

Need of Experiential Learning and Student Activities in Enhancing Employability among Management Graduates: An Analysis

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Abstract: Business schools have traditionally focused on MBA programs, which remain central to their existence. However, declining enrolment in recent years, driven by economic uncertainty and concerns about the declining value of MBA degrees, has created significant challenges. To address these issues, business schools need to enhance curriculum design, content delivery, and teaching and learning practices. Existing research highlights the importance of effective pedagogy in improving MBA education, particularly because MBA learning must connect theoretical knowledge with practical management skills. This study explores how integrating experiential case-based teaching with active simulation-based learning can enhance student learning outcomes. A comprehensive review of the literature was conducted to develop a framework for improving pedagogical practices. The findings suggest that clearly structured curricula and a balanced combination of teaching approaches can improve MBA learning effectiveness and help business schools respond to current educational challenges.

Keywords: MBA, MBA Education, Teaching Methods, Active Learning, Experiential Learning

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