THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 1: Basic Scheme

Final Report (2017-18)

PART I

Project title: Business Meeting Platform

Principal supervisor: Mr Kevin Goh Thian Huat

Co-supervisor(s): Dr Kitty Szeto and Dr Connie Ng

Department / Unit: ELTU

Project duration: From January 2018 to October 2018

Date report submitted: 31 October 2018

1. Project objectives

The project has met its objectives as all the relevant videos and exercises are created according to the various outcomes, and the platform will be hosted on Blackboard starting from Term II 2018-19. In total, we have built three modules, and the modules are "Module 1: Introduction to Business Meetings", "Module 2: Common Business Meeting Expressions" and "Module 3: Sample Video with Evaluations by Business Experts". With the help of MMCDG and various ELTU lecturers, most of the enhancements have been made to the original idea. The platform and all the videos were professionally being put together.

2. Process, outcomes or deliverables

Three micro modules have been produced for this project. The first micro-module is where students will listen and learn how to plan and run a productive business meeting by watching two professionally done videos. In the second micro-module, the module is divided into three sub-modules where students will learn business expressions for chairing and participating in a meeting, and what they should not be doing in a business meeting. The last micro-module is where our students will watch a 20-minute video on a business meeting that comes with a case study and meeting agenda. They will also be able to listen to the opinions made by business experts regarding that video. Overall, the time that students will

probably spend to complete the whole platform will be:

Module 1: 10 minutes

Module 2: 45 minutes

Module 3: 45 minutes

The platform will be used and evaluated in Business Communication II (ELTU 3012) where business meeting is taught and assessed. Promotion will be done by sending a mass email to all the ELTU lecturers and presenting it during our ELTU 3012 course meeting.

The nature of the deliverables has been kept similar to what we intended to create. However, more exercises will be added to the platform to enhance our students grasp on conducting an English business meeting. On top of that, more samples of business meeting videos and evaluations will also be added in due course.

Overall, the project has been completed successfully before 31 October 3018, and the platform is available at http://eltu.cuhk.edu.hk/files/3012/.

3. Evaluation Plan

As ELTU 3012 will only be taught in the second semester of 2018-19, feedback will be collected once our ELTU 3012 students use and test the platform. An online questionnaire is attached to the end of the platform, and thus feedback will be automatically compiled when they go through with it. In addition to the online survey, as the platform will be hosted on CUHK Blackboard, we will be able to track the number of students who visit our platform.

All said, a pilot study was conducted throughout the entire month of October and based on the feedback that we received from the pilot study students, most of the students indicated positively that:
- they will be able to apply what they have learned from the platform,
- the contents are appropriate,
- they enjoy the learning process; and
- they will recommend the platform to their friends.

4. Dissemination, diffusion and impact

The platform is linked to our ELTU 3012 Blackboard master page so that all ELTU 3012 students will have access to it. The platform will also be linked to our ELTU website once the platform is ready to be released for public viewing. Lastly, ELTU lecturers will be informed

of the site, and they will help promote the site to our students so that students can view and learn from the platform.

Once data has been collected, the Business Meeting Platform team will analyse if the platform is well-received. Further micro-module(s) will then be considered to enhance the platform. The results of the project will be presented at relevant conference(s) around the world to promote the use of flipped classroom in teaching.

PART II

Financial data

Funds available:

Funds awarded from MMCDG $ 100,000

Funds secured from other sources $ 0
(please specify_____)

                  Total: $ 100,000

Expenditure:

Item	Budget as per application	Expenditure
Staff Cost	42,000	42,000
Fixed Asset	40,275	16,100
Computer Software & Maintenance	3,600	0
Appliance, Small Item Equip	0	3,327
Service Charges	0	331
Vehicle and Travelling Expenses	0	100
Souvenirs and PR Expenses	1,200	1,200
Other Expenses (Student Helpers)	12,925	35,858
Total:	100,000	98,916

PART III

Lessons learnt from the project

The main lesson that we have learned throughout this project is how to work closely as a team in creating this platform. As each team member has his or her ideology on teaching and learning, it was hard to put all the ideas into one. Nevertheless, we learned how to compromise to achieve the same goal and vision. As a team, we have successfully created a platform where students would be able to benefit from it and a platform that we are proud of. Other than our team members, we have also roped in additional help where four of our ELTU colleagues help us with the videos and the editing of the entire website.

One of the difficulties encountered was to encourage our CUHK students to be part of the team. As most CUHK students are very busy with studies, internships and summer exchange, we ended up with only a handful of students who were free enough to help out. For your record, we only managed to recruit those students after rounds of negotiations. The hardest challenge for us is the time given. We were only given the go-ahead on the 28th of January 2018, and we were told to finish the entire platform by 31st October 2018. With only nine months to create the entire platform, we worked extremely hard to complete it on time. We were very lucky for our colleagues, and student helpers gave us all the help to finish this platform on time.

