

Quality Enhancement Grant Scheme

Progress Report	Project No.: 8999-2032
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Reporting Period: From August 2009 (month/year) to January 2010 (month/year)

Part A

Project Title: Development of a Blended Learning Model for Improving Teaching Effectiveness in Sub-Degree Accounting Courses

Name of Grantee: School of Professional and Continuing Education
The University of Hong Kong (HKU SPACE)

Project Period: From August 2009 (month/year) to July 2011 (month/year)

Part B

Please use separate A4-size sheets to report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentages, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation*, if any, during the reporting period, together with details and justifications

Signature:  Organization Chop: 

Name of Authorized Person: DR. CHEUNG Name of Grantee HKUSPACE
KING SHU SIMON Organization: _____

Position of Authorized Director of IT Services and
Person: Associate Head of Centre for Date: 26 FEB 2010
Cyber Learning

*A separate written applications should be submitted to the Grant for prior written approval.

**Quality Enhancement Grant Scheme
Progress Report
(1 Aug 2009 - 31 Jan 2010)**

**HKU SPACE
Development of a Blended Learning Model for Improving Teaching
Effectiveness in Sub-Degree Accounting Courses**

Overview

With the aim of developing an effective blended learning model for sub-degree students studying accounting courses, the project commenced on 1 August 2009. Two modules of the Accounting Courses, Business Information Systems and Management Accounting, were selected for blended learning development. In the first six months of the project development, teachers and students of the selected modules were interviewed and their blended learning needs were analysed. Besides, a learning management system has been set up and e-learning content of three of the twelve chapters in each of the modules has been developed. The project is on schedule and in good progress.

Project Activities Held During the Period

Regular meetings, teacher meetings, focus group meetings and blended learning development works have been conducted during the reporting period. Below are the descriptions of the project activities:

Activity	Type	Brief Description
Regular Meeting	Meeting	<p>The regular meetings discuss on the implementation of the whole project with particular reference to the following aspects:</p> <ul style="list-style-type: none"> ● To ensure the implementation of the project aligns with the project aims and the proposed implementation schedule ● To review, advise and decide on the development of learning materials as well as system setup ● To ensure the project adheres to the Quality Assurance Standards ● To advise on the budget, related financial matters as well as the human resources management ● To advise on the appointment of staff ● The project team members have to report on the progress and milestone to the principal investigators of the project in the regular meeting ● Any other matters of academic and financial concerns <p><u>Membership of the Project:</u></p> <ul style="list-style-type: none"> ● Principal investigators including <ul style="list-style-type: none"> ● Dr. Simon Cheung - Director of IT Services and Associate Head of Centre for Cyber Learning ● Mr. Albert Hung - Associate Head of College of Business and Finance ● Dr. Zhang Weiyuan - Head and Chief Researcher, Centre for Research in Continuing Education and Lifelong Learning, Associate Head of Centre for Cyber Learning

		<ul style="list-style-type: none"> ● Project team members including <ul style="list-style-type: none"> ● Dr. F.T. Chan - College Vice Principal (Academic Affairs) of Community College and Head of Centre for International Degree Programmes ● Ms. Jeanne Lam - IT Manager ● Ms. Kimmy Yuen - Programme Manager ● Ms. Norris Lau - IT Officer ● Mrs. Christine Shim - System Development Officer ● Mr. Duan Chenggui - Research Associate ● Mr. Derek Mou - Project Officer <p><u>Frequency of Meetings:</u> Once per month.</p> <p><u>Number of Meetings Held:</u> Six.</p>
Teacher Meeting	Meeting	<p>The teacher meetings discuss on the development of learning materials which are compiled according to the aims of the project as well as the advices from principal investigators, with particular reference to the following aspects:</p> <ul style="list-style-type: none"> ● To ensure the development of learning materials meet the project aims and implementation schedules as well as the intended learning outcomes of the targeted courses ● To advise appointed full-time and part-time teachers on any matters concerning the development of all learning materials <p><u>Frequency of Meetings:</u> As necessary.</p> <p><u>Number of Meetings Held:</u> Six.</p>
Focus Group Meeting	Meeting	<p>The focus group meetings aim to collect the user requirements, expectations, needs and suggestions from both students and teachers on learning and teaching with the help of technology.</p> <ul style="list-style-type: none"> ● Focus groups include Year 2 and Year 3 accounting students of Higher Diploma in Business (Accounting) programme offered in HKU SPACE Community College and HKU SPACE Po Leung Kuk Community College ● Related full-time and part-time teachers of Higher Diploma in Business (Accounting) programme <p><u>Frequency of Meetings:</u> As necessary.</p> <p><u>Number of Meetings Held:</u> Seven.</p>
Blended Learning Development Works	Develop ment	<p>The programme team and technical development team design and develop the blended learning model based on user needs.</p> <ul style="list-style-type: none"> ● Meet the target teachers and students and analyse their needs on blended learning ● Design and develop instructional design templates to guide teachers to develop blended learning materials ● Provide technical development of the blended learning contents ● Set up and develop the online environment for the course delivery <p><u>Frequency of Blended Learning Development Works:</u> On-going.</p>

