

Using Management Techniques and Technology to Engage the Digital Natives

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This article explains the importance educators engaging Generation NeXt by having students use techniques that business has found successful for reaching this new generation of workers. As instructors in accounting, finance and management, the authors have experienced the success of using the team-based structure of learning organization along with current technology to engage these digital natives. By forming teams, opening their access to information, and having the students teach other students, instructors will provide these millennial learners a valuable learning experience through proven learning techniques with the greatest retention rate. The paper has two purposes. First, the management concepts of learning organizations and technology enabled learning are explained. Second, the paper presents examples of technology that may be used in the accounting classroom to enhance the delivery and retention of material to a generation that has the skill and desire try the latest electronic tools.