



## Faculty of Business Strategic Professional Development Plan for Blended Learning

### Purpose

This document describes activities to be undertaken as part of the 3C Project to increase the use of blended learning approaches in the Faculty of Business. It focuses on the aims and objectives for the Faculty and sets out a plan of action to achieve identified goals.

### Key Staff

The following staff were involved in the development of this Strategic Professional Development Plan for Blended Learning for the Faculty of Business:

Professor Howard Davies, Associate Dean	Faculty of Business
Dr. Patrick Leung, eLearning Advocate 3C Project	School of Accounting and Finance
Dr Eric Ngai, eLearning Advocate 3C Project	Department of Management and Marketing
Mr Peter Duffy, 3C Project Leader	3C Project, Educational Development Centre
Dr Christine Armatas, Senior Project Fellow	3C Project, Educational Development Centre

### Background

The 3C project is a 2 year institutional initiative at PolyU funded by VP(AD) in support of PolyU's strategic plan. The broad aim of the 3C Project is to enhance the eLearning / Blended Learning culture at PolyU. The approach used to address this is through the use of the 3 concurrent foci (3C) of collaboration, community and context. For more information please refer to [www.3c.edc.polyu.edu.hk](http://www.3c.edc.polyu.edu.hk).

The activities described in this plan have been developed after consultation with the Associate Dean Professor Howard Davies and the two eLearning Advocates for the Faculty of Business – Dr Eric Ngai and Dr Patrick Leung. This plan has also been informed by data gathered as part of the 3C Project needs analysis, including a Faculty survey on blended learning, a questionnaire on eLearning at PolyU and data mining of learning management system usage.

### Key Drivers

The Faculty is faced with a number of key challenges over the next few years, including the introduction of the 3+3+4 education model, outcomes-based education, Freshmen seminars and Capstone projects. The increased use of blended learning will assist in managing these key challenges by providing staff with skills and experience to help them to teach more effectively and efficiently, using new approaches that incorporate eLearning technologies. It is envisaged that staff will be able to use technology to enhance the teaching and learning experience both in and outside of class, and to help students become independent learners.



## Aim of the strategy

The aim of the strategy is to provide a framework for the provision of support and training for staff in the adoption of blended learning approaches in subjects taught in the Faculty. This strategy is aligned with the Hong Kong PolyTechnic University Strategic Plan 2008/09-2011/12.

## Professional Development Goals

The action plan detailed in this document is designed to:

1. increase staff awareness of the range of eLearning tools available and their application in educational contexts;
2. inform staff about what blended learning is and to help them to explore possibilities for its application in their teaching;
3. help staff to acquire the skills needed to adopt appropriate blended learning approaches in their teaching;
4. provide staff with resources to assist them adopting blended learning in their teaching;
5. promote best-practice in the use of blended learning to enhance teaching and learning at PolyU.

## Activities for the Strategic Professional Development Plan for Blended Learning

### Implementation of a blended learning approach to the teaching of Foundation Seminar 1

The 3C Project Team will work with Professor Davies to develop a blended learning approach for this subject which is currently taken by approximately 100 mainland students as a preparatory subject for their business studies. Currently, these students meet in a large group (~ 50) once a fortnight on alternate fortnights and cover a range of topics that are often introduced by Professor Davies but taught by another lecturer. Blended learning will be used to create a more cohesive delivery mechanism that gives students access to resources and assists them with communication. Its development will also be an opportunity to test different models of blended learning to see what will best suit this subject when it is delivered as a full subject for 3+3+4.

### Making use of existing learning resources

There are a number of teaching resources, such as short videos, that are currently underutilized. Members of the 3C Project team will work with the eLearning Advocates and other staff as appropriate to investigate a mechanism for online storage and retrieval of digital resources. Robert Wright has been identified as a contact in the Faculty to involve in this project. The Library will also be approached to determine whether any of their existing services could be used or adapted for this purpose. This repository could become part of a Teaching and Learning website for the Faculty of Business if appropriate and could be modelled on the site developed for School of Hospitality, Tourism and Management.

