Ref. No.
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Projects on Promoting Outcome-Based Approaches in Student Learning
2007-08
Application for OBA Funding

PART I: General Information

1. **Title**

   ### Visualized Outcome-based Learning Model:
   ### From Passive Learning to Active Holistic Experience Sharing

2. **Name(s) of Applicant(s)**

   Project Leader

Name	Dept	Post	Groupwise	Ext.
Dr. Y H Wong	MM	Associate Professor	msyhwong	7135

   Team Member(s)

Name	Dept	Post	Groupwise	Ext.
Dr. Humphry Hung	MM	Visiting Fellow	mshung	7357
Ken Wong	MM	Lecturer	mskenw	7366

3. **Total funding requested**

4. **Expected duration of project:** _____12_____ **months**

   Proposed commencement date: 1 August 2008

   Expected completion date: 31 July 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 project will strive to:

   (1) help students develop a more proactive approach to learning.

   (2) assist students in developing the knowledge, skills, and global perspective necessary to work with others to solve problems in an interdependent, culturally diverse, and technologically advanced world.

   (3) discover and disseminate new ways of learning through the development of innovative teaching methods.

   (4) facilitate students in enhancing their creative and innovative skills in developing learning material by themselves through diagrams and charts (based on the visualized learning model).

2. **Target users**

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

Program/ subject code	Programme/subject title	Credit units	Mode of study	Student intake quota per year
3894/3583/ 26009	BBA (Hons) Marketing/Management/MS(Marketing)			
MM4311	Strategic Management	3	F/T	170
MM4341	International Business	3	F/T	90
MM4781	Sales Management	3	F/T	100
MM2052	Personal Skill Development	3	F/T	450
MM585	Innovation & Product Management	3	P/T	50
MM5712	Marketing Management in China	3	P/T	50
				Total :910

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)	A web site to facilitate integration, rethinking and dissemination of holistic visualized learning material for business subjects for students in the Faculty of Business. It is different from WebCT in the way that it will contain material that adopts the idea of Visual Holistic learning, which refers to the educational use of conceptual holistic representations, including diagrams, graphs, texts, words, charts & cartoons etc, to conceptualize knowledge and thus enhance students' learning through effectiveness. The notion of visual aligns with the use of multi-sensory teaching techniques and active learning strategies. The web site adopts the operational concepts of **Wikipedia**. It will allow students to upload their ideas in the form of outcome-based holistic views including diagrams or figures (with relevant verbal descriptions) to the web site. The interactive process will be under the

	supervision of the investigators of this project, who will play the role of a gatekeeper of the web site.	
(b)	An internet-based open forum for exchanges and sharing of visualized and active holistic learning materials for business subjects among lecturers and students in the Faculty of Business. The focus will be on the visualized holistic conceptualizations of major perspectives and theories. There will be <u>multi-directional</u> communications among participants.	
(c)	A set of handbooks and notes will be prepared for lecturers and students for initial familiarization of the active holistic and visualized learning.	

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

(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)

Pilot work

Planned start date	08/2008
Brief description of pilot development	A highly interactive web site to facilitate dissemination, exchanges and sharing of active holistic and visualized learning material for business subjects among lecturers and students in the Faculty of Business.
Brief description of evaluation plan for the pilot developed	Feedback survey on users re active learning outcomes
Target completion date of Pilot work	10/2008
Target date for submission of Pilot report	11/2008

Full development of the project

Planned start date	12/2008
Brief description of full development	(1) A web site (2) An internet-based open forum (3) A set of handbooks and notes
Brief description of evaluation plan for full development	Feedback survey on users
Target completion date of Project	06/2009
Target date for submission of Final report	07/2009
Dissemination	

Planned pilot / implementation period of the deliverables:
Start Date (dd/mm/yyyy): ......01 August 2008..........
End Date (dd/mm/yyyy): ....31 July 2009..................

4. Dissemination and sharing plan

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

We intend to develop a highly interactive web site by using the Wikipedia Model which allows students to post their interpretation of teaching material and reproduce in the form of diagrams and charts. As such, students will have the ability and opportunity to develop learning material by themselves (in the form of learning visual diagrams) with a view to knowing specific facts, methods and procedures, and share among their classmates.

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?)

The evaluation will have at least two parts:

Survey

A questionnaire-based survey will be performed after the completion of the project for assessing the followings:

(1) The project is clearly related to project's goals and results.

