

SCHOOL OF EDUCATION & PROFESSIONAL STUDIES

Disciplined Inquiry in Education Seminar Series

April, 15, 2026/Noon-1:00 p.m.

Literacy Center Balcony

Savita Hanspal
Department of Business Administration

TEACHING WITH SIMULATIONS

Abstract. SUNY Potsdam emphasizes experiential learning as a key part of every student's education. Experiential learning helps students to get practical experience by applying the concepts learnt and to connect their learning to real world situations. Practical projects with clients, internships and simulations are just a few ways of connecting theory to practice. The marketing scenario has been changing and technology and numbers are increasingly becoming part of decision making and staying competitive. It is important for students to understand that things are not always right or wrong. It is fascinating for them to see the results of actions they take in an immediate time frame. This presentation captures my experience with using simulations in marketing classes; the opportunities and challenges and student engagement in the use of simulations.

