An Experiential Approach to Business Education
Our Story of Experiential Education

Practice, practice, practice: In a world where competition is fierce, improving your performance, honing your skills and competencies, being nimble and well-prepared, and arming yourself with experiences that demonstrate the ability to transform theory into practice are essential. Experience can make the difference between getting a job and not getting job, or advancing up the corporate ladder. The School of Management maximizes opportunities for students to engage in experiential-based learning that moves beyond traditional activities and provides significant unique opportunities to learn by doing. All experiential education activities are guided by best-practice standards from the National Society for Experiential Education. Students may enroll in as many activities as they choose!
In the Explore California program offered during spring break, students visit the West Coast to meet with company leaders, learn about corporate culture and operational issues, and work on real-world challenges.
Some common (traditional) and not-so-common (innovative) examples include:

**Traditional**

**INTERNSHIPS**
The School of Management partners with numerous companies offering internship opportunities on a credit or not-for-credit basis. The not-for-credit option allows students to engage in multiple internships without paying related tuition or constraints imposed by the program/degree map.

**STUDY ABROAD**
Students can participate in faculty-led study abroad that provides a comprehensive portfolio of academic and professional elements. Visits to corporate headquarters, meetings with executives, and social activities inform the student of the localized context for business operations and practice. Destinations include Dubai, Germany, India, Tanzania, Switzerland, and Portugal, among others.

**ACADEMIC SERVICE LEARNING**
There is no better way to gain an appreciation for what you are learning than to integrate it into a real project. Our course-embedded experiential-based projects are conducted with numerous community and not-for-profit enterprises. Students witness the transformation of theory into practice before their very eyes as a part of their courses.

**FACULTY-MENTORED STUDENT RESEARCH**
Interested students may present research ideas to faculty at regularly scheduled student forums and partner with interested faculty on collaborative research. The unique Deans’ Student Intern Program allows students, through a competitive process, to secure scholarships for their research. This research opportunity allows students to conduct actual business research, something all organizations embrace.
Management students (left) immersed themselves in German culture, history, and business practices by taking classes at Fachhochschule Südwestfalen and traveling to Cologne, Berlin, and Soest.

During one School of Management study abroad trip to Tanzania (right), students assisted New York Tech faculty in teaching business classes to 44 female entrepreneurs.

Site visits at companies in Delhi, India (left) and Dubai, UAE were part of another cohort’s study abroad experience.
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Experiential education means integrating experience outside and inside the classroom together, using tools of the trade like those in the Voya simulated trading room at our New York City campus.
Innovative

CORPORATE CHALLENGE
This annual competition engages student teams in answering open-ended questions related to an actual case study developed collaboratively by the school and an industry partner. Teams chosen as finalists present recommendations to a management board representing the industry partner, and winners receive awards and recognition at an annual ceremony. Participating companies have included McGraw Hall and Marriott at Courtyard, among others. Related outcomes often include students being offered internships or employment opportunities.

PRACTICUM
These small-group consulting projects involve four to seven students who work with a faculty mentor on an authentic corporate problem presented to the school by an industry partner. This experience is invaluable for students, who apply what they’ve learned to a real project and get experience in teamwork and communication. They interact directly with corporate professionals during the progression of the consulting activity, learning about and engaging in best practices and experiencing the dynamics of how corporate entities approach problem-solving.

BROADRIDGE CHALLENGE
This unique activity engages student teams in interdisciplinary decision-making as they work on a set of problems presented by Costco that involve multiple areas, including engineering, architecture, health, management, and others. Students benefit from collaborating on research and incorporating the expertise of fellow students in the group’s recommendations. This is an excellent opportunity to receive training in interdisciplinary research and to work with students from multiple and diverse backgrounds—often required by many real-life business challenges.

EXPLORE CALIFORNIA
This annual activity involves sending a team of up to 20 students on an excursion to California that includes daily corporate visits. Over lunch, students meet with corporate executives to discuss challenges they are facing. Students conduct internet research during the afternoon and provide consensus recommendations to the company at the end of the workday. The lightning research activity helps train students in nimble responsiveness and timely decision-making while presenting them with a diverse set of business challenges.

