



BUILDING RELEVANCE INTO THE OM COURSE: USING DIGITAL TOOLS FOR STUDENT SUCCESS

Welcome!



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BUILDING RELEVANCE INTO THE OM COURSE

USING DIGITAL TOOLS FOR STUDENT SUCCESS

PRESENTERS

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WHAT ARE WE GOING TO TALK ABOUT?



THE DEMAND FOR RELEVANCE -
WHY NOW? WHAT CAN WE DO?



THE FORCES DRIVING THE
DEMAND FOR RELEVANCE

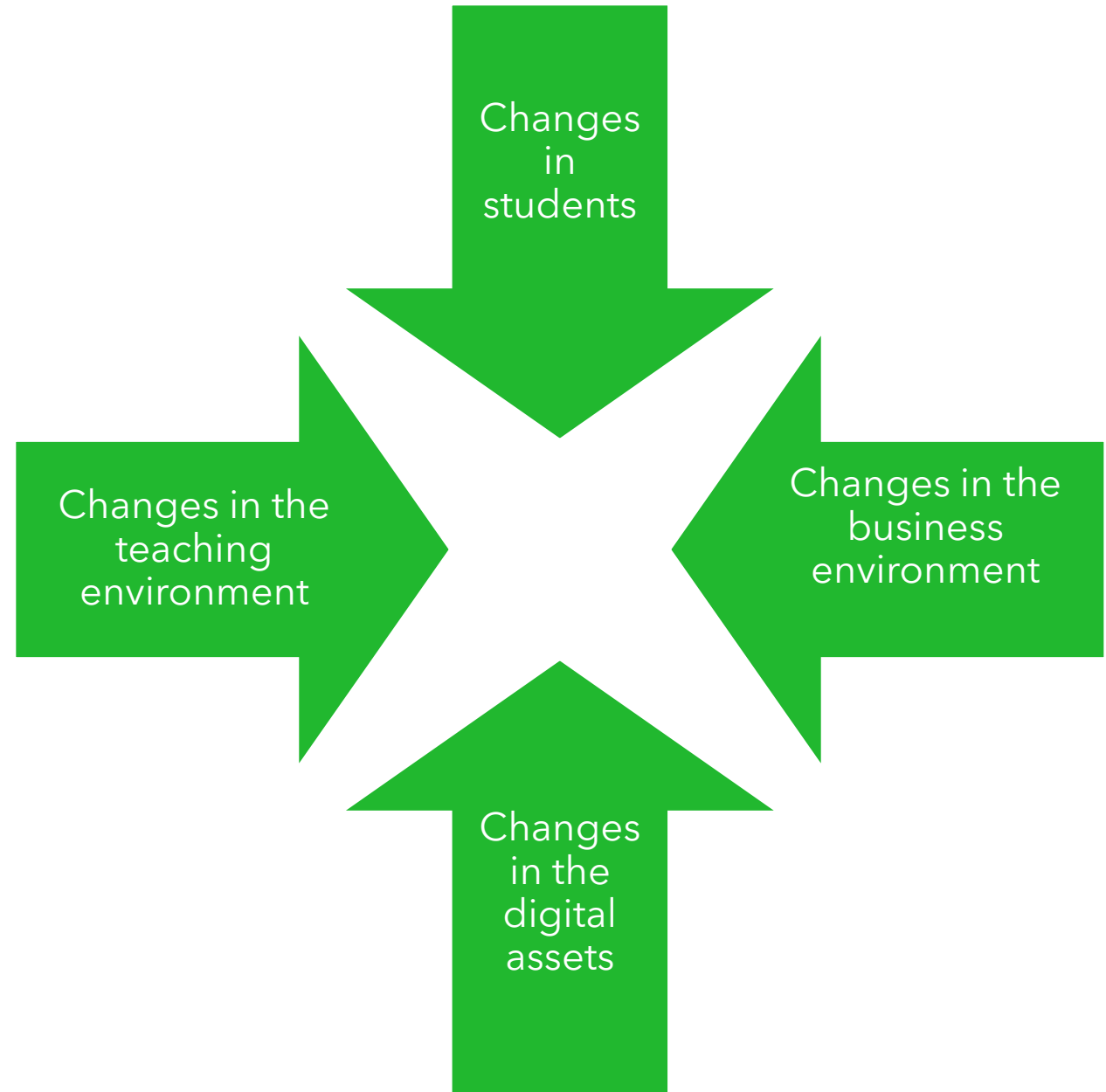


CHALLENGES OF TEACHING IN
A PANDEMIC



HOW TO BUILD RELEVANCE!

**WHY THE
DEMAND
FOR
RELEVANCE
NOW!**



CHANGES IN STUDENTS



CHANGES

- Background
 - Michigan State University – SCM 372
 - Typical student
 - 1-2 internships
 - Demanding
 - Experienced
 - *Theory based teaching sucks*
 - Goal driven
 - Wants to get a good job
 - Short attention span
 - Wants to see the concepts talked about in action!



