

**TEACHING INTRODUCTION TO MANAGEMENT: AN EXPERIMENT IN HANDS-ON AND BLENDED
LEARNING**

Susan Walsh Sanderson, Lally School of Management, Rensselaer Polytechnic Institute
Margaret McDermott, Lally School of Management, Rensselaer Polytechnic Institute

[dx.doi.org/10.18374/IJBS-16-1.5](https://doi.org/10.18374/IJBS-16-1.5)

ABSTRACT

Hands-on and blended learning are becoming increasingly relevant as approaches to capture the attention of today's diverse media savvy students. This paper describes an experiment to fully immerse undergraduate students from multiple disciplines in their first business course using hands-on exercises, simulations and real world consulting projects.

Keywords: *teaching innovation, simulation, hands-on and blended learning*