The business classroom of the future: what students want. A perspective from CBS students

Presenters:
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Abstract:
The business classroom in higher education is rapidly changing as universities adapt to industry needs. Curtin Business School has a world-class social media command centre called, The Agency, that gives students access to industry standard monitoring software. The ability to learn in a ‘live’ or ‘simulated’ environment has enormous benefits as students experience classrooms that replicate the business environments they will eventually work in. In addition to this, the flipped classroom, real-time simulations and teaching via social media platforms, has changed the classroom paradigm for business students as they grapple to understand the technology, as well as the content for their disciplines. Similar to how technology changed media consumption from a push, to a pull model with the advent of the Internet, business students are now seeking a pull model from the curriculum, allowing them to seek out information on the platforms they are using, as well as the standard teaching platforms like Blackboard. Students in this panel will discuss their experiences with using The Agency, the flipped model of teaching, simulations and social media teaching.