

THE EFFECTIVENESS OF USING EXPERIENTIAL LEARNING FOR TEACHING CROSS-CULTURAL SENSITIVITY TO MANAGEMENT STUDENTS

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ABSTRACT

Economies all over the world over are driven by knowledge at many levels, the need for and importance of skilled human capital and skill-based training have become paramount to the socio-economic well-being. The current study focuses on the job-ready, employable human capital and its knowledge base. Since the geographical boundaries have blurred, facilitating setting up of multicultural workplaces, the demand for cross-culturally sensitive workforce has risen. The sample consisted of 112 management students in India who were assessed on cross-cultural sensitivity. This pre-test was followed by an exposure to experiential learning (intervention) before administering the post-test assessing cross-cultural sensitivity as a result of experiential learning.

The results of the study were analyzed using the descriptive and inferential statistics. For this, statistical analytical tools like paired 't' test have been used. This research indicates that experiential learning has a positive effect on cross-cultural sensitivity among management students in India. The active engagement of the participant/ learner in the entire learning process ensures a lasting effect on the learner.

The result of the research could be used by the higher educational institutions aiming to produce employable youth by opening doors for new strategies of teaching and learning apart from the traditional curricula and pedagogy. The study can be further used by academicians for building upon new models for understanding and theories on the effect of experiential learning on life skills in general and cross-cultural sensitivity in particular.

It is an attempt to include and study the aspects of experiential learning and how it impacts life skills such as cross-cultural sensitivity, specifically in the Indian context.

KEYWORDS: *Learning Strategies, Experiential Learning, Cross-Cultural Sensitivity, Higher Education, Management Education*

Article History

Received: 02 Jun 2021 | Revised: 03 Jun 2021 | Accepted: 16 Jun 2021
