OBTC 2017 at Providence College
June 14th – 17th, 2017

Submission Template

SUBMISSION GUIDANCE

* Remove all identifying properties from this document *
* All files must be saved in PDF format *
Please include ALL supplementary text at the end of this document
Only one document should be submitted

1) ## Title, Abstract & Keywords

In your abstract, please include a brief session description (not to exceed 100 words), and three to four keywords. If your proposal is accepted, this description will be printed in the conference program.

Title: Educating Millennials: Using Technology-based Tools to Keep Them Engaged

Abstract: There are some traditional teaching methods that still work today. However, with the evolution of technology and the values of the millennial generation, many traditional methods are no longer effective. Millennials have grown accustomed to having information at their fingertips. This session will explore the use of tools in the classroom, such as Social Media platforms (YouTube, Twitter, etc.) and different game – based learning platforms (Kahoot). Discussion of how these technological tools are used to engage the millennial generation and how they provide millennials with tangible skills they can use in their jobs. Experiences will be shared as examples.

Keywords: Millennials, Social Media, Classroom Engagement, Gamification

2) ## Teaching Implications:

What is the contribution of your session to management pedagogy/andragogy? Specifically, please include your learning objectives, and describe what management and/or teaching topics are relevant to your session, and why. Also, include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.

The session will provide management educators innovative ways to present material to an audience who is unlike the generations before them. Although millennials may be tech savvy, they still have a need to acquire technological skills needed in today's business environment. Through the use of technology and incorporating various tools into the classroom, the students can obtain a value – added experience as well as an engaging one. They will learn additional skills

beyond the curriculum of the course, including oral communication and collaborative skills.

Learning objectives:
1. Devise ideas for providing students a more engaging classroom experience
2. Identify ways to incorporate technology into their course
3. Provide an opportunity for social interaction and team building

3) Session Description and Plan:

What will you actually do in this session? If appropriate, please include a timeline estimating the activities will you facilitate: how long will they take, and how will participants be involved? Please remember that reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session.

The session would be planned to be approximately 30 minutes in length. The first 10 – 15 minutes would be spent providing attendees with an introduction and some background information. The remaining time will be spent engaging attendees in discussion and a demonstration of one of the tools discussed, Kahoot. The activity will be interactive where attendees will take part utilizing the tool as the students would in the classroom.

4) Application to Conference theme:

How does your session fit with the overall OBTC theme of *Navigating the Changing Currents*?

How we teach courses coupled with today's students are one of the many changes that have occurred in recent times. There are many ways management educators have adapted to these changes. The session explores innovative ways to incorporate technology into management education that will engage the millennial generation in the learning process. This is a departure from the more traditional activities previously used, which are no longer sparking the interests of today's students. Through a thoughtful discussion and demonstration of some of the many tools, attendees will be able to come up with ideas they can incorporate into their own courses.

5) Unique Contribution to OBTC:

Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?

No, this will be the first time this proposal would be presented.