CHANGES IN THE BUSINESS ENVIRONMENT

NEW CHALLENGES



Even before the pandemic,
certain sea-changes were at work



Technology

- Big data
- Analytics
- IoT
- Cybersecurity



Strategic

- Transparency
- Sustainability
- Responsiveness
- Agent of digital change
innovation

Business



The global shipping industry

It's an ill wind that blows no one any good

Cinemas

Curtains

Bartleby

Free the workers

Schumpeter

Battle for the iron throne

Canada's oil industry

Crude crutch

Regulating big tech

Ex-antics

Japanese telecoms

Dialling down

The Economist, October 10, 2020

THESE CHANGES ARE
VISIBLE



CHANGES IN THE TEACHING ENVIRONMENT

CHANGES

- Movement to on-line learning
 - Synchronistic
 - Asynchronistic
 - Hybrid
- Challenge
 - Lack of interactions
 - Tangents go missing
 - Lack of ability to share experiences

BUILDING RELEVANCY

1

Read the news

- Business Week
- Fortune
- The Economist
- Washington Post

2

Post these issues to
the class

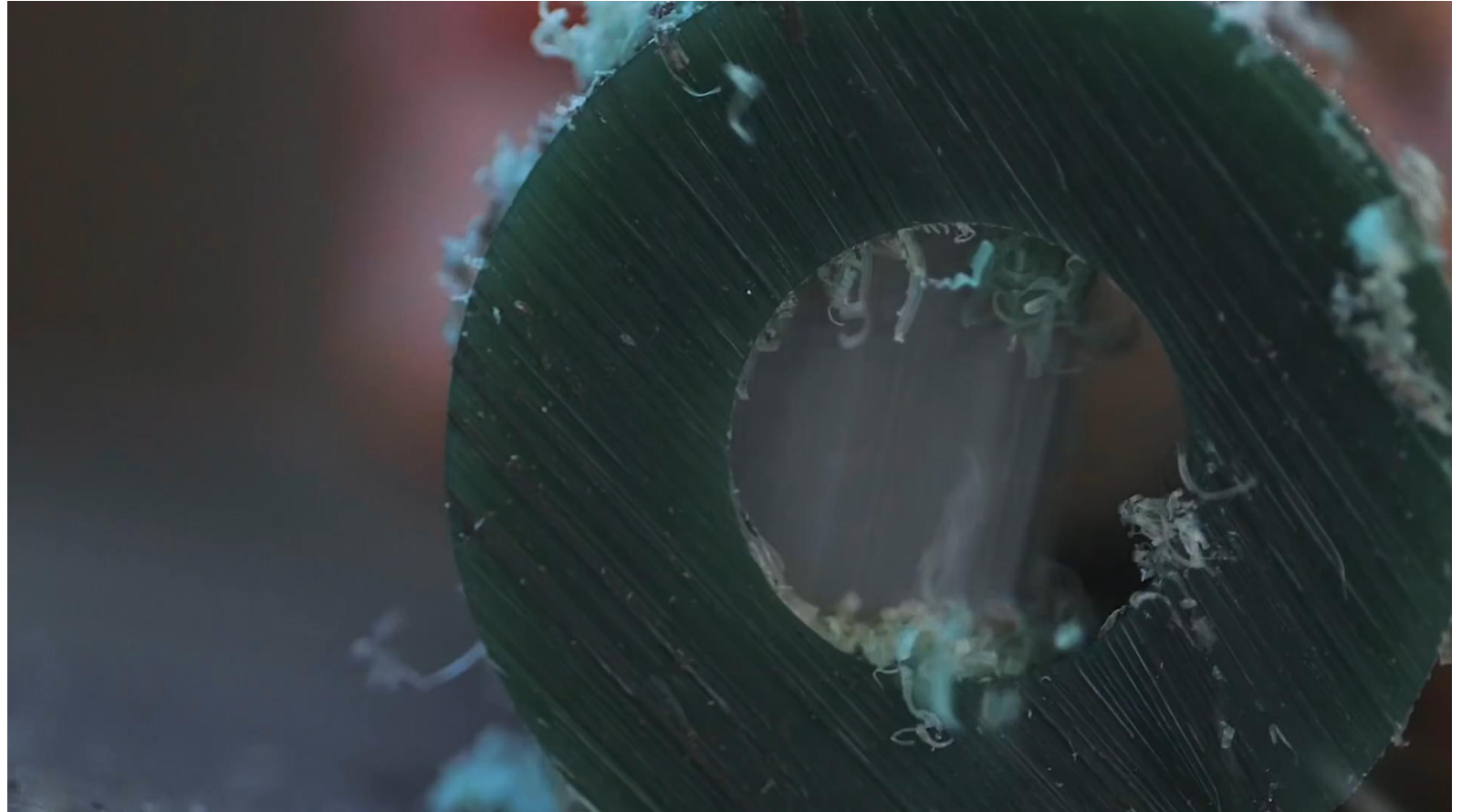
3

Understand the
value of discussion
boards

BUILDING RELEVANCY - 2

- Use videos that are different
 - YouTube is your friend
 - Invest in either 4K Video Downloader (Win) or Movie Sherlock (Mac)
 - Use them to illustrate points
- Consider using virtual cafes to get to know your students
 - MS Bookings with MS Teams.
- Using voluntary zoom sessions to allow for Q&A

UNDERSTANDING
PROJECT PROCESS



QUESTIONS?

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