Fostering Self-Directed Learning & Industry Engagement in Business Education: A Case Study from RTCM

Teaching Strategy Handout

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1. Foundational Skill(s) Addressed

Critical thinking, decision-making, applied problem-solving, practice reasoning, reflection, ownership, and industry communication

2. Learning Outcomes:

- *Students will develop problem-solving, analytical thinking, and strategic prioritization skills **within the context** of retail and channel management.*
- *They will learn how to critically evaluate operations, identify gaps, and generate improvement strategies using real-world simulations and data-driven tools.*

3. Teaching Strategy Overview (with Sources, if applicable)

This strategy integrates structured reflection, peer feedback, AI-supported research, and staged simulation to foster self-directed learning. It is grounded in experiential learning theory and real-world application, drawing on methods such as case-based learning, flipped classrooms, and simulation pedagogy.

5. Teaching Strategy Implementation

*Step-by-step explanation of how the strategy was implemented in the classroom. Focus on practical execution. (please refer to **the deck**)*

6. Evidence of Impact ***(Plan for assessment & evidence collection in advance)***

- Student reflections show increased awareness of strategic trade-offs and communication skills.
- Peer reviews and surveys indicate growth in collaboration and decision ownership.
- Engagement rose in peer-led sessions and simulated pitch events

- Visual/multimedia deliverables improved in quality and narrative clarity through AI-supported tools (MidJourney, Miro)

7. Implementation Challenges & Refinements

1. *Students initially relied too heavily on surface-level frameworks; Added Boot Camp sessions helped deepen reasoning*
2. *Role overlap between CMO/CFO required clearer briefing*
3. *Supply chain concepts needed scaffolding; used toy models and visual aids to support comprehension*

8. Specific Implementation Challenges & How to Overcome Them

1. **Challenge:** Students may feel overwhelmed with new tools → **Solution**: Scaffolding tutorials and in-class demos.
2. **Challenge:** Aligning group work → **Solution:** Role rotation, peer review checkpoints
3. **Challenge:** Time pressure near final → **Solution:** Early milestone checkpoints (Boot Camp)

9. Transferability Across Disciplines

This approach can inspire other disciplines:

- STEM/Business: Product innovation, simulations, AI design tools
- Humanities: Reflection and debate for argumentation
- Journalism/Policy: Expert panels and scenario-based critiques
- Online Learning: Miro, ChatGPT, MidJourney for remote collaboration and prototyping

📌 **For questions or to share feedback, please contact:** *shanghai.ctl@nyu.edu*