



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

Submission Template

SUBMISSION GUIDANCE

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**Submission Template for the
2017 OBTC Teaching Conference for Management Educators**

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: Set Sail with a Live Case

Abstract:

Seeking an effective learning experience for your students? Come learn about a hybrid live case experience that positions students in a real-world dilemma and allows the attainment of course learning goals. Our hybrid live case featured an interactive presentation from a “real-world” expert speaker/ animator and was complemented by a brief written case. The hybrid live case experience was created and designed by the course instructor, the expert animator (i.e., guest speaker) and a research team. This interactive session will involve a live case presentation experience as well as the introduction of a framework for implementing a live case assignment.

Keywords: live case; case teaching; experiential; student learning

2) Teaching Implications:

What is the contribution of your session to management pedagogy/andragogy (teaching of adults)? 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.

Historically, the case teaching method has been an integral pedagogy in business and management education. This session introduces an adaptation of the case teaching method, the hybrid live case. The hybrid live case offers an active and contemporary learning experience for participants to involve their students. This session will also allow participants to add another teaching tool to their portfolio in the spirit of continuous improvement. The session strongly endorses experiential exercises as a means to achieve student learning goals and objectives.

In this session, the focal organizational behavior topics are leadership, group and team dynamics. However, the hybrid live case situation may be applied to any OB topic including strategic organizational behavior, organizational development, diversity, motivation, and conflict.

Learning Objectives: Participants will be able to:

1. Understand the concept of a hybrid live case.
2. Recognize the various elements and facets in the construction of a hybrid live case assignment.
3. Potentially develop and implement a hybrid live case assignment.

3) Session Description and Plan:

What will you actually do in this session? If appropriate, please include a timeline estimating the activities you will 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.

Interactive Presentation Outline:

- I. Introduction (10 mins.) - Presenters; **Audience Poll** – Preferred Pedagogies; Hybrid Live Case – Terms & Definitions; Purpose and Value; Comparison to other Pedagogies; Roles.
- II. Course Curriculum (10 mins) - Course Context; Learning Goals; Case Relevant Topics – Leadership, Team and Group Dynamics; **Audience Poll** - Other Potential Topics; Assignment.
- III. Hybrid Live Case (40 mins.) - Idea Generation Stage; Hybrid Live Case Development; **Role Play: Hybrid Live Case Interactive Demonstration**; Assessment.
- IV. **What do you think?** (30 mins) – Q& A; Discussion Questions; Reflection

Sample Discussion Questions:

- *How do you see yourself employing a live case in your course(s)?*
- *What do you see as the benefits and costs of the live case after hearing the presentation?*
- *What methods do you propose for assessing the effectiveness of live cases?*
- *Specifics about the animator – Characteristics? Professional Background? Process for Selecting and Collaborating?*

Session Details:

Proposed audience: Management & Business Faculty

Special requirements: PC/PowerPoint

Desired Session Length: 90 minutes

4) Application to Conference theme:

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

A hybrid live class session facilitates the creation of an active and dynamic learning environment. Experts in management education argue that applied learning experiences result in the attainment of learning objectives such as critical thinking, analytical skills and interrogation of “real-world” dilemmas.

Trends in management education also posit that instructors should consider pedagogies that are effective across varied student learning styles. A hybrid live case includes both written and oral presentation components; thereby, making the case assignment accessible to students with several learning styles.

The hybrid live case assignment can serve as a forum for multiple topics in Organizational Behavior across the four levels of analysis: individual, group/team, organizational, and marketplace/environment. Our hybrid live case presentation focuses on leadership, group and team dynamics. Furthermore, we are in the idea generation stage of hybrid live case assignments that will focus on social identity in the workplace and disruptive innovation theory.

With respect to faculty, the hybrid live case affords instructors the opportunity to: 1) collaborate with a subject matter expert; 2) connect their teaching and scholarship and 3) employ an effective teaching tool.

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?

This topic/proposal represents a unique contribution to OBTC and has not been previously submitted to a conference or journal.