

THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 2: Studies in Foundation Courses

Interim Report (2015-16)

Report due 30 June 2016.

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

PART I

Project title: Mobile App for learning basic statistics

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Department / Unit: Department of Decision Sciences and Managerial Economics

Project duration: From January 2016 to December 2016

Date report submitted: 5 July 2016

1. Project objectives

The project is on the track to meet its objectives which remained unchanged as in the proposal.

2. Progress on process, outcomes or deliverables

Two micro modules to illustrate the statistical concepts: 1) Descriptive Statistics and 2) Survey errors have been produced.

A teaching case: Good Luck Lemon Tea has been produced to for students to understand the application of the basis statistics in real life.

3. Evaluation Plan

As mentioned in the proposal, the evaluation will be conducted in DSME 2011 foundation courses in business programs, in term 1 2016-17.

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

So far, there is no dissemination activity. We plan to use KEEP as a platform to disseminate the micro modules.

Project progress report

Our project is to establish an online platform for learning basic statistical concepts in DSME 2011. DSME2011 is one of the foundation courses in the curricular of most programs in Business School. More than 500 Year 2 business students will take the course in each academic year. On the online platform, there will be teaching videos which introduce basic statistics concepts, online examples and exercises, video teaching cases and discussion forum.

With the online platform, students with diversified background and capabilities could learn the statistical concepts at their own pace. The online business video cases will also provide an opportunity for students applying statistical concepts on a real-life business problem. The discussion forum will create a peer-learning environment for DSME 2011 students. Data from the online platform could also facilitate teachers to better monitor each student's performance, and provide necessary support.

On the online platform, students will go through four phases:

Phase 1 Knowledge acquisition: *Online videos* for learning basic concepts in statistics

Phase 2 Knowledge consolidation: *Interactive online examples and exercises*, including multiple choices and short questions

Phase 3 Knowledge application: A well-designed *online business case*

Phase 4 Knowledge co-creation: An *online discussion forum*.

Currently, we have prepared two 4-min videos for phase 1 to introduce two basic concepts: Descriptive Statistics and Common Survey Errors. Through the videos, students can understand the major ideas in the two concepts.

In addition, a teaching case, Good Luck Lemon Tea, has been developed in the written form. A video is created to make the case more vivid, and arouse the students' interest in the case. Later a video will also be produced to describe the business setting of the case.

As proposed, we plan to launch the case in DSME 2011, in Term 1 of Academic Year 2016-2017. With the students feedbacks through questionnaire and focus group as planned, we will assess the effectiveness of the project to achieve the planned objectives.