CONNECTING IN THE CLASSROOM; BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY THROUGH TECHNOLOGY

Dr. Ronda Mariani, Dr. Derek Mohammed, Kelly Schuttig, and Dr. Passard C. Dean

Saint Leo University

Today educators are presented with a variety of innovative technologies, which can be employed in the classroom to promote real-life learning opportunities for students. Faculties many times develop apprehension when learning and implementing these technologies within their classroom. Business students face many challenges upon graduation; diverse global economies, cultural differences, learning how to be leaders and ethical and sustainability concerns. Business schools have the daunting task of creating enriched curriculum, which will promote learning that will be pivotal in the process of producing successful graduates that are ready to compete in the business world. But, how can business schools properly ensure bridging the gap between academia and industry for their students? This presentation will survey and evaluate several experiential innovative learning technologies, specifically simulations, labs, and smart devices related to business, which have been implemented in both undergraduate and graduate courses. The goal is to provide evidence that this type of experimental approach promotes successful learning and demonstrates that engagement through technology proves to be a positive benefit for student preparation upon graduation.