

The Effectiveness of Learning Course Concepts through Online Simulations

Abstract

The integration of simulation-based learning within the classroom offers an interactive and experiential-based approach to teaching and learning. This bridges the gap between theoretical knowledge and practical application. Simulations can help students improve practical abilities and competencies and apply theoretical constructs to real-world situations (Albert, 2021). Learning complex concepts in engaging and interactive modes can teach ideas that may not be understood in traditional educational settings (Pratt & Hahn, 2016). Students in a sport management course used simulation-based learning to enhance their knowledge of various sport management positions that may be undertaken in their careers such as ticketing, sponsorship, marketing, etc. After weeks of simulation-based learning, the students rated their experiences on a questionnaire. Findings indicated that students participating in the simulation activities demonstrated a deeper understanding of course material, improved problem-solving abilities, and increased motivation compared to traditional lecture-based methods. Additionally, simulations provided a safe space for students to experiment with strategies and witness the immediate consequences of their decisions, thereby enhancing their preparedness for real-world challenges in the sport industry. The overall results found that the students enjoyed the use of the simulations as a learning tool. There were differences in the choice of simulations which students found to be easy/difficult to understand and perform. The study concludes with recommendations for including sport management simulations in the curricula emphasizing the need for well-

designed scenarios that align with learning objectives and the importance of instructor facilitation to maximize educational benefits.

Intended Track: Innovation – Technology and AI

Presentation format: Training Session or Demo – I will present a typical simulation demonstration during the presentation at the conference.