### Work Integrated Learning

The 3C Project team will approach Jenny Ko, the Faculty's Student Development Manager about development of a web-based version of the WIE feedback. The aim of this web-based version would be assist staff to make better use of the feedback that is obtained about work integrated education placements undertaken by students and developing a web-based feedback mechanism for capturing and analyzing this feedback. Michelle Chiu from EDC, who has responsibilities for WIE will also be invited to be involved in this project to provide her expertise and advice as to what this web resource would look like, the role of SAO etc..



### Capstone Project

The 3C Project team will offer assistance to the Faculty to investigate the use of eLearning as part of the delivery of the Capstone project which will be compulsory for undergraduate courses after 2012. Planning for this will happen in the next few months and with the large number of students involved it may be appropriate to have some eLearning component to this project. Through Professor Davies, the 3C Team will approach those staff in the Faculty involved in planning for the Capstone Project and offer assistance should they wish to consider adopting a blended learning approach.

### Blended Learning Roadshow

The format for the Blended Learning Roadshow to promote the use of elearning tools and technologies in the Faculty of Business will be a lunchtime gathering. The event will be open to all Faculty staff, with Program Leaders and members of Departmental Learning and Teaching Committees encouraged to attend.

A brief overview of the 3C Project will be given by one of the 3C Project Team members, followed by short presentations from Faculty staff (Prof. Davies, Dr Ngai and Dr Leung). This would be followed by an informal discussion about blended learning, possible applications at PolyU, factors helping and hindering the use of eLearning and how the 3C Project team can assist staff interested in using eLearning in their teaching.

The suggested venue for the Blended Learning Roadshow in M802 and this venue can be booked through the General Office for the Faculty of Business.

### Evaluation

Each activity undertaken for this Strategic Professional Development Plan for Blended Learning will be evaluated using a protocol developed by the staff involved in organising the activity. The evaluation could be completed using methods such as:

- questionnaires
- uptake and usage statistics
- focus group feedback

The result of these evaluations will be reported as per the Communications Plan.

### Communications Plan

Progress on the implementation of the Strategic Professional Development Plan for Blended Learning will be communicated in the following ways:

- through reports to the Faculty and School / Department Learning and Teaching Committees;
- via the monthly 3C eNewsletter and on the 3C project website;
- at events or activities conducted as part of the 3C Project or as part of the Strategic Professional Development Plan;
- through emails and other means as required.



## 3C - What's in IT for me?

### Action Plan

The table below indicates the activities planned as part of this Strategic Professional Development Plan for the Faculty of Business, together with the participants and indicative timelines. Which activities address the goals for the Plan is also indicated in the table.

Activity	Participants	Indicative Dates	Goals Addressed
Foundation Seminar 1	Professor Howard Davies Mr Peter Duffy & Dr Christine Armatas, 3C Project Team*	June – December 2009	1, 2, 3, 4 & 5
Online learning object repository	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr David Chiu, eLA from ITS Ms Winnie Chim, eLA from Library Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	Semester 2, 2009	1, 3 & 4
Work integrated learning website	Ms Jenny Ko, Senior Manager, WIE Mr Peter Duffy & Dr Christine Armatas, 3C Project Team*	June 2009 – May 2010	1 & 4
Capstone projects	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	June 2009 – May 2010	1, 2, 3, 4 & 5
eLearning Roadshow (1 session 1 ½ hrs)	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	Early Semester 2, 2009	1 and 2

\* The 3C Project Team will involve staff from Educational Development Centre as required for each of these activities.



## 3C - What's in IT for me?

Additional activities to be held as part of the 3C Project which the Faculty can have involvement with are:

Activity	Organisers	Participants	Indicative Dates
eLearning Showcase	3C Project Team	Open to all PolyU staff	16 <sup>th</sup> October 2009
Teaching Innovation Award	3C Project Team	Open to all PolyU staff	12 <sup>th</sup> – 16 <sup>th</sup> October 2009 4 <sup>th</sup> June 2010
Faculty events with invited eLearning consultants	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	Invited staff from Faculty of Business	12 <sup>th</sup> – 16 <sup>th</sup> October 2009 4 <sup>th</sup> June 2010
Teaching and Learning Symposium	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	Open to all PolyU staff	4 <sup>th</sup> June 2010
Technology to address teaching challenges – Workshops	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Dr Eric Ngai, Faculty eLearning Advocate Dr Patrick Leung, Faculty eLearning Advocate	Open to all PolyU staff	Early Semester 2, 2009