Details of Project Activities Held

During the reporting period, six regular meetings, six teacher meetings and seven focus group meetings were held. Besides, on-going blended learning development works (project management, instructional design, content development, online environment development and e-content development) have been carried out. Below are the details of the project activities held.

Activity	Date	Time	Venue	No. of Participants/ Beneficiaries	Resources Used (Equipment & Manpower)
1 st Regular Meeting	14 Jul 09	9:30 am – 11:00 am	Conference Room, 34/F United Centre	7	/
2 nd Regular Meeting	3 Aug 09	4:30 pm – 6:00 pm	Conference Room, 34/F United Centre	10	/
Focus Group Meeting (with part-time teachers)	3 Sep 09	10:00 am – 12:00 noon	Meeting Room, 34/F United Centre	5	/
3 rd Regular Meeting	9 Sep 09	9:30 am – 11:00 am	Room 205, 2/F Admiralty Centre	11	/
Focus Group Meeting (with part-time teachers)	15 Sep 09	2:00 pm – 4:00 pm	Conference Room, 12/F United Centre	4	/
1 st Teacher Meeting	22 Sep 09	9:30 am – 12:00 noon	Conference Room, 34/F United Centre	11	/
Focus Group Meeting (with students)	23 Sep 09	2:00 pm – 4:00 pm	Room 206, 2/F Admiralty Centre	9	/
Focus Group Meeting (with students)	30 Sep 09	4:00 pm – 5:00 pm	Room 407, 4/F Fortress Tower	4	/
4 th Regular Meeting	9 Oct 09	11:00 am – 12:30 pm	Conference Room, 34/F United Centre	9	/
Focus Group Meeting (with students)	14 Oct 2009	3:00 pm – 5:00 pm	Room 801, 8/F Island East Campus	6	/
2 nd Teacher Meeting	15 Oct 09	3:00 pm – 5:00 pm	Conference Room, 34/F United Centre	8	/
Focus Group Meeting (with students)	19 Oct 09	11:30 am – 1:30 pm	Room 1002, 10/F HPCC, 66 Leighton Road	12	/
Focus Group Meeting (with students)	20 Oct 09	12:00 noon – 2:00 pm	Meeting Room, 19/F Island East Campus	8	/
3 rd Teacher Meeting	5 Nov 09	2:30 pm – 5:30 pm	Conference Room, 12/F United Centre	7	/
4 th Teacher Meeting	19 Nov 09	1:30 pm – 3:30 pm	Conference Room, 12/F United Centre	8	/
5 th Regular Meeting	27 Nov 09	9:15 am – 11:00 am	Conference Room, 34/F United Centre	9	/
5 th Teacher Meeting	3 Dec 09	1:30 pm – 3:30 pm	Room 206, 2/F Admiralty Centre	7	/
6 th Regular Meeting	6 Jan 10	9:15 am – 10:45 am	Conference Room, 34/F United Centre	10	/
6 th Teacher Meeting	7 Jan 10	3:30 pm – 5:30 pm	Room 207, 2/F Admiralty Centre	7	/

Project Management	On-going	n/a	n/a	Technical & programme team	<ul style="list-style-type: none"> • Employed a Project Officer to assist the management.
Instructional Design	On-going	n/a	n/a	Technical & programme team, teachers	<ul style="list-style-type: none"> • Employed a System Developer to guide the instructional design.
Content Development	On-going	n/a	n/a	Programme team and teachers	<ul style="list-style-type: none"> • Project Officer. • A notebook was purchased for content development purpose.
Online Environment Development	On-going	n/a	n/a	Technical team	<ul style="list-style-type: none"> • System Developer.
e-Content Development	On-going	n/a	n/a	Technical team	<ul style="list-style-type: none"> • System Developer. • A notebook was purchased for system development purpose.

