THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

<u>Interim Report (March 2015)</u>

Report due 31 March 2015.
Please return by email to Carol Chiu carol@itsc.cuhk.edu.hk

<u>PART I</u>

Project title: Flipping an Introductory Management Course

Principal supervisor: Joyce IUN (Dr)

Department / Unit: Management/Faculty of Business Administration

Project duration: From January 2015 to August 2015

Amount granted: HK$94,000

Date report submitted: March 31, 2015

1. Project objectives

This project aims at flipping a portion of the lecturing materials onto BlackBoard and promoting e-learning activities to students taking a fundamental Management subject. So far, this project is on track to meet its objectives.

2. Progress on process, outcomes or deliverables

Up to end of March, I have produced three modules as required by the MMCDG. By August, all nine modules and the final report will be ready on time.

3. Evaluation Plan

As the final report is due by the end of August, nine modules developed in this project may not be able to be used in a 3-month fundamental Management course as planned in the proposal. As such, I propose to alter the evaluation plans as follow:

- Introduce the first few modules which are developed upto March 2015 to my current Management students;
- Design a questionnaire to collect views from these students. Questions include: Do you think it is useful to preview / review some of the lecture materials before you attend the lecture? What e-learning materials would you like to experience? Would you prefer a course with e-learning materials?

Measures are done in both qualitative and quantitative ways. Quantitatively, I expect over 70% students rate the materials useful for pre-viewing and reviewing; 60% answer they prefer a course with e-learning materials. Qualitatively, some students offer comments on what e-learning materials they prefer to have. In addition, I would include my reflections in several

areas: difficulties in preparation and trial usage and extent of students' engagement and satisfaction in the trial sections.

4. Dissemination (reports, websites, video links, products, etc.)

I have completed the following:

- 2-minute introductory video
- Module 1: What's Management? (annotated slides and 4-minute video clip)
- Module 2: Evolution of Management (annotated slides, youtube link, a 10-minute documentary video)
- Module 3: Decision Making (annotated slides)