COSTCO INTERDISCIPLINARY CHALLENGE
This academic course is co-instructed by the school and executives of Broadridge Financial Solutions, who present challenges they are facing to the class each week. The class meets in groups to research the challenges and then provides recommendations to Broadridge every other week. These biweekly experiences provide students with a wealth of knowledge about the corporate world and opportunities to conduct group research to familiarize themselves with issues and potential solutions. All the while, they strengthen their communication skills by presenting and hearing professional feedback. Perhaps more importantly, Broadridge has offered students in the class internships and employment opportunities.
Competitions like the Costco Interdisciplinary Challenge (above) and the Broadridge Challenge (next page) push students to step outside their disciplines and comfort zones while working in a corporate setting.
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INTERNATIONAL WORKSHOP

In collaboration with 14 management schools across the globe, this jointly sponsored annual workshop brings students together at a sponsor school’s campus to engage in a two-week workshop and competitive business simulation. Each team consists of four students from different schools—providing an opportunity to truly be immersed in a global climate with students from multiple universities, cultures, and locations. The workshop strengthens students’ appreciation of diversity and inclusion while exposing them to perspectives in the global marketplace and ways multinational corporations work across the globe. Scholarships are available.

FED CHALLENGE

This competition engages a team of students in conducting economic analysis and forecasting using real U.S. economic data. Results are presented to executives from the Federal Reserve Bank of New York, and the team competes with other New York business schools for the highest finish. This is a perfect opportunity for students to learn about the economy and utilize econometric and forecasting tools to form projections on how the economy will perform.
GLOBAL BUSINESS STUDENT COMPETITION
This activity includes students from multiple universities across the globe in a case study competition co-written with a corporate partner and representing a real-world problem. As in the International Workshop, each team consists of students from different universities, but unlike the International Workshop, teams do not engage in a business simulation but instead are challenged by open-ended questions about the aforementioned case study. This is another great way for students to engage in real-world problems, gain appreciation of diversity, work in cross-cultural teams, strengthen their business analysis skills, and hone their communications ability.

DEAN’S TEACH WITH TECHNOLOGY CHALLENGE
In this unique offering, we ask students to become the teachers and teachers to become the students! Students select a new or emerging technology they believe would be valuable as a teaching tool for the School of Management and present a short lecture about the tool to faculty. Students strengthen their use of technology and learn to create a pitch, with the goal of having faculty integrate the technology into their classes. Prizes are available for pitches chosen as finalists. Students can strengthen their communication skills and ability to pitch an idea or product. Knowing how to represent an idea is always of value in the workplace!
SHRM CASE COMPETITION AND NEW YORK STATE BUSINESS PLAN COMPETITION

These two programs, among others, engage students into external agency competitions where School of Management teams compete with other schools in addressing a real-word case study or writing a business plan for a new venture. Whether you plan on becoming a human resource management specialist, a financial planner, or an entrepreneur, these competitions provide opportunities to integrate what has been learned in the classroom into real-world scenarios that mimic the business world.

The School of Management Society for Human Resource Management (SHRM) Student Chapter was awarded the 2019–2020 Outstanding Student Chapter for its excellence and achievement in programming and education. This is the fourth year since 2011 that the chapter has received this award.
VITA (VOLUNTARY INCOME TAX PROGRAM)
This activity engages accounting students in the preparation of tax returns for local community residents. Overseen by a faculty member, aspiring CPAs can use this training to implement skills and knowledge gained in accounting classes to address multiple challenges faced in preparing tax returns!

STUDENT MANAGED PORTFOLIO
This initiative asks student teams to participate in the maintenance of a portfolio of financial resources for the school. A student-managed portfolio investment strategy is formulated by the team, which discusses alternative investment strategies with a board of financial executives that review and discuss the strategies with the students. A great opportunity to strengthen financial management skills, the student-managed portfolio’s returns are invested directly in student scholarships! Students also benefit from meeting with financial professionals, building their professional network, and uncovering internships and employment opportunities!
STATEMENT ON NON-DISCRIMINATION

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