



Learning and Teaching Development Project Supported by ~~LTC~~ or OBA Funding*

Completion Report

(period covered: 1 Sept 07 — 31 Aug 08)
(Project commencement date) (Project completion date)

General Information

1. Funding Source (Please tick ✓)

- Learning and Teaching Committee (LTC)
- Funding for Promoting Outcome-based Approaches to Student Learning (OBA Funding)

2. Project Code/Project Title

Outcome-based Undergraduate Education in the Faculty of Business: A proposal for the BBA Scheme

3. Project Team and Academic Departments/Units Involved

Project Team	Name/Post	Dept/Unit
Project leader	Howard Davies / AD (UPPD)	Management and Marketing
Team member(s)		
Other assistant(s)		

4. Project Objectives

While significant progress has been made in the Faculty of Business in developing a system which should lead to full implementation of the OBA, little, if anything, is known about the extent to which the paperwork is followed through into classroom practice. While the Associate Dean responsible made presentations to all faculty members at the Faculty Retreat in 2007, the number of faculty members who have been closely engaged with the OBA is relatively small. It is also clear that there remains considerable lack of understanding of the OBA. Hence it was felt necessary to try to engage a larger number of teachers in 'conversations' about their current practice.

* LTC: Learning and Teaching Committee

OBA Funding: Funding for Promoting Outcome-based Approaches to Student Learning

5. Project Schedule

Dates as stated in original proposal	Original start date: 1 Sept 07 Original completion Date: 31 Aug 08
Actual start and completion dates	Actual start date: Actual completion Date:
Revised completion date due to project extension (if applicable)	Nil
Reasons for the extension (please quote the relevant authority's approval reference)	Nil
Deadline for the use of the funding: (if applicable)	

6. Funding Received

- (i) Funding received from funding authority: \$ _____
- (ii) Additional funding: \$ 0 received from _____.
- Reason(s) for receiving/obtaining¹ additional funding:

(¹ Please delete as appropriate.)

7. Project Expenditure

² Please give reasons for the revised budget (if any) and quote the relevant authority's approval reference:

8. Project Progress and Achievements

(i) Specific work undertaken since the last reporting period for the completion of the project

Review meetings have been held with subject teams responsible for all 14 core subjects. A report has been written for consideration by Faculty LTC, FMC and Faculty Board.

(ii) Significant outcomes or achievements

(a) In terms of the project “deliverables” specified in the project proposal

The following 10 recommendations have been made following the preliminary evaluation of the core subjects:

1. Apart from the application of concepts from within the subject, Faculty members teaching core subjects should consider to make a wider contribution to the BBA Outcomes. That applies specifically to AF3313 Business Finance, MM2421 IT for Business and LGT3105 Operations Management.
2. The subject outcomes for each core subject are reviewed with a view to making them more concrete and more easily demonstrable, where possible. That does not imply adopting lower-level outcomes.
3. A simple format be found for syllabuses which makes the links between the subject and the BBA Outcomes more explicit.
4. The Faculty takes steps to ensure that sufficient individual writing tasks in English are required of students, before the final examination, to ensure that their English capabilities are better developed.
5. Teaching hand-outs given to students at the beginning of the subject should set out the outcomes for the subject and the subject’s contribution to the BBA Outcomes. That could be achieved by having the syllabus as the first two pages of the teaching hand-out.
6. Assessment for each of the core subjects is reviewed to ensure that *across the core for the programme as a whole* students are required to undertake assessment tasks which demonstrate that they are able to meet the BBA programme outcomes.
7. The Faculty considers a policy to put some upper limit on the level of groupwork in continuous assessment and to ensure that students complete enough individual tasks to demonstrate that they individually are achieving outcomes (or not).
8. The Faculty considers whether it should adopt a policy with respect to limiting the use of multiple choice tests as a form of assessment.
9. The Faculty provides additional staff development activities to assist teachers to explain assessment criteria more appropriately.
10. The Faculty identifies and provides sets of rubrics for the more generic BBA Outcomes, spreading existing best practice where available.