Project Milestones and Deliverables

According to the project plan, there are totally three pre-set milestones. All the milestones were reached and details were fully documented.

Milestone 1

Select the pilot groups and the target courses

Deliverable

The target courses, Business Information Systems (technique based Accounting course) and Management Accounting (principle based Accounting course), were selected and the pilot groups were confirmed as the current students of these courses. Total number of students in the pilot groups is 340. For details, please refer to the attached A-0001 to A-0006 (Agenda and Minutes of Regular Meetings). Besides, the project team had conducted 7 Focus Group Meetings (with students and teachers), during which the user requirements were collected and analysed. For details, please refer to the attached C-0001 to C-0007 (Meeting notes of Focus Group Meetings). The report on feasibility Study on Learning Management System (C-0008), report on user requirement collection – students (C-0009), and report on user requirement collection – teachers (C-0010) are attached in Appendix A.

Milestone 2

Prepare the learning materials (1st batch)

Deliverable

The first batch of learning material development of the two modules, Business Information Systems and Management Accounting, were completed. Three out of twelve chapters of each of the modules were developed. For details, please refer to the Appendix B – Online System and Interactive Learning Materials (B.2.1.1 – B.2.2.4). Besides, the project team had conducted 5 Teacher Meetings, during which two full-time teachers were delegated and two part-time teachers were appointed. These teachers and some helpers were responsible for developing learning materials. For details, please refer to the attached B-0001 to B-0006 (Agenda and Minutes of Teacher Meetings), D-0001 to D-0002 and D-0005 to D-0007 (Appointment letters for part-time teachers).

Milestone 3

Set up the online system

Deliverable

The team had appointed technical developer and acquired necessary equipment for system development. An online learning platform, which functions for information dissemination, course material sharing and learning communication, was set up. The screen captures of the system can be found in Appendix B – Online System and Interactive Learning Materials (B.1.1 – B.1.3). For other details, please refer to D-0003 to D-0004 (Appointment letters for part-time helpers), F-0001 to F-0004 (Other documents) and the system website <http://soul2.hkuspace.hku.hk>.

Percentage of Project Completion (Key Tasks)

The scheduled key tasks in the first six months have been completed.

Milestones/Key Tasks	2009	2010	2011
1.1 Select the pilot groups and the target courses	100%		
1.2 Prepare the learning materials (1st batch)	100%		
1.3 Set up the online environment	100%		
2.1 Prepare the learning materials (2nd batch)			
2.2 Set up the online environment			
3.1 Provide training sessions for teachers			
3.2 Launch the online environment			
3.3 Conduct the pre-test survey for pilot group			
3.4 Provide pre-class activities for pilot group			
3.5 Facilitate in-class and post-class activities for pilot group			
3.6 Collect student outcomes and learning experience			
3.7 Collect teachers' perceptions			
4.1 Provide pre-class activities for pilot group			
4.2 Facilitate in-class and post-class activities for pilot group			
4.3 Collect student outcomes and learning experience			
4.4 Collect teachers' perceptions			
4.5 Evaluate the teaching and learning effectiveness			
4.6 Define refinement items for the online environment and interactive content			
4.7 Consolidate the blended learning model			

The team had prepared a financial report on income and expenditure (Appendix C). The full document list of the project can be found in Appendix D.

Project Variation

During the reporting period, the project is in good progress and no project variation is recorded.

Conclusion

With financial support from the QEGS, the blended learning development for sub-degree Accounting courses was started in Aug 2009. In the reporting period, all the milestones/key tasks were fully completed. Below is the list of completed tasks:

Milestones/Key Tasks	Percentage of Completion
1.1 Select the pilot groups and the target courses	100%
1.2 Prepare the learning materials (1st batch)	100%
1.3 Set up the online environment	100%

In short, the completion rate of the first six month development is 100% and the overall completion rate of the whole project is 25%. The 2-year project is on schedule and in good progress.