An Organic Approach to Instruction: the Business Problem Solving Case

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The Course

• Business Problem Solving
  • Required undergraduate course
    • Generally 5-7 sections per semester
  • Students solve “cases” created by companies such as EY and Accenture
  • Case presentations are competitions within the sections
Course Structure Impact

- Case release schedule
- Interdisciplinary nature of cases
- Fluidity of course curriculum
Library Involvement

• “Organic” LibGuide

• 15 minute drop in instruction with each course section
Results of Instruction

• Student follow up
  • Noticeable usage of our “Ask a Business Librarian”

• Guide views
  • Average around 1800 per semester

• Teaching faculty continue instruction requests