



# Kresge Library: Action Based Learning

July 24, 2024

Sharefest

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**M** | LIBRARY

# About the Kresge Library



- 100% Online Collection: Legacy print collection moved to Hatcher and offsite
- Reference Desk: 4th Floor Kresge Hall, Ross School of Business
- Staff: 9 Librarians & one Director
- Budget: from Ross, not MLibrary
  - However, most resources are available to UM community

# Services we offer



- Traditional Library Services (online and in-person reference, faculty research, LibGuides, classroom instruction, citation counts, etc.)
- Additional Services (MReach, job search support, alumni exposition, student orientation)
- Action Based Learning (ABL) Support

# Action Based Learning (ABL)



- Originated in 1992 with MBA Multidisciplinary Action Projects (MAP)
- Ross Experiences in Action-based Learning (REAL) = Learning by Doing
  - In contrast to case-based learning
- Solve a real business problem or explore a business opportunity
- Similar to UMSI Project Exposition
- More Info: (<https://actionlearning.bus.umich.edu/>)

# Action-Based Learning at Ross



|                                       | Program Type                            | Average Work Experience | Project Length                 | Student Commitment Per Week | # of Projects Completed Last Year |
|---------------------------------------|---|-------------------------|--------------------------------|-----------------------------|-----------------------------------|
| Full-Time MBA                         | Full-time students                      | 5 years                 | 7 Weeks (March-April)          | 35-40 hours                 | 74                                |
| Executive MBA                         | Part-time students who work full-time   | 15 years                | 12 Weeks (Sep-Dec)             | 15-20 hours                 | 19                                |
| Weekend MBA                           | Part-time students who work full-time   | 8 years                 | 14 Weeks (Jan-April)           | 15-20 hours                 | 24                                |
| Online MBA                            | Part-time students who work full-time   | 7 years                 | 14 Weeks (Sep-Dec)             | 15-20 hours                 | 10                                |
| Global MBA                            | Full-time students                      | 9 years                 | 7 Weeks (July-Aug)             | 35-40 hours                 | 3                                 |
| BBA Capstone                          | Full-time students                      | Internships             | 14 Weeks (Jan-April)           | 10-12 hours                 | 15                                |
| Master in Business Analytics          | Full-time students                      | 1-2 years               | 14 Weeks (Jan-April)           | 13-15 hours                 | 10                                |
| Master in Management                  | Full-time students                      | 1-2 years               | 14 Weeks (Jan-April)           | 13-15 hours                 | 30                                |
| Master in Supply Chain Management     | Full-time students                      | 1-2 years               | 14 Weeks (Jan-April)           | 13-15 hours                 | 12                                |
| Living Business Leadership Experience | Mix of Part-time and Full-time students | Varies                  | 14 Weeks (Sep-Dec & Jan-April) | 10-12 hours                 | 13                                |

Source: Michigan Ross, The Office of Action-Based Learning, [Impact Report 2023-24](#)

# Makeup of a MAP Team



- Four-Six Students
- Sponsor
  - Large or small companies, public or private companies, nonprofits, start-ups
- Two Faculty Advisors
- Communication Coach
- MBA2 Student Advisor
- **Librarian**

# Anatomy of a MAP Project



- Students travel to sponsor location to learn more about the project
- Project Examples
  - Company wants to expand to new market/country
  - Charity wants to build a social media strategy
  - Company wants to learn customer needs
  - Company wants to improve a business process
- Outputs include a presentation to the sponsor and a final paper

# Librarians' Role in MAP Projects



- Meet with each team for 30 minutes during kick-off week
- Assist with navigating library resources:
  - Company Research
  - Industry Research
  - Market Research
- Sometimes we act as their counselor and sage



# Myths about Kresge Library



- Myth: No “Library” = No help
- Myth: Kresge Library resources are **only** to the Ross community (Ross users only)
  - Most are available to all UM (UM users)
  - Many are available to the public in-person (Kresge guests)
- Myth: Kresge Librarians won’t assist non-Ross students
  - We frequently help users across multi-disciplinary programs
  - We recommend sources based on what requesters can access
- Myth: MLibrary shouldn’t send queries over to Kresge
  - If something smells like business, feel free to reach out to us



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