

Transdisciplinary Problem Solving

On the challenges of integrating Graduate Attributes

Who we are

Dr Stephen Dann

Co-host of the
MKTG2004 experience

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Semester 1 Owner and
operator of MKTG2004

MKTG2004

Introduction to

Marketing

Our context

Student Context (S2)

- **54% College of Business and Economics degrees**
- **26% Flexible Double Degree**
- **18% outside of CBE (14 different degrees)**
- **2% International Exchange Tourists**

Capability to Employ Discipline- based Knowledge in Transdisciplinary Problem-Solving

Graduate Attribute

Six characteristics for transdisciplinary problem solving

Change-oriented

Pluralistic

Systematic

Interactive

Context-based

Integrative

We start with 5 from 6

Six characteristics for transdisciplinary problem solving

- ☑ Change-oriented
- ☑ Pluralistic
- ☑ Systematic
- ☑ Interactive
- ☑ Context-based
- 🚩 Integrative

Readying for TD compatibility

What changes we made

- **Assessment Changes**

- **Group assignment**
- Video essays
- Final Exam

- **Course Content**

- Open flagging of TD areas
- Acknowledging the influences

The PAIN point

Group alignment, assignment

**Remembering why we
never had integrative**

Say hi to the cohort

- B Applied Data Analytics
- B International Business
- B International Security Stud
- Bachelor of Accounting
- Bachelor of Arts
- Bachelor of Business Admin
- Bachelor of Commerce
- Bachelor of Design
- Bachelor of Economics
- Bachelor of Engineering
- Bachelor of Finance
- Bachelor of Laws (Honours)
- Bachelor of Medical Science
- Bachelor of Music
- Bachelor of Political Science
- Bachelor of Psychology (Hons)
- Bachelor of Science
- Bachelor of Science (Psych)
- Bachelor of Statistics
- Non Award Exchange Program

Low attendance +

Low attendance opportunity

Where's the problem?

**Group based engagement within
a single assessment task**

**We have a lousy group
work track record at
MKTG2004**

Timetable v Teaching Allocation

- Transdisciplinary Timetable clashes
 - 1 / 3 of the class clashed with the seminar
 - Compulsory “must pass” subjects in the home degree

	UG	
	% positive	
Skills development	ANU	UA
Complex problem solving developed by course	66	64
Confidence to learn independently developed by course	73	75
Critical thinking skills developed by course	72	71
Knowledge of study areas developed by course	79	77
Spoken communication developed by course	43	56
Teamwork developed by course	54	64
Work readiness developed by course	47	60
Written communication developed by course	62	64

Timetable v Teaching Allocation

Company of Strangers model fails against low attendance

**Houston, we have
a... something?**

We don't have a solution

We can build it, and they're still needing to go work

Semester 2 2K26

- Trying again...
 - Change of assessment order (TD group essay later)

Questions?