
International Business Pedagogy Workshop Programme

Experiential Education in IB

Venue: University of Sussex Business School, Brighton, UK

Dates: 23- 24 April 2019

'Experiential education' is many things to many people, but is generally agreed to encompass methodologies where educators purposefully engage learners in direct experience and focused reflection, with a view to increasing their knowledge, developing their skills and clarifying their values. Examples include work placements, field trips and problem based learning.

Expectations of both students and employers regarding graduate employability and readiness for work are continuing to rise. As such, experiential learning approaches are being adopted by ever more business schools.

In adopting an experiential education approach, there are a broad range of pedagogical and practical issues to consider. In this workshop you will be able to hear a variety of perspectives delivered by experienced, international practitioners and faculty managers and also share experiences about both the variety and effectiveness of experiential education methods.

This timely workshop is suitable for teaching professionals, programme managers, industrial relations coordinators and early career teaching & research staff.

Workshop Schedule

Tuesday 23 April

18:30 Pre-Workshop Dinner (location to be confirmed)

Wednesday 24 April

08:30-09:00 **Registration, Coffee and Networking**

09:00-09:15 **Welcome**, Susan Smith, Associate Dean of Education and Students, University of Sussex Business School

Opening Remarks, S. Tamer Cavusgil, Fuller E. Callaway Professorial Chair and Executive Director, CIBER, J. Mack Robinson College of Business Georgia State University

09:15-10:15 **Keynote Speech** *Designing and executing effective experiential learning courses*, Kerry Laufer, Director and Lecturer, TuckGO-OnSite Global Consulting, Tuck School of Business at Dartmouth

This keynote looks at the evolution of a project-based experiential learning course in the context of broader MBA program and university-wide experiential learning initiatives. Drawing on recent surveys of US MBA schools, it highlights the challenges and opportunities many schools face with this model, as well as the different facets of experiential learning courses in business schools (client and student-facing functions, academic and administrative considerations, and accompanying structures and processes). This session will also offer some practical advice to those seeking new ideas for creating new or strengthening existing experiential learning courses.

10:15-10:30 **Tea & Coffee**

10:30-12:00 **Experiential Education Workshop 1**

Accompanied by facilitators, participants will exchange current practice and ideas on experiential education, addressing the following issues:

- How are experiential education activities conceptualised and developed
- How is experiential education integrated in the curriculum
- Best practice and common challenges

12:00-13:30 **Lunch**

13:30 -14:45 **Experiential Education Workshop 2**

Here a panel of experiential education practitioners will share their experiences, followed by Q&A and discussion

- Hinrich Voss, Associate Professor, International Business, Leeds University Business School
- Jacobus Boers, Assistant Dean for International Engagement and Senior Lecturer, International Business, J. Mack Robinson College of Business Georgia State University
- Luis Alfonso Dau, Associate Professor, International Business and Strategy, D'Amore-McKim School of Business, Northeastern University
- Olli Kuivalainen, Professor, International Marketing and Entrepreneurship Lappeenranta University of Technology LUT School of Business and Management
- A Student Perspective – University of Edinburgh

14:45 -15:15 **Presentation** *Assurance of learning meets experiential learning*, Kerry Laufer, Director and Lecturer, TuckGO-OnSite Global Consulting, Tuck School of Business at Dartmouth

15:15 – 15:45 **Tea, Coffee and Networking**

15:45 -16:30 **Experiential Education Workshop 3** *Planning your next experiential learning activities* Discussion in small groups, focusing on devising new activities and initiatives for your institution.

16:30 - 17:00 **Closing and Presentation of Certificates**