



Ref. No.

For official use only

**Projects on Promoting Outcome-Based Approaches in Student Learning
2007-08
Application for OBA Funding**

PART I: General Information

1. Title

Developing measures and support for English language related Bachelor of Business Administration (BBA) programme outcomes, and evaluating achievement of these outcomes by individual students and the BBA Programme as a whole

2. Name(s) of Applicant(s)

Project Leader

Name	Dept	Post	Groupwise	Ext.
Dr Susana Yuen	AF	Assoc. Prof	afsyuen	7059
Dr Bruce Morrison	ELC	Head	ecbruce	7542

Team Member(s)

Name	Dept	Post	Groupwise	Ext.
Dr Julia Chen	ELC	Lecturer	ecjuliac	7524
Mr David Wong	ELC	Lecturer	ecdwlw	7504

3. Total funding requested

4. Expected duration of project: 14 months

Proposed commencement date: 2 July, 2008

Expected completion date: 28 August, 2009

PART II: DETAILS OF PROPOSAL

1. Project objectives and significance

(What are your objectives in initiating this project? How does it align with institutional goals and targets in implementing outcome-based approaches in student learning?)

This is intended as a pilot project focusing on the extent to which programme outcomes are achieved via the assessment of students' English communication ability in content subject assignments.

Specifically, on the completion of the BBA programme, the two related learning outcomes expect the students to be able to:

- i. communicate verbally in English and Putonghua at a level of effectiveness sufficient for a business presentation or general conversation with a mono-lingual speaker of each language
- ii. communicate in writing in English and in Chinese, at a level of effectiveness sufficient for general business communication.

Implementation of the project will enable both the Faculty and ELC to meet the major project objectives listed below. It is also envisaged that the experience derived will allow them to better plan for the implementation of English language provision in the four-year undergraduate programme.

The major project objectives are to:

- i. Develop a set of outcome-based assessment criteria and descriptors to align with FB's two BBA Programme outcomes that relate to English language communication
- ii. Provide review lectures for FB students focusing on the skills and language needed for the assessment referred to in (iii) below
- iii. Assess individual students' achievement of FB's two BBA Programme outcomes that relate to English language communication, through language assessment of an authentic workplace task embedded in the Programme
- iv. Provide (formative) feedback to students which aims to help them achieve the Programme learning outcomes
- v. Provide (summative) feedback to FB with regard to the overall achievement of Programme learning outcomes
- vi. Confirm alignment of GSLPA assessment outcomes and FB Programme outcomes relating to English language communication

The project aligns with institutional goals reflected in both Strategic Objective 1.1 (with reference to Strategic Action 1.1) and the University's role statement by aiming to ensure that FB's relevant Programme objectives are achieved by as many BBA students as possible.

- Academic departments and relevant centres to review and strengthen curricula, teaching and assessment methods, and to ensure the inclusion of components that could help students to attain the qualities listed in the objective (Strategic Action 1.1)
- [to provide] high value-added education, with a balanced approach leading to the development of all-round students with professional competence (Role statement)

This proposal aims to measure student achievement of Programme level outcomes related to a generic competence and, in so doing, aligns with the University's targets for fully implementing an outcome-based approach to learning and teaching. In particular, the measuring criteria and teaching approaches developed will be shared among other programmes as examples of good practice.

2. Target users

1st or 2nd year students on FB Bachelor of Business Administration programme

Programme/ subject code	Programme/subject title	Credit units	Mode of study	Student intake quota per year
05004	Bachelor of Business Administration	90	Full-time	700 plus

3. Outcomes and deliverables

(a) Major outcomes and deliverables

	Major outcomes and deliverables with descriptions
(a)	Outcome-based assessment criteria and descriptors to align with FB's two BBA Programme outcomes that relate to English language communication
(b)	Lectures designed to facilitate students' attainment of Programme outcomes
(c)	Assessment of 700-plus FB students with regard to their achievement of BBA Programme outcomes related to English language
(d)	Detailed formative feedback to each student
(e)	Summative feedback regarding Faculty-wide achievement of BBA Programme outcomes related to English language

(b) Plan for developing and piloting / implementing the deliverables

July - August 2008	Develop assessment criteria and descriptors aligned to BBA Programme outcomes for use in assessing English in two FB non-English, core subjects within the BBA Scheme. Plan for implementation of the assessments
Semester 1 and 2, 2008/9	1. Deliver lectures to provide students with a review of the relevant language and communication skills needed for successful achievement of the subject, and ultimately programme, objectives. 2. Assess students' English in the selected assessments and provide students with individualised formative feedback aimed at assisting them to achieve the programme outcomes more effectively.
August 2009	Provide summative feedback to FB in order for the Faculty to better assess how effectively the BBA cohort is achieving the relevant programme outcomes.

