

Innovative Business Education Pedagogy: A Case Study of Action Learning at NITIE, Mumbai

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Abstract : There are distinct signs of Business Education losing its sheen. It is more so in developing countries. One of the reasons is the value addition at the end of 2 year MBA program is not matching with the requirements of present times and expectations of the students. In this backdrop, Pedagogy Innovation has become prerequisite for making our MBA programs relevant and useful. This paper is the description and analysis of innovative Action Learning pedagogical approach adopted by a group of faculty members at NITIE Mumbai. It not only promotes multidisciplinary research but also enhances integration of the functional areas skillsets in the students. The paper discusses the theoretical bases of this pedagogy and evaluates the effectiveness of it vis-à-vis conventional pedagogical tools. The evaluation research using Bloom's taxonomy framework showed that this blended method of Business Education is much superior as compared to conventional pedagogy.

Keywords : action learning, blooms taxonomy, business education, innovation, pedagogy

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