Kresge Library: Action Based Learning

July 24, 2024
Sharefest
Laura Berdish & Joel Scheuher, Business Librarians
Kresge Library Services, Ross School of Business



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 <u>MBA Multidisciplinary Action Projects (MAP)</u>
- 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



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



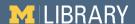
Anatomy of a MAP Project

- 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: <u>Kresge Library resources</u> 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
- o If something smells like business, feel free to reach out to us

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