

## Developments in Business Simulation & Experiential Exercises, Volume 8, 1981

### HOW DO WE APPLY EXPERIENTIAL LEARNING?

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The purpose of the panel is to discuss ways of maximizing student Learning. Usage of experiential learning as an educational tool is the main focus of the panel.

The presentation will combine oral and video descriptions of experiential learning usage at the University of Southern California (USC). In the Business Communication program, several applications of experiential learning are used. One is a computer simulation which provides a real-time communication environment in which students generate and receive both written and oral communications. Simulated meetings are also taped and evaluated for their effectiveness. Another use of experiential learning is sections reserved for Accounting majors. These students are put in situations where they must serve as expert witnesses, which are also taped and evaluated. The use of simulation and other experience-based training is an integral part of USC's Entrepreneurial program. Classroom experience offers the student an opportunity to "test" innovative ideas used by today's venture capitalists. The Experiential Learning Center is designed to facilitate the use of experiential exercises through the use of video and observer feedback. The center is staffed with video technicians and professional group facilitators.

In summary, whether your interest in Experiential learning lies at the class, program, or center level, this panel discussion will be of interest. We will invite participant discussion and additional viewpoints.