

Innovative Teaching Pedagogy

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Finding and Interviewing Industry Experts in the domain to understand and appreciate the business value of the concepts learned in the class

[As a part of Information Systems for Business]

Introduction

The main objective of this teaching pedagogy is to encourage students to explore and understand the business value of the Information systems and current technology trends covered in the ISB course. Students were encouraged to explore the topic by referring latest articles and publications on various business magazine and technological research and consulting firms publications like Forbes, Dataquest, Gartner, McKinsey & Company etc. to map their understanding and gain more insights from the business. This activity was further extended to help them prepare the questions and conduct interviews of industry experts to know their views and application of the concepts in their respective domain.

These help students to explore the topics with current relevance and shape interview and survey questions more effectively and to get valuable outside viewpoints from industry experts to help illuminate the way forward.

Outcome and benefits

Finding and conducting interview further helped them in following.

1. Industry insights currents trends and challenges
2. Experience to organise the thoughts and get maximum inputs from the expert
3. Confidence building as one of the managerial skills
4. Summarisation of learnings
5. Networking
6. Application orientation and current challenges in the industry
7. Industry readiness in terms of certifications related to current industry trends and demands
8. Presenting insights captured in the interview to the entire class as a part of Group Presentation (internal assessment) on the topic given.
9. Recorded interview clips were played during the presentations for the entire class to be benefited.

Feedback was collected from students on their experience of conducting such industry expert interviews and the learnings which was very encouraging. This was as a part of innovative pedagogy in terms of student-centred approaches that promote active engagement, help them to develop application oriented learning by connecting to industry professionals, and support collaborative learning and meaningful understanding of the business concepts.