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Original Article

Service Learning: Bringing Real-World Education Into the B-School Classroom

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Abstract

Service-learning pedagogy that supports community involvement values and promotes leadership development offers more effectiveness and efficiency for management educators interested in incorporating real-world learning into their courses than traditional internships and cooperative education (P. C. Godfrey & E. T. Grasso, 2000). In this article, the authors argue for service learning as means of integrating real-world learning into curricula. They describe 2 longitudinal examples in an economics course and a management course from 2001 to 2004. Beyond qualitative data from student

reflective evidence, quantitative evidence from the management course learning.

 Keyword



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