

Reimagining Instructional Design to Engage Finance Students

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List of activities used in the workshop:

The Challenge¹

Divide the class in two teams. The first team sends two student representatives to the instructor's podium. One instructor asks the two students a question, to which they need to search the resources that were recently taught. Members on the same team who remain sitting in their seats also participate and shout out suggestions and advice on where to go if the students at the podium are having trouble. The other instructor uses a timer to keep track of how long it takes the team to find the correct answer. The second team sends two of their student representatives to answer a second question. The third question goes back to team one. Continue rotating teams until all the questions are completed. Add up the times and the team with the fastest total time is the winner. In our session, we asked 6 questions - 3 questions per team.

Oh my Delta

Display a case scenario on the screen. The instructors read and introduce the case study to provide context. Students are able to work individually or in teams. They are given 5-7 minutes to work on the question and the class comes back together as a group. The instructors lead the discussion on what the students found (see *Questions for Discussion*).

Scenario:

You are working at JP Morgan and your manager asks you to do some research to see if Delta Air Lines is profitable. Look at a few analyst reports and forecasting data to help make an informed decision on the return of this stock. Would you invest in Delta Air Lines? Provide the sources you used to reach your decision.

Questions for Discussion:

- 1) By a show of hands, who would invest? Who wouldn't?
- 2) Which databases did you use to find the information?
- 3) What kind of information did you find?
- 4) What was your favorite resource to use? Why?

Last but not least

Display a list of questions on the screen. Students may work individually or in pairs to find the answers. Come back together as a group to discuss what they found, which resources were the easiest to use, etc.

¹ *The Challenge* was adapted from an MBA workshop conducted at McGill University (Lange, 2015).

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Activity	Questions	Database/Resource
The Challenge	1) Find the CEO of the Disney Company and retrieve the 2014 annual report.	Mergent Online
	2) Locate a SWOT Analysis for NIKE from 2013.	Business Source Complete
	3) Find a newspaper article on the Volkswagen emissions controversy in 2015.	Factiva
	4) Find a biotechnology industry report for Europe.	Mergent Online
	5) Find the Harvard Business Review article: "HOW UNICORNS GROW" (2016). Harvard Business Review, 94(1), 28-30.	Business Source Complete
	6) What was the total operating expense for Apple Inc. (AAPL) in 2015?	Mergent Online
Oh my Delta	<p>You are working at JP Morgan and your manager asks you to do some research to see if Delta Air Lines is profitable. Look at a few analyst reports and forecasting data to help make an informed decision on the return of this stock.</p> <p>Would you invest in Delta Air Lines? Provide the sources you used to reach your decision.</p>	Thomson One Value Line FP Advisor
Last but not least	1) When is the release date for Canada's major economic indicator for the December 2015 Consumer Price Index?	Statistics Canada
	2) Is it a good idea to invest in telecommunications companies in Brazil in 2016? Find one <i>current</i> source that helped you decide whether or not to invest.	Economist Intelligence Unit
	3) Find the latest USD/CDN exchange rates.	Bank of Canada Statistics
	4) If Delta Air Lines had a new strategic direction and wanted to offer more flights to and from Venezuela, is there growth potential for the company if they move in this direction? Find one source to support your conclusion.	Economist Intelligence Unit