



Ref. No.
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**Projects on Enhancing Creativity amongst Faculty of Business Students
2007-08
Application for OBA Funding**

PART I: General Information

1. Title

Supporting the Bachelor of Business Administration (BBA) programme outcome in respect of enhancing creative thinking amongst Faculty of Business students.

2. Name(s) of Applicant(s)

Project Leaders

Name	Dept	Post	Groupwise	Ext.
Prof Howard Davies	MM	Assoc. Dean (FB)	mshoward	7137
Mrs Elvy Pang	MM	Lecturer	msepang	7356

Team Member(s)

Name	Dept	Post	Groupwise	Ext.
Dr Mak Wai-Ming	MM	Assistant Professor	mswmmak	7376
Mr Ken Wong	MM	Lecturer	mkenw	7366

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?)

The first Program Outcomes Report for the BBA Scheme, submitted to the AACSB in January 2008, evaluated the extent to which each of the 13 Program Outcomes are being achieved. It identified the following improvement to be made, *inter alia*:

Outcome 4 (Creativity)

Ensure a better understanding of creativity as a business skill and raise the mean score for this learning gain amongst alumni

In order to attempt that improvement, and to provide evidence on the extent to which it has (or has not) been achieved, this project will:

- i. Provide review lectures and assignments in the compulsory subject MM2052 Personal Skills Development, designed to promote the understanding of creativity as a business skill.
- ii. Introduce further elements of creativity development in other 'core' subjects, where appropriate
- iii. Assess individual BBA students' standing in respect of creative thinking abilities through the Abbreviated Torrance Test for Adults (ATTA), which is a well-established and reliable measurement tool
- iv. Provide feedback to FB and AACSB with regard to the overall achievement of the Programme Learning outcomes on creativity, and any suggestions for further improvement.

2. Target users

(Who are the intended users of the 'deliverables' of the project – faculties / departments management or programme/subject teams or students?)

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
xxx	Bachelor of Business Administration	xx	Xx	700 approx

Please insert rows in the table if more space is required for additional information.

3. Outcomes and deliverables

(a) Major outcomes and deliverables

(What will be the major outcomes and deliverables of the project?)

	Major outcomes and deliverables with descriptions
(a)	Workshops of MM2052 re-designed/enhanced to facilitate students' attainment of Programme outcomes on creative thinking.
(b)	Assessment within MM2052 of Year One and Two students' creative thinking using the Abbreviated Torrance Test for Adults (ATTA).
(c)	Development and adoption of rubrics for the assessment of creative thinking within other subjects
(d)	Assessment of graduating students with regard to their achievement of the BBA Programme outcomes related to creative thinking and any development in that respect

	between the first and second administration of the test.
(d)	Formative feedback to individual students in respect of their performance in the area of creative thinking..
(e)	Feedback to the Faculty and AACSB on the achievement of the BBA Programme outcomes related to creative thinking.

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

(Detail the plan and procedures that you will adopt to develop and pilot/ implement the outcomes and deliverables. Also specify the dates of the pilot / implementation period)

May - August 2008	Order and shipment of assessment tests Re-design / enhance workshops and assignments Train student helpers for assessment marking Develop rubrics for use in subjects other than MM2052
Semester 1 and 2, 2008/9	1. Deliver review workshops 2. Communicate review assignments 3. Deliver assessments 4. Mark random samples of the assessment test
August 2009	Provide feedback to FB

Planned pilot / implementation period of the deliverables:

Start Date (dd/mm/yyyy):02/07/2008.....

End Date (dd/mm/yyyy):29/08/2009.....

4. Dissemination and sharing plan

(How are you going to disseminate and share the outcomes and deliverables of your project?)

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

- (a) Within FB, there will be sharing meetings with those staff members involved in the development and teaching of the target Programme and subjects.
- (b) It is intended that the project should yield at least one publication or conference presentation whereby dissemination outside the institution would also be achieved.

5. Evaluation plan

(How do you plan to evaluate the effectiveness of the project, particularly its impact on the implementation of outcome-based approaches in student learning in the PolyU?)

This project is concerned to measure students' creative abilities using a standard psychometric instrument, and to evaluate whether curriculum interventions make any difference. It will also contribute to the faculty's Assurance of Learning (AoL) for the AACSB.

The project will be evaluated in two different respects:

- a) Has it successfully put in place a system for the effective administration of the measurement process, which can be repeated at intervals to provide valid and convincing information for the AoL process. Can this be used for formative as well as summative purposes?
- b) Has the measurement process EITHER shown that students' creativity has been improved by the interventions, OR in the absence of clear improvement, indicated alternative ways forward (for instance by identifying specific areas of weakness within the area of creative skills).

6. Impact

(How will the project contribute to the success of the implementation of outcome-based approaches in student learning in the PolyU/ department/ programme/ subject?)

The project aims to impact at various levels:

- (a) FB students - the review workshops and creativity assessments aim to raise students' awareness of the importance of the creativity outcome within the BBA. They also assist the students better to invoke their creative thinking in the business setting.
- (b) FB - the feedback to the Faculty regarding measurement of students' achievement of creative thinking together with the ATTA results will enable them to judge the extent to which the outcomes are being achieved, for improvement purposes, and to report the findings to the AACSB.


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: MRS ELVY PANG/ PROF.HOWARD DAVIES
.....
(in block letters)

Signatures: 
Elvy Pang

Dept: MM Date: 31 January 2008

PART IV: DEPARTMENTAL ENDORSEMENT

Endorsement by Chair of ~~ELTC~~/ DLTC:

Comments on the proposal:

THIS IS A WORTHWHILE AND FEASIBLE PROJECT,
WITH HIGH POTENTIAL TO CONTRIBUTE TOWARDS THE
EFFECTIVE IMPLEMENTATION OF OBE.

Name: E SNARE Signature: [Signature] Date: 31/1/08
(in block letters)

Endorsement by Dean/ HoD:

Comments on the proposal:

AS ABOVE.

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: E SNARE Signature: [Signature] Date: 31/1/08
(in block letters)

Please return this form to Miss Miranda Fung, Secretary of Working Group on Outcome-based Education,
c/o Educational Development Centre
by 31 January 2008