Planned pilot / implementation period of the deliverables:

Start Date: 02/07/2008

End Date: 29/08/2009

4. Dissemination and sharing plan

It is intended that, in addition to the project outcomes and deliverables themselves, the project, its impact and its value will be disseminated to three main audiences:

- (a) Within FB and ELC, there will be sharing meetings not only with those staff members involved in the development and teaching of the target Programme and subjects, but also with those involved in the development of other programmes and subjects where some degree of embedded assessment is perceived as being potentially valuable and practical.
- (b) There will be wider dissemination within the PolyU via possible contribution to EDC sharing session(s).
- (c) The project should yield at least one publication and conference presentation whereby dissemination outside the institution would also be achieved.

5. Evaluation plan

- (a) The impact on outcome-based approaches within FB and ELC will be evaluated in terms of the number and type of changes in practice that arise as a result of the project
- (b) The impact on student achievement of learning outcomes will be measured by surveying students with regard to the extent to which they felt ELC involvement assisted them
- (c) The impact on PolyU and the wider community will be evaluated in terms of response to the dissemination outlined in Section 4.
- (d) The impact of the formative feedback provided to each student will be measured by a simple survey and/or focus groups.

6. Impact

The project aims to have an impact at various levels:

FB students - the review lectures are intended to assist students in preparing for the outcome-focused Subject assessments, while the assessment feedback aims to provide individualised guidance to students with regard to the Programme's English language related outcomes

FB - the feedback to the Faculty regarding their students' achievement of English language related Programme outcomes together with data from their students' GSLPA results will enable them to judge the extent to which the outcomes are being achieved

ELC - apart from the immediate impact in terms of refining alignment of assessment criteria with regard to the Centre's FB subjects, the project will serve as a pilot in terms of the Centre integrating its assessment into a host department/faculty programme and will provide valuable lessons to be applied in future ELC-host department outcome-based collaborations

PolyU - since it will enable the ELC to evaluate the effectiveness and practicability of embedding English language assessment within host department Programme subjects, it has the potential to act as a model for the integration of English language assessment into a range of programmes across the University

GSLPA - it will provide an opportunity for the Centre to confirm alignment of a faculty's language related programme outcomes to the Assessment which will, in turn, potentially have an impact on PolyU graduands

7. Target date(s) for submission of progress and completion reports

	Planned submission date (mm/yyyy)
1. Progress report <i>(for projects whose duration lasts more than 1 year; to be submitted mid-way through the proposed project period)</i>	<u>January, 2009</u>
2. Completion report <i>(to be submitted within 3 months after the project completion date)</i>	<u>30 November, 2009</u>

PART III: BUDGET OF PROPOSAL

Project Leaders

Name: BRUCE MORRISON & SUSANA YUEN Signatures:

Dept: ELC & FB Date: 29 January, 2008

PART IV: DEPARTMENTAL ENDORSEMENT

Endorsement by Chairs of FLTC/ DLTC:

This proposal is an important priority for the Faculty of Business. It stems directly from the first Annual Program Outcomes Report to the AACSB for the whole BBA Scheme, which identified improvements in English as a major area for improvement in the programme.

Name: Prof. Howard Davies Signature: Date: 29 January, 2008
(in block letters)

I strongly support this joint endeavour between ELC and FB.

Name: Dr Xu Xun-feng Signature: Date: 29 January, 2008
(in block letters)

Endorsement by Deans:

By endorsing this proposal, I agree that:

- 1. The proposal suitably addresses the School/Department's needs in promoting and implementing outcome-based approaches in student learning and will be considered as part of the School's/Department's Business Plan.
- 2. The School/Department will receive a funding as calculated for item (e) in the Budget section which I will use for providing the time release recommended by the project proposers, based on the Total Workload Model, to support them to work effectively on the project.

Name: Signature: Date:
(in block letters)

Name: Signature: Date:
(in block letters)