

Nine practices that seem to work in MBA 269

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1. ONE IDEA PER CLASS

- ✓ Limited attention (based on ad-hoc in-class surveys done in the last decade)
- ✓ Build each class session around 1 big idea ($17 \times 30 = 510$ ideas for the MBA degree)
- ✓ Decide what not to teach
- ✓ Work backward from the list of key takeaways

2. PUNCHLINE

- ✓ Spend the last 5 minutes to ask the students for the punchline
- ✓ Provide punchline in the first few class sessions but ask the students to figure out in subsequent class sessions
- ✓ A great way to remind the students what they need to know

3. INDUCTIVE LEARNING

- ✓ We learn by deductive approach (principles → examples)
- ✓ Our MBA students learn by inductive approach
- ✓ Most of them are more impressed by concrete facts than abstract principles
- ✓ Examples → Principles → Examples

4. EXAMPLES, EXAMPLES, EXAMPLES

- ✓ Concretize your idea by using a lot of real examples
- ✓ Use recent examples (e.g., www.spotify.com, <https://www.sugarsync.com/plans/>, and etc.)
- ✓ Use examples that relate to their jobs (e.g., www.zynga.com, www.apple.com, www.autodesk.com, and etc.)

5. ROLE-PLAYING COMPUTER SIMULATIONS

- ✓ www.mba269.com
- ✓ Organize each simulation as a contest
- ✓ The winning team wins cash (\$100)
- ✓ Show the students what they did (and ask why)
- ✓ Show them what they ought to do (in order to make more money)

6. IN-CLASS EXERCISES

- ✓ In-class short exercises (applying the principles)
- ✓ In-class pricing negotiation (a mini case based on a consulting assignment)
- ✓ In-class pricing clinic: Solving a firm's pricing challenge posted by a CMO

7. CREATE A MEMORABLE CLASS EXPERIENCE

- ✓ Think about how to deliver the content so that it will be memorable
- ✓ If the students were to describe the class session, how would they describe it?
- ✓ BDM procedure (www.blingh2o.com)
- ✓ Conjoint Analysis (<http://www.mba269.com/conjointvisual>)
- ✓ Revenue equivalence theorem in auction (in-class buying and selling of used items)

8. ENJOY THE CLASS

1. Enjoy your class (the students can tell whether or not you enjoy the class)
2. Show your energy and enthusiasm
3. Humor as enjoyment signal
4. They like the class more if you enjoy teaching it

9. REMIND THEM THE KEY TAKEAWAYS BEFORE TEACHING EVALUATION

1. Ask them to write down their top 3 takeaways
2. Ask them to write down their most memorable class
3. Give your top 10 takeaways
4. (Ask them to write down a planned implementation of a key takeaway)
5. Conduct teaching evaluation

TOP NINE PRACTICES

1. One idea per class
2. Punchline
3. Inductive learning
4. Examples, examples, and examples
5. Role-playing computer simulations
6. In-class exercises
7. Create a memorable class experience
8. Enjoy your class
9. Remind them of the key takeaways before teaching evaluation