

Experiential Learning

Experiential learning is the process of learning through experience and is more specifically defined as learning through reflection on doing. According to David Kolb (1984), this type of learning can be defined as "the process whereby knowledge is created through the transformation of experience. Knowledge results from the combinations of grasping and transforming the experience."

In today's workplaces and higher education situations, simulations provide experiential learning opportunities for employees and students. A simulation allows the learner to learn a new skill, practice that skill, and learn from the results.

The learning hub is OneDay, a multi-episode Interactive Learning eXperience (I-L-X) business simulation.



Solutions

OneDay: Business Strategy Simulation. This experiential learning simulation develops the professional knowledge and soft skills necessary for understanding and applying business strategy. Module instruction includes a combination of assigned readings and simulation. The purpose of this module is to learn, develop, and apply the professional knowledge and soft skills associated with business strategy in the workplace.

The learning hub for this module is OneDay, a multi-episode Interactive Learning eXperience (I-L-X) business simulation, that teaches learners about the concept of business strategy, communications, time management, critical thinking, and business decision-making. OneDay introduces and reinforces how to make good business decisions and develop viable business strategies.

OneDay is a business simulation experience that follows Emma, an employee of an airline company, who is a relatively new employee of a company called North South Airlines. Through Emma, the simulation addresses a strategic issue for North South Airlines. Emma assesses her environment, gathers information along the way from various characters and other information sources, makes decisions, and then presents recommendations.

OneDay is designed to engage learners in the completion of real-world activities whereby the learner can apply and demonstrate mastery of the knowledge and skills needed in today's business environment.

The module is approximately 55-60 learner hours.

Applied Business Leadership and Strategy. The purpose of this module is to learn, develop, and apply the professional knowledge and soft skills associated with leadership, business fundamentals, business integration, and strategy in the workplace. The module can be used for advanced academic leveling and for employee development.

The module is particularly suited for learners and employees who may not have a strong academic and/or experience in business. The solution includes a critical thinking assessment.

The solution is approximately 125-135 hours learner hours.

Business Operations and Strategy. This module develops the professional knowledge and soft skills necessary for understanding and applying business strategy, marketing, communications, leadership, and teamwork in a workplace environment. Module instruction is done using a combination of online instruction and simulation.

This module is designed for learners who are relatively new to business operations to teach them the full depth and breadth of today's business environment so that they can be a more successful employee.

The solution is approximately 90-100 hours learner hours.

Individual Modules

- OneDay: Business Strategy Simulation (55-60 hours, \$285)
- Business Operations and Strategy (90-100 hours, \$395)
- Applied Business Leadership and Strategy (125-135 hours, \$395).

Applications and Best Practices

- ✓ Advanced academic leveling.
- ✓ Undergraduate capstone course.
- ✓ Experiential learning opportunity for both graduate and undergraduate learners.
- ✓ Employee development.
- ✓ Executive education.
- ✓ Manager training.

Pricing

Pricing is based on number of learner hours and the annual expected quantities. Modules are sold individually and in course packs. **Contact us** to develop a customized solution that works for your specific requirements.

Course Pack Lite includes a combination of individual topic-based modules up to 15 learner hours, e. g. two academic leveling modules and Write & Cite®. A Course Pack Lite also includes individual mid-duration modules, approximately 12-15 learner hours each.

Course Pack includes a combination of individual modules up to 60 learner hours. A Course Pack also includes individual longer-duration modules, approximately 20-60 learner hours each.

Course Pack Plus is a combination of individual modules up to 135 learner hours.