PART IV
Information for public access

Summary information and brief write-ups of individual projects will be uploaded to a publicly accessible CUHK MMCDG website. Please extract from Part I the relevant information to facilitate the compilation of the publicly accessible website and reports.

1. Keywords

Please provide five keywords (in the order of most relevant to your project to least relevant) to describe your micro-modules/pedagogies adopted.

(Most relevant)   Keyword 1: Planning a Business Meeting

                          Keyword 2: Running Business Meetings

                          Keyword 3: Common Expressions for Business Meetings

                          Keyword 4: Business Experts

(Least relevant)   Keyword 5: ELTU Platform

2. Summary

Please provide information, if any, in the following tables, <u>and provide the details in Part I</u>.

Table 1: Publicly accessible online resources (if any)
(a) **Project website:**   *Nil*
(b) **Webpage(s):**   *http://eltu.cuhk.edu.hk/files/3012/*

(c) **Tools / Services:**
CUHK Blackboard – Business Meeting Platform
(d) **Pedagogical Uses:**
Nil
(c) **Others (please specify):**

Table 2: Resources accessible to a target group of students (if any)

If resources (e.g. software) have been developed for a target group of students (e.g. in a course, in a department) to gain access through specific platforms (e.g. Blackboard, facebook), please specify.

Course Code/ Target Students	Term & Year of offering	Approximate No. of students	Platform
ELTU 3012	*2nd Term 2018-19*	*320*	*Blackboard*

Table 3: Presentation (if any)	
Please classify each of the (oral/poster) presentations into one and only one of the following categories	**Number**
(a) In workshop/retreat within your unit (e.g. department, faculty)	*1*
(b) In workshop/retreat organized for CUHK teachers (e.g. CLEAR workshop, workshop organized by other CUHK units)	*Nil*
(c) In CUHK ExPo jointly organized by CLEAR and ITSC	*Nil*
(d) In any other event held in HK (e.g. UGC symposium, talks delivered to units of other institutions)	*Nil*
(e) In international conference	*2*
(f) Others (please specify)	*Nil*

Table 4: Publication (if any)	
Please classify each piece of publication into one and only one of the following categories	**Number**
(a) Project CD/DVD	*Nil*
(b) Project leaflet	*Nil*
(c) Project booklet	*Nil*

(d) A section/chapter in a booklet/ book distributed to a limited group of audience	*Nil*
(e) Conference proceeding	*Nil*
(f) A chapter in a book accessible internationally	*Nil*
(g) A paper in a referred journal	*Nil*
(h) Others (please specify)	*Nil*

3. A one-page brief write up

The project is designed to focus on enhancing our students' knowledge and mastery on business meetings where the modality principle is applied in the platform's design and development. The platform can be used by our students as self-learning access to promote autonomous learning or by ELTU lecturers as part of their materials, where the teachers can use it to promote flipped classroom; students view the selected content provided on the platform beforehand and complete designated learning tasks in class.

On the platform, there are three modules, and they are how to plan and run a business meeting, common business meeting expressions, and watching a sample video with feedback from business experts. In Module 1, there are two professionally shot videos presented by two native speakers of English from ELTU. The two speakers talk about "Planning a Business Meeting" and "Running a Business Meeting". This entire module explains everything from why a person should conduct business meetings to the roles for each key person in a meeting.

For Module 2, it is further divided into three sub-modules, and they are common business expressions for a chairperson (Module 2A), common business expressions for a participant (Module 2B), and what not to do in a business meeting (Module 2C). All these exercises were created by all three team members with the help from Ms Yammy Cheung who is an English Major student. Dr Kitty Szeto led the material writing team. In both Module 2A and 2B, students will learn all the business meeting expressions through various question types like fill in the blank, multiple choice, and choosing the right answer. There are a total of two exercises for Module 2A and eight exercises for Module 2B. To complete Module 2C, students will need to watch a drama and guess what each participant did wrong in that business meeting. Each question will come with an elaborated explanation. The short drama was written by Mr Kevin Goh and it was directed and edited by Mr Jasper Cao who is a

Journalism student with help from Mr Clement Lam who is a business administration student. Our own CUHK business students acted in the drama and they did an excellent job in it.

Module 3 is an easy module as all the students need to do is to watch, listen and learn from all the videos. In Module 3, there is a case scenario, an agenda, a 20-minute business meeting video, and feedback from a business expert, a communication trainer, and a language expert with business experience. This module will definitely help students understand more on how people in the industry view business meetings.

The best experience in building this platform is to work closely with four wonderful student helpers. The entire platform is created by Mr Deepansh Jagga who is an engineering student with the helped from Mr Cole Law and Dr Connie Ng. The platform is built with Articulate 360 so that it can be used on Blackboard. All the videos are directed and edited by Mr Jasper Cao with the help from Mr Clement Lam under the supervision of Mr Kevin Goh. Lastly, all the exercises were written by Ms Yammy Cheung (student helper), Dr Kitty Szeto (team leader), Dr Connie Ng and Mr Kevin Goh. The effort of everyone is what makes this platform successful.

<u>Written by:</u>
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