(2) Students will obtain sufficient help for selecting appropriates elective subjects.

(3) Students can share and improve their learning.

Focus Group

A focus group on assessment will be formed. Students from different disciplines in the Faculty will be selected to express their views and comments on the project.

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?)

Students often complain that there are hardly any forms of integration among all the subjects they have learnt. The inter-relationship among various subjects is not obvious at least to students. They consider that the learning material, including textbooks, notes and handouts are difficult to comprehend for most students. Some students have some very brilliant observations and discoveries in lectures and case studies, which are very useful for learning. However, there is a lack of appropriate platform to share these ideas.

The active holistic learning model is intended to meet the needs of students regarding the aforementioned problems. The model is a dynamic convergence of the physical and the digital, the interface of traditional classroom learning with Web-based wireless and other next-generation technologies in ways that will create new levels of convenience and value for lecturers and students.

In short, the model is the creation of a platform that can reach students wherever they are, using the devices that they want to use, adopting the visual conceptualization of what they have learned, and with the networks doing the work with the collaboration of the users together from passive learning to active holistic experience sharing.

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

	Planned submission date (mm/yyyy)
1. Progress report *(for projects whose duration lasts more than 1 year ; to be submitted mid-way through the proposed project period)*	<u>12/2008</u>
2. Completion report *(to be submitted within 3 months after the project completion date)*	<u>10/2009</u>

PART III: BUDGET OF PROPOSAL

Project Leader

Name: _DR Y. H. WONG_   Signature: _____

(in block letters)

Dept: _MM_   Date: _12/~/08_

Management + Marketing

PART IV: DEPARTMENTAL ENDORSEMENT

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

Comments on the proposal:

THIS IS AN INNOVATIVE IDEA. IT PROMISES TO ENCOURAGE STUDENTS TO REFLECT ON THEIR LEARNING IN A CREATIVE WAY. I THINK IT IS WORTH SUPPORTING THIS EXPLORATORY PROJECT,

Name: ED SNAPE
(in block letters)
Signature: [signature]
Date: 14/2/08

Endorsement by ~~Dean~~/ HoD:

Comments on the proposal:

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 SNAPE
(in block letters)
Signature: [signature]
Date: 14/2/08

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

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Funding for Promoting Outcome-based Approaches to Student Learning (OBA Funding): Application for the Call for Proposals 2007-08

Proposed Project: Visualized outcome-based learning model: from passive learning to active holistic experience sharing

Response to WGOBE's comments on the Outcome-based Proposal

(1) State explicitly the kind of support that teachers will provide to students when using the developed platform?

When using the developed platform, teachers will provide regular feedback to students' ideas (in relation to their understanding of the concepts and theories learned through attending classes) which are produced in the form of visual representations, including diagrams, graphs, texts, words, charts & cartoons etc, to conceptualize knowledge and thus enhance students' learning through effectiveness. All other students can also provide comments on the students' visual representations as well as teachers' comments.

It is estimated that teachers will need to review these ideas posted on the platform regularly, preferably at least two or three times a week (about 6 hours per week).

(2) Indicate how the project relates to the submitted eLearning Proposal from your department, knowing that the two proposals are similar apparently?

There are important differences between the elearning proposal and the OBA proposal:

	ELeaning Proposal	**OBA proposal**
Major focus	Mobile learning	Visual learning
Learning model	M-learning model: • M-Learning educational activities; • Tracking of student progress away from the traditional classroom in real time; • Offering students the ability to work socially as a group; • Personalization of the learning materials; • Motivational interactive 'edutainment'-oriented games to encourage students participating in the learning activities.	Wikipedia model: The web site adopts the operational concepts of Wikipedia. It will allow students to upload their ideas in the form of visualized diagrams or figures (with a minimum amount of verbal descriptions) to the web site.

Learning tools	PCs, PDAs and mobile phones	PCs only
Learning material	e-templates + open forum	Open forum
Learning support	- quizzes to test knowledge, - personalized learning materials, - summary and simulations relating to core concepts, - interaction with other students and the tutor via telephony integration, - interactive learning games as a social tool to encourage social learning	A highly interactive web site to facilitate dissemination, exchanges and sharing of visualized learning material for business subjects among lecturers and students in the Faculty of Business.