Today's
Students:
McGraw-Hill
Can Help



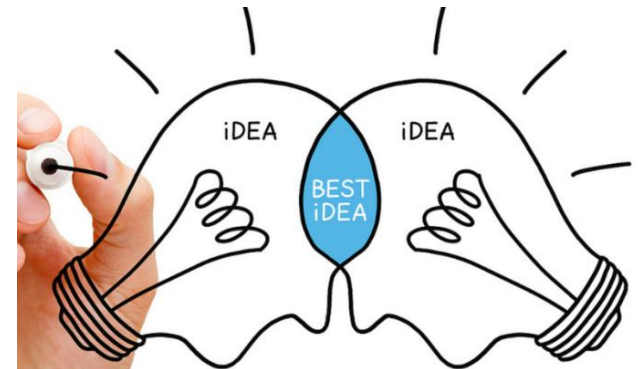
Gen Z Characteristics (1995-2012)

- Digital natives.
- Desire immediacy and connectivity.
- Competitive.
- Embrace diversity and inclusion.
- Pragmatic and career oriented.



Common Characteristics continued

- Short attention span and like to multitask.
- Active seekers of online information.
- Prefer hands-on learning that is experience based.
- Prefer interactivity and collaboration while learning.



Generation Z: Learning Preferences

- Traditional instruction methods are students' least preferred way of learning.
- Top instructional methods for Gen Z:
 - Active Learning or Problem-Based Approaches
 - Practically Oriented, Such as Case Studies
 - Discussion-Based Learning
- Students learning is enhanced when instructors use active learning rather than traditional teaching methods.

Active Learning Research

- Meta analysis of 225 studies showed student performance increased by .47 SDs under active learning verse traditional classes, and students in traditional classes were 1.5 times more likely to fail than students in active learning classes.

Active Learning

- Active learning methods entail “anything that involves students in doing things and thinking about the things they are doing” (Bonwell & Eison, 1991, p. 2).
- Students more fully participate in their learning when using active learning methods.



Active Learning Continued

- Students are generally asked to practice skills, critically think, solve problems, consider complex questions, evaluate and propose solutions, and explain their ideas and recommendations through writing or discussion.
- All told, active learning develops Bloom's higher levels of learning: applying, analyzing, evaluating, and creating.



Connect® Assets Alignment with Bloom's Taxonomy

	SmartBook® 2.0	Click & Drag Exercises	iSeeIt! Videos	Self-Assessments	Uber Chapter Continuing Case	Case Analyses/Video Cases	Manager's Hot Seat Videos	Application-Based Activities	Teaching Resource Manual
CREATE									✓
EVALUATE							✓	✓	✓
ANALYZE				✓	✓	✓	✓	✓	✓
APPLY		✓	✓	✓	✓	✓	✓	✓	✓
UNDERSTAND	✓	✓	✓	✓	✓	✓	✓	✓	✓
REMEMBER	✓	✓	✓	✓	✓	✓	✓	✓	✓

Higher Order Thinking Skills

Lower Order Thinking Skills

Career Readiness Content and Exercises

Active Learning/Problem-Based Learning Techniques

1. Think-pair share
2. Discussion
3. Debate
4. Problem-solving group work
5. Surveys/Self-Assessments



Active Learning/Problem-Based Learning Techniques continued

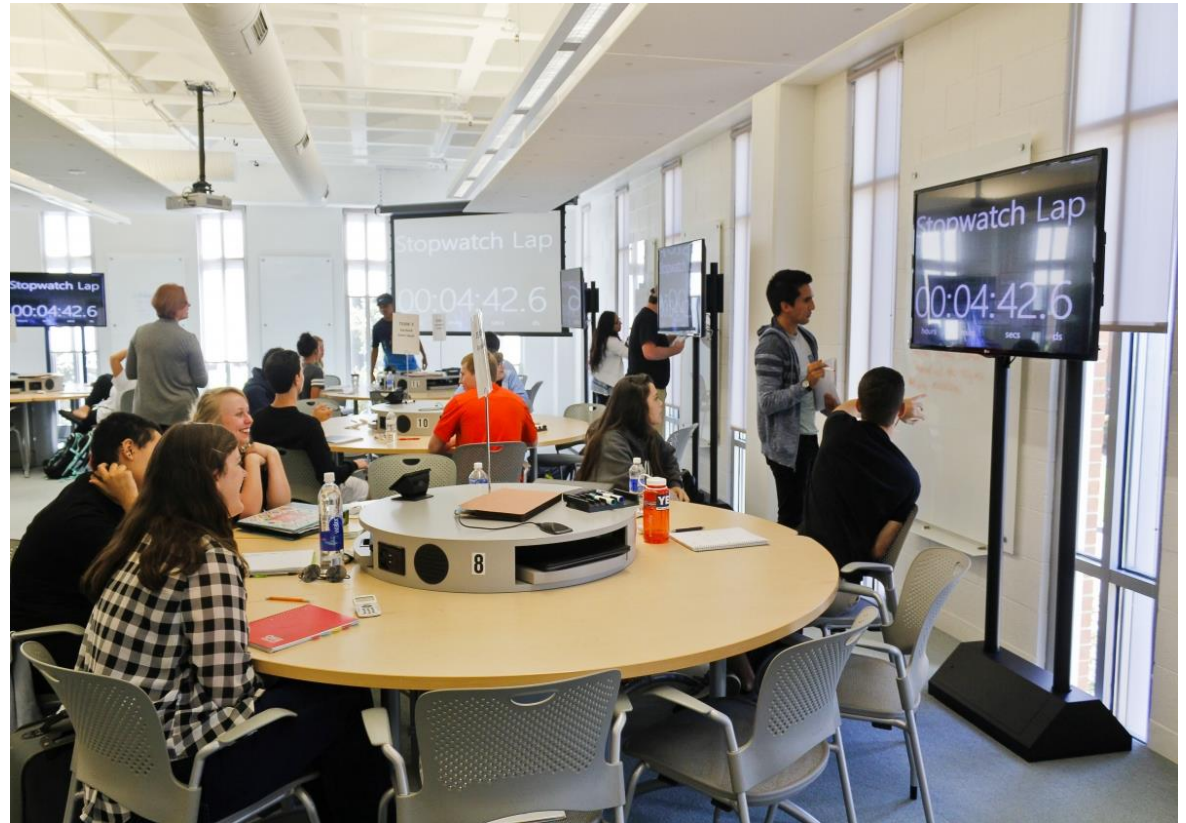
6. Demonstration, analysis, and evaluation

7. Case studies

8. Guest speakers

9. Simulations

10. Prediction



Manager's Hot Seat



Questions & Takeaways

