Integrating Service Learning into a Business Analytics Course: A Comparative Investigation

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Abstract : In this study, we investigated the impacts of service-learning integration on an undergraduate level business analytics course from multiple perspectives, including academic proficiency, community awareness, engagement, social responsibility, and reflection. We assessed the impact of the service-learning experience by using a survey developed primarily based on the literature review and secondarily on an ad hoc group of researchers. Then, we implemented the survey in two sections, where one of the sections was a control group. We compared the results of the empirical survey visually and statistically.