

## II Project Information

Project title (in English) Enhancing Outcome-Based Learning and Teaching with Contextual Learning Approach and e-Learning Support	Project title (in Chinese) 運用情境教學法及網上學習支援以提升成效為本的教與學
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### Project summary

(Please provide an executive summary of the project proposal in **no more than 500 words.**)

#### *Background:*

In launching its outcome-based new Higher Diploma (HD) programmes, teachers of the VTC's Business Administration (BA) Discipline observe that students have difficulties in understanding abstract theories and concepts in topics in business foundation modules such as economics, management and marketing. Students need practical examples of applications that explain how theories are applied in real-life and workplace contexts. However, the majority of textbooks and other learning materials available on the Internet lack authentic examples of applications with local contexts that are familiar to students. Given this genuine need of a sizable student population, it is cost effective and justified to tailor-make learning and teaching materials to enhance students' learning and better prepare them for their future careers.

#### *Addressing the Needs of Students:*

Outcome-based Learning and Teaching (OBLT) focuses on facilitating students to achieve the intended learning outcomes. During OBLT, students are required to apply theoretical knowledge to solve problems in different targeted industry sectors. Students, in particular those who are weak in conceptual learning, may find it difficult to construct a link between relevant theories and real-life applications. To bridge this gap, elements and good practices of Contextual Teaching and Learning (CTL) can be employed. At the same time, educational technologies can be used to facilitate independent study. For example, abstract theories, difficult concepts and their applications in different workplaces are introduced to students with the aid of mobile accessible on-line multimedia presentation materials and short videos on e-learning platform. This enables students to revisit and explore theories and concepts outside the classroom. To better engage students during the non-contact hours of notional learning, which is in line with the launch of the Use of Credits under the Qualifications Framework (QF) by the Education Bureau (EDB), interactive on-line learning activities will be designed and developed to complement mass lectures and tutorial lessons. The platform will support teachers and students to actively participate in the on-line learning communities, enabling students to share their knowledge and help each other and allowing teachers to track students' learning progress.

*Scope:*

Currently, there is no comparable product available in the local market with on-line learning materials and activities developed by the CTL approach to support students' notional learning. This proposed project will benefit, for each year, about 3,500 full-time students studying the Economics common module in 19 HD programmes across various business areas offered in nine IVE campuses. Key activities/deliverables in the project period of 1 year & 9 months are as follows:

- Conduct training workshops introducing the CTL approach and IT skills for on-line learning/teaching and production of multimedia learning/assessment materials.
- Collect feedbacks from students, staff and External Advisers.
- Design and develop multimedia learning materials and activities which will be uploaded on an e-learning platform.
- Evaluate effectiveness of learning and teaching.
- Conduct seminars/workshops to share experiences and good practices with other staff and stakeholders.

## Project objectives

*(Please identify the project objectives and explain how they will be attained.)*

Objectives	To be attained by
1. To develop on-line learning materials and activities that are enriched by practical examples, applications of theories in real-life and local workplace contexts. All materials and activities will be developed using the CTL approach and supported by the latest educational technologies for the module of "Economics", which is a core business module common to all BA HD programmes.	<ul style="list-style-type: none"><li>• Seek comments from External Advisers with expertise in e-learning/CTL/Economics on the examples of applications in real-life and workplace contexts.</li><li>• Collect feedbacks from students and teachers.</li><li>• Apply elements and good practices of Contextual Teaching and Learning (CTL) such as problem-based learning, cooperative learning and blended learning in teaching and learning.</li><li>• Utilise educational technologies in the production of multimedia, interactive and on-line learning materials to support students' notional learning.</li></ul>
2. To build up an on-line learning community so as to engage students in learning activities during non-contact hours.	<ul style="list-style-type: none"><li>• Make use of the VTC's existing e-learning platform (Moodle) to support on-line learning activities.</li><li>• Support teachers to communicate with students over the e-learning platform and track their learning progress, e.g. completing on-line learning activities and participating in on-line discussions.</li></ul>
3. To empower the BA teaching staff so that they would adopt good practices of CTL and the latest educational technologies.	<ul style="list-style-type: none"><li>• Conduct training workshops to introduce good practices of CTL and latest multimedia and on-line e-learning technologies to teaching staff.</li><li>• Provide IT support service for the development of multimedia, interactive and on-line learning materials.</li></ul>

## Implementation, deliverables, beneficiaries and cashflow

*(Please describe the activities to be implemented and indicate the expected number of beneficiaries, the outcomes/deliverables and cashflow in each timeframe of the project.)*

Estimated start date of project:

September 2013

Timeframe	Activities and beneficiaries	Deliverables and cashflow
<p>9/2013 to 31/12/2013</p>	<ul style="list-style-type: none"> <li>• Project Leader (PL) designs the scope, content and schedule of training workshops in consultation with module leaders/lecturers and technical staff concerned.</li> <li>• Conduct training workshops for 20 teaching staff who are responsible for the design and delivery of Economics module.</li> <li>• 1st training workshop would be focusing on Contextual Teaching and Learning Approach.</li> <li>• 2nd training workshop would be focusing on instructional design skills for:               <ul style="list-style-type: none"> <li>- the production of multimedia learning and on-line learning materials to support students' notional learning</li> <li>- using tools of the on-line learning platform to communicate with students, track student learning progress, etc.</li> </ul> </li> </ul> <p>Expected no. of beneficiaries: 20 teaching staff who are responsible for the design and delivery of the Economic module.</p>	<ul style="list-style-type: none"> <li>• A plan of staff training workshops.</li> <li>• Samples of multimedia and on-line learning materials/activities.</li> <li>• An outline of the required multimedia and on-line learning package.</li> </ul>
<p>1/11/2013 to 31/12/2013</p>	<ul style="list-style-type: none"> <li>• Form Focus Groups to collect feedbacks (interview, survey, etc.) from student and staff representatives. Main themes that would be covered include the difficulties/problems encountered during students' notional learning, and the requirement/needs for the multimedia and on-line learning package.</li> <li>• Appoint External Advisers with expertise in e-learning/CTL/Economics to give comments on the development of on-line teaching and learning.</li> </ul>	
<p>1/1/2014 to 30/6/2014</p>	<ul style="list-style-type: none"> <li>• Project Leader coordinates with module leaders/lecturers and technical staff concerned to design and produce the required multimedia and on-line learning package.</li> <li>• Conduct focus groups, interviews and/or questionnaire survey to collect views on the on-line learning package developed from students, teaching staff concerned and External Advisers.</li> </ul> <p>The preliminary on-line learning package is expected to be ready for pilot test.</p>	<ul style="list-style-type: none"> <li>• The required multimedia and on-line learning package.</li> </ul>

Estimated start date of project:		September 2013
Timeframe	Activities and beneficiaries	Deliverables and cashflow
1/7/2014 to 31/8/2014	<ul style="list-style-type: none"> <li>Engage focus group and External Adviser to test the multimedia and on-line learning package via the e-learning platform.</li> <li>Project Leader coordinates with module leaders/lecturers and technical staff concerned to revise the package, taking into consideration the feedbacks collected.</li> </ul>	<ul style="list-style-type: none"> <li>Revised multimedia and on-line learning package.</li> </ul>
1/9/2014 to 31/1/2015	<ul style="list-style-type: none"> <li>Launch the multimedia and on-line learning package on the on-line e-learning platform.</li> <li>Monitor students' learning/activities on the e-learning platform and observe their performance/feedbacks during their study in the Economics module (e.g. through focus groups, Student Feedback Questionnaires, student interviews, etc.).</li> </ul> <p>Expected no. of beneficiaries: About 3,500 students who study the Economics module.</p>	<ul style="list-style-type: none"> <li>Discussions (Q&amp;A, comments, etc.) of the on-line learning community (i.e. students and lecturers).</li> </ul>
1/2/2015 to 31/5/2015	<ul style="list-style-type: none"> <li>Project Leader coordinates with module leaders/lecturers and technical staff concerned to evaluate the effectiveness of the module based on the feedbacks/comments collected.</li> <li>Project Leader, together with module leaders/lecturers, student representatives and other staff involved, conducts seminars to share experiences and good practices with other staff and stakeholders.</li> <li>Project Leader evaluates the overall effectiveness of the project.</li> </ul> <p>Expected no. of beneficiaries: sharing with different teachers by means of seminars and/or online access.</p>	<ul style="list-style-type: none"> <li>Project Evaluation Report with analysis of student and staff feedbacks, comments from External Advisers and further improvement actions plan.</li> </ul>
Estimated completion date of project:		31 May 2015
Expected total no. of beneficiaries by the end of project:		About 3,500 students studying the common module of Economics and 20 teaching staff involved in the module's design and delivery

<b>Project budget</b>				
<b>Projected Expenditure</b> <i>(Please provide detailed breakdown under each item.)</i>	<b>Amount in HK\$</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
a. Manpower - Project Leader - Staff with expertise in Economics, e-learning and production of on-line multimedia teaching & learning materials.	\$1,020,126	\$441,749		\$1,461,875
b. Equipment / Facilities				
c. Services - 2 Staff training workshops on the following areas: ➢ Contextual Teaching and Learning • Trainer(s) \$10,000 • Course development \$10,000 • Course materials and sundries \$5,000 ➢ IT skills for producing multimedia and on-line learning package • Trainer(s) \$10,000 • Course development \$10,000 • Course materials and sundries \$5,000				\$50,000
d. General Expenses - Honorarium for external advisor \$30,000 - Conduct sharing sessions ---		\$15,000 \$20,000		\$65,000
e. Others - Auditor fees --- - Contingency \$18,000		\$20,000 \$4,000		\$42,000
<b>Total Expenditure :</b>				<b>\$1,618,875</b>
<b>Projected Income (if any)</b>	<b>Amount in HK\$</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
a. (e.g. fees received)				
b.				
c.				
<b>Total Income :</b>				
<b>Sources of funding</b>				
<b>a.</b>	Amount of grant sought under this application:			
<b>b.</b>	Other sources of funding (e.g. donations, contributions from the applicant/its parent organisation, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.):			

