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Submission ID: 19

Title: Do it all wrong! Using reverse brainstorming to generate ideas, improve discussions, and move students to action

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Format: Activity or Exercise

Time Requested: 30 Minutes

Keywords: Reverse brainstorming; student creativity; idea creation

Abstract: Ideas dumped? Students stumped? Case studies slumped? Try it backwards! Reverse brainstorming is known for its usefulness as a way to improve student creativity, expand ideas and expression, and draw out group discussion. In this session, we will discuss the varied and multiple uses of reverse brainstorming in the classroom. Examples of how it can be used in accounting, organizational behavior, quality management, ethics, entrepreneurship, and research courses will be discussed. We will model reverse brainstorming during the session; come join us for some backward thinking!

Comments:

Submission Type: Paper

File: uploaded