(b) Other outcomes (e.g. publications or other scholarly work)

(iii) Any difficulties encountered which have affected progress/completion of project

Delay in starting in order to take account of the Faculty's report to AACSB

(iv) Changes to the original proposal, if any (please state reasons and relevant authority's approval reference)

(v) Impact on teaching and learning

(a) Planned applications/use of the project outcomes after project completion

1. Workshop to be held for all staff members teaching core subjects
2. Revise core syllabuses with a view to meet the recommendations 1,2,3,5 and 6
3. Address recommendation 4,7 and 8 in FMC, FLTC and Faculty Board
4. Carry out the recommendations 9 and 10 during the academic year 2008/09

(b) Dissemination activities taken or planned

See (i) above

(vi) Self-evaluation or additional information/remarks

The review of the core subjects surfaced a number of significant areas for improvement, particularly with respect to limited demands being made on students in respect of English skill and what may be an excessive emphasis on group work. These need to be discussed in depth and policies developed to institutionalize improvement.

Signature of Project Leader: _____

Date: _____

15 Jul 08

- For Academic Departments, this progress report should be submitted to DLTC Chairperson, or to HoD if the PL is also the DLTC Chairperson, for completion of Part 9.
- For Schools, this progress report should be submitted to SLTC Chairperson, or to Director of School if the PL is also the SLTC Chairperson, for completion of Part 9.
- For centres/units/offices which do not have a DLTC, this progress report should be submitted to Head of Centre/Unit/Office for completion of Part 9.

9. Evaluation by D/SLTC (or by HoD/Director of School if the PL is also the D/SLTC Chair)

(i) Comments on the following areas of the project (please put a ✓ in one of the following 4 ratings and provide written comments):

Areas	Rating				Written comments
	Very Good	Good	Satisfactory	Unsatisfactory	
Overall progress/ time management					
Overall financial management / use of funding					
Outputs / deliverables / achievements (including impact of the project on teaching and learning)					
Overall rating / comments on the project (<i>Please suggest remedial actions if the rating is "Unsatisfactory".</i>)					

(ii) Outputs and/or good practices of the project that can be shared with other subjects, programmes or departments within the Faculty, or with the wider PolyU community:

(iii) Issues that have arisen from the project (if any) that should be brought to the attention of FLTC and/or the funding authority:

(iv) Additional comments/remarks:

Signature of D/SLTC Chair[®]: _____ Date: _____

OR HoD/Director of School[®]: _____ Date: _____

(Block letters: _____)

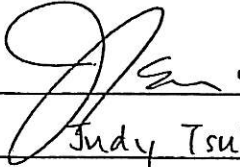
[®] To be signed by HoD/Director of School if the PL is also the D/SLTC Chair, or if the Centre/Unit/Office does not have a DLTC.

- For Academic Departments, this report should be submitted to FLTC Chairperson for completion of Part 10.
- For Schools, this report should be submitted to the Director of School for completion of Part 10.
- For centres/units/offices which do not belong to a Faculty, completion of Part 10 is not required. Head of Centre/Unit/Office is requested to convey the comments on the project back to the PL, and retain a copy of this report for records.

10. Evaluation by FLTC/Director of School

Comments on the following areas of the project (please put a ✓ in one of the 4 ratings and provide written comments):

Areas	Rating				Written comments
	Very Good	Good	Satisfactory	Unsatisfactory	
Outputs / deliverables / achievements (including impact of the project on teaching and learning)	✓				
Overall rating / comments on the project (Please suggest remedial actions if the rating is "Unsatisfactory".)	✓				<p style="font-size: 1.2em;">Led to changes in FB policies approved by Faculty Boards.</p>

Signature of ^{Dean, FB} FLTC Chair/Director of School:  Date: 30 Aug 08
 (Block letters: Prof- Judy Tsui)

Please convey the comments of FLTC/Director of School back to the PL via D/SLTC.