



USC Marshall
Critical Thinking Initiative

Introduction

**The Comprehensive and Fully Integrated Framework for Critical Thinking at the USC
Marshall School of Business**

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- What is Critical Thinking?
 - The intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, evaluating and clearly communicating information and results as a guide to understanding and action.



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- Why Do We Care about Critical Thinking?
 - Critical thinking is a top skill gap among job applicants across industries.*
 - One of the most important things you will learn in college is how to think
 - You will need critical thinking in today's changing world where big and small problems (both local and global) must be addressed.

*Source: Society for Human Resource Management Survey. 2011-2013



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- What Are we Doing About it?
 - *USC Marshall Critical Thinking Initiative*: A school wide effort to enhance our students' critical thinking skills in order to make them more successful problem solvers.
 - Why school-wide?
 - ✓ Much is gained by having a common vocabulary and process.
 - ✓ Flexible process which can be integrated with diverse curricula, tailored to needs of disciplines and instructors as they see fit.
 - ✓ A structured process helps students gain competency and marketable skills.

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- The *USC Marshall Critical Thinking Initiative* components:
 - ✓ The 5 Step **USC-CT** Problem Solving Process which is designed to help students tackle ambiguous, ill-defined challenges.
 - ✓ The **START** Concept Analysis which is designed to teach fundamental concepts/formulas that are utilized within the USC-CT Process.
 - ✓ **Learning Modules** which are designed to enhance specific skills such as how to reduce biases, how to enhance creativity, and how to evaluate claims & evidence.

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- **The Student Program Includes...**
 - ✓ Student Seminars: Held early during their first year
 - ✓ Online Resources: A website/database of learning modules
 - ✓ Classroom Modules: Incorporated in CORE classes and appropriate electives



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Success through critical thinking!

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The Marshall Way!