Management Science in Action
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Intended Target Population
- Targeted at undergraduate business students
- Assumes foundational knowledge of management science
- Requires capability to conduct a literature review and present relevant article

Active Learning Technique Explanation/Learning Curve
- Students will identify a real-world application of a Management Science tool.
- Require choosing and summarizing a research article that shows the tool's impact on a company.
- Create a video presentation focusing on practical application. Provide guiding questions for analysis:
  - Background of the company.
  - The problem being addressed.
  - Approach to the solution.
  - Benefits of the solution.
  - Potential applications elsewhere.
- Success criteria:
  - Discuss specified topics in the presentation.
  - Engage with the project by commenting on three peers' presentations.
  - Utilize simple recording tools (e.g., phone, laptop) for the assignment.
  - Support undergraduates with journals emphasizing applied research.

Student Learning Outcome Satisfied
Fosters the use of quantitative and qualitative analysis in practical business problem-solving.
Enhances business communication skills through video creation, presentation, and peer feedback.

Applicable Setting For Technique
- Strategy suitable for online and in-person courses.
- Online: Adjust analysis depth and presentation length based on class size.
- In-person: Maintain format for small classes. Switch to group assignments for larger classes.
- Include an online discussion board in both formats to enhance peer engagement and discussion.

Student Benefits and Impact
- Showcases academia-industry collaboration.
- Deepened understanding of real-world problem-solving.
- Enhanced critical thinking via article analysis.
- Improved research skills and proper citation.
- Developed communication and presentation skills.
- Participated in collaborative learning via peer interaction.