## Key personnel involved and self-evaluation mechanism

*(Please indicate in each timeframe the evaluation measures to be conducted, the key personnel to be involved and their roles/duties, and the scope of each evaluation measure.)*

Timeframe	Evaluation measures	Personnel involved (roles/duties)	Details of the evaluation mechanism
9/2013 to 31/8/2014	<ul style="list-style-type: none"> <li>• External Reviews:</li> <li style="padding-left: 20px;">- External Surveys.</li> <li style="padding-left: 20px;">- Focus Group meetings.</li> <li style="padding-left: 20px;">- Project Team meetings with teaching staff and External Advisers.</li> </ul>	<ul style="list-style-type: none"> <li>• Project Leader (PL) (coordinates external evaluation/reviews, and consolidates a further action plan for review by the Project-in-Charge).</li> <li>• Supporting Staff from CLT (coordinate issues in use of IT and teaching &amp; learning approaches).</li> <li>• BA Teaching Staff from Module Team of Economics (review comments to the requirement/design of learning materials and consolidate further action needed).</li> <li>• External advisers (provide recommendations on learning outcomes and workplace contexts).</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the requirements to design the multimedia and on-line package for learning materials and activities.</li> </ul>
1/9/2014 To 31/1/2015	<ul style="list-style-type: none"> <li>• Internal Reviews:</li> <li style="padding-left: 20px;">- Internal Surveys.</li> <li style="padding-left: 20px;">- Focus Group meetings.</li> <li style="padding-left: 20px;">- Project Team meetings with teaching staff.</li> </ul>	<ul style="list-style-type: none"> <li>• PL (coordinates internal evaluation/reviews, and consolidates further action plan for review by the Project-in-Charge).</li> <li>• Supporting Staff from CLT (report on issues related to use of IT and the teaching and learning approach).</li> <li>• BA Teaching Staff from Module Team of Economics:</li> <li>• Module Leaders (report on academic issues).</li> <li>• Module Lecturer (report on issues of teaching &amp; learning).</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the effectiveness of the multimedia and on-line learning package, and the teaching &amp; learning.</li> </ul>
1/2/2015 to 31/5/2015	<ul style="list-style-type: none"> <li>• Project Review and Professional Exchange.</li> </ul>	<ul style="list-style-type: none"> <li>• PL (compiles the project evaluation report in consultation with module leaders/lecturers and technical staff concerned).</li> <li>• External Advisers (provide recommendations for further improvement).</li> </ul>	

### III Other Information (if applicable)

**1 Sharing of project deliverables** *(Please describe how the deliverables/outcomes will be shared or used by other institutions in the sector and what information can be uploaded on relevant EDB websites during and/or after the project period.)*

- Experience and good practice sharing sessions will be organized. These sharing sessions will be open to all BA and IVE teaching staff. Relevant project materials, which include the outlines of training workshops for teaching staff, on-line multimedia learning package to be developed for the project and the presentation materials of sharing sessions, would be uploaded on relevant EDB websites and the VTC Staff Intranet for information sharing.

**2 Project sustainability** *(Please indicate how staff will commit to ensure project sustainability and describe how the recurrent expenditure involved will be met after completion of the project.)*

- Regular review of the multimedia and on-line learning package by module team, with support from Centre for Learning and Teaching (CLT) of VTC.
- Sharing among module and programme team members – newly recruited teaching staff can learn from peers.
- Good practices identified in this project can be applied in programmes offered by other VTC's academic disciplines.

**3 Past experience in organising projects of similar or relevant nature and achievements**

- Outcome-based approach in learning and teaching has been adopted in all new HD programmes.
- On-line learning platforms (webCT and Moodle) have been used for all HD programmes.
- The VTC has organised the following projects funded by the Quality Enhancement Grant Scheme (QEGS):
  - Outcome-based Approach in Student Peer Mentoring Scheme;
  - English Brings Opportunities - IELTS Preparatory Programme; and
  - Career Counseling Services Scheme.
- The VTC has developed the Vocational English Enhancement Programme (VEEP) which is funded by the Language Fund for a few industries including the Retail, Manufacturing, Import/Export and Wholesale, and Hotel, Catering and Tourism. Independent learning package has been developed to support students in their learning process and help them to achieve outcomes.

**4 Publicity plan** *(Please describe all the publicity activities to be involved and how they will be carried out and list all the publicity materials to be produced to acknowledge the support of Quality Enhancement Support Scheme.)*

- All learning materials developed in relation to this project will acknowledge the support of QESS as appropriate.

**5 Others**