

Global Educational Tours and Business Simulations: Challenges and Benefits of Experiential Learning in Executive MBA Programs

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Abstract

An extensive literature review of research studies in business disciplines highlighted a variety of pedagogical approaches used in delivering various courses in business programs (e.g., Hofsted, et al., 2010; Stone and Petrick, 2013; Vos (2014, 2015). Specifically, the review indicated that the incorporation of experiential learning as a pedagogical approach has become a widely accepted practice by several business schools, particularly in their executive MBA programs. Stated differently, the traditional, passive methods of course deliveries have been replaced by hands-on, application-oriented pedagogical approaches. Two of the popular experiential learning approaches are the use of global educational tours and business simulations. Importantly, these two pedagogical methods validate the two mandates articulated by Association to Advance Collegiate Schools of Business (AACSB, 2013 Report; 2016 Update): (1) Global Readiness, and (2) Assurance of Learning.

The purpose of the proposed presentation is to highlight the challenges and benefits of global education tours and business simulations, two of the most widely used experiential learning approaches in executive MBA programs. The main points of the presentation will focus the results from three global education tours conducted for the EMBA cohorts at a state university in West Virginia the benefits and from the use of a sophisticated marketing simulation game, Marketplace, in one of the EMBA required courses for the same EMBA cohorts. It should be noted that for one of the EMBA cohorts, the students filled out a survey questionnaire. The purpose of the survey was to gain insight into the opinion, perceptions, and feedback of the EMBA students with regard to their learning experience based on their participation in the global educational tours and business simulations used during the EMBA programs. The summary results from the survey will be highlighted during the proposed presentation.

Keywords: Experiential learning, Emba, Global educational tours, and business simulations

Relevance to Marketing Educators, Researchers, and Practitioners:

The proposed presentation will highlight the benefits and caveats of global educational tours and the use business simulations as part of EMBA curriculum at a state university in West Virginia. We believe the presentation will bring out productive discussions.

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