

THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 1: Basic Scheme

Interim Report (2017-18)

Report due 31 May 2018.

Please return by email to mmcd@cuhk.edu.hk

PART I

Project title: “Developing Flipped Classroom Material for Course on Corporate Financial Reporting”

Principal supervisor: WONG SUN WAI Wan Tay Tat

Department / Unit: School of Accountancy / Faculty of Business Administration

Project duration: From December 2017 to October 2018

Date report submitted: 31 May 2018

1. Project objectives

The project is on track to meet its objectives, namely, “design, production, and delivery of micro-modules to be used in the CUHK flex MBA Programme during academic year 2017-18”. There has been no change in the objectives as a result of the experience of working on the MMCDG project.

2. Progress on process, outcomes or deliverables

The accomplishments so far include:

- *Development of multiple instructional videos and accompanying online quizzes administered using Blackboard.*
- *Successful deployment to one cohort of ACCT 5111 Corporate Financial Reporting.*
- *As originally envisaged, a series of case studies were utilized in face-to-face meetings to solidify abstract concepts learned offline by illustrating their application in real-life scenarios.*

No major obstacles have been encountered so far. The remaining tasks to be finished include re-shooting of some portions of the instructional videos in response to participants’ feedback. The project is on time for completion (including preparation of the final report) on or before the grant expiry date.

The project outputs to date include the following:

- *A series of instructional video clips ranging in length from 5 minutes to 20 minutes which are intended for offline viewing and self-study by students.*
- *Content slides used in conjunction with the instructional videos.*
- *Online quizzes (10 multiple-choice questions) at the end of each module to test students' understanding and identify areas for improvement.*

3. Evaluation Plan

The evaluation plans have not been altered.

At this time, only informal mid-course evaluations by participants have been received. The feedback obtained was incorporated into the subsequent material. A formal evaluation in the form of CTEs is expected at the end of the course in mid-June. The informal mid-course and formal post-course evaluations will be used to assess degree of achievement of the objectives.

Regarding comparison with a concurrent section of the same course delivered in a traditional classroom delivery setting, there are no indications so far of any significant difference in students' performance between the sections as determined through quiz scores and grades on written assignments.

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

Dissemination activities to date include posting of instructional videos and accompanying slides on Blackboard for the course ACCT 5111 Corporate Financial Reporting. Initial user group was the students enrolled in the Flex mode. At the end of the term, the instructional videos and slides are being made available to non-Flex students enrolled in the traditional classroom section. The objective is to provide these students with additional relevant resources to help them in their preparation for the final examination. This will result in a total user base of approximately 70 for the materials developed so far under this project.