

Digital transformation: The case of an integrated Face-to-face business course

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THE OPEN UNIVERSITY
OF HONG KONG

Marketing

Accounting

Operational
Management

Business Law

Business
Statistics

Business
Communications

HRM

- Traditional business curriculum learn different disciplines separately
- The integrated curriculum allows students to learn the interconnectedness of the business disciplines by bringing them knowledge and skills together so that students can grasp an holistic understanding of today's business.

10 Integrated Learning Modules



Engaging Learning Experience

- high student engagement as drivers to acquire theoretical knowledge + hard skills + soft skills
- learning in multiple settings: experiential/evidence-based learning through co-curricular learning events and activities
 - construct their own understanding and knowledge of the business basics
 - a more enjoyable learning experience in their first year of study

INDUCTION DAYS



INTERIM CAMP



BIZATHON



SHOWCASE DAY

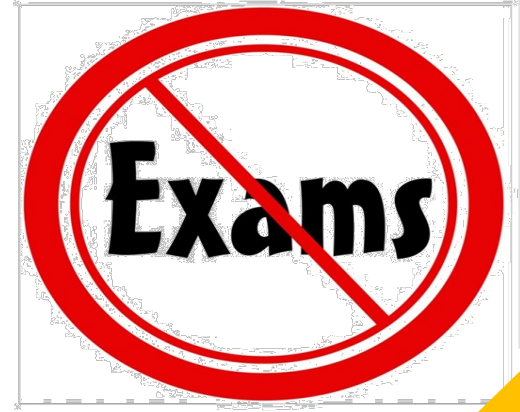


BUS B200F Co-curricular Learning Activities

Continuous Assessments

Including:

- Participation and contributions in classes
- Online quizzes, worksheets
- Reflective learning journals
- Consultations and surgeries to complete group projects



Enriched learning involvement and experience to prepare students for the world of work and life, not examinations

BUS B200F Integrated Business Foundation (Autumn Term 2019)

Autumn Term  **Course News**

Week 20 (2020/01/13)

 Interim Camp Rundown - Session 1

 Interim Camp Rundown - Session 2 

● BUS B200F Course Results	NEW	2020/06/17
● B200F Lists of Awardees		2020/05/19
● B200F Business Showcase Ceremony		2020/05/14

↓ MORE

 **Course Timetable**

Class section/type	Date	Time	Room	Venue
L01/Lecture	Tue	13:00	D0212	JCC

Technological Tools and Support: My Milestone Tracker App



Leaderboard

Leaderboard		
Accumulative		
1.	Student 237	475
2.	beetroot	458
3.	Catherine Ren	420
4.	yesitsme	350
5.	Coco	317
6.	Loser	313
7.	Ricky	300
8.	Charlie	296
8.	TYYA	296
8.	Diana	296
11.	Lucky	295
Weekly Study Period Accumulative		

Integrated Business Foundation		
Milestones		
Module 1	Evolution of business and the business ecosystem	
Score:	>	
P	RLJ	Total
Completed	Completed	Completed
Module 2	Entrepreneurs and legal issues	
Score:	>	
P	Q+A	RLJ Total
Completed	Completed	Completed Completed
Module 3	Business functions and decisions	
Score:	>	
33	29.9	Completed Completed

Integrated Business Foundation	
179	
Decision-making skills	
<input checked="" type="checkbox"/>	Lecture 05
<input checked="" type="checkbox"/>	Lecture 06
<input checked="" type="checkbox"/>	Lecture 07
<input checked="" type="checkbox"/>	Tutorial 01
<input checked="" type="checkbox"/>	Tutorial 02
<input checked="" type="checkbox"/>	Tutorial 03
<input checked="" type="checkbox"/>	Tutorial 04
<input checked="" type="checkbox"/>	Tutorial 05
<input checked="" type="checkbox"/>	Tutorial 06





!!!Bizathon; Showcase Day End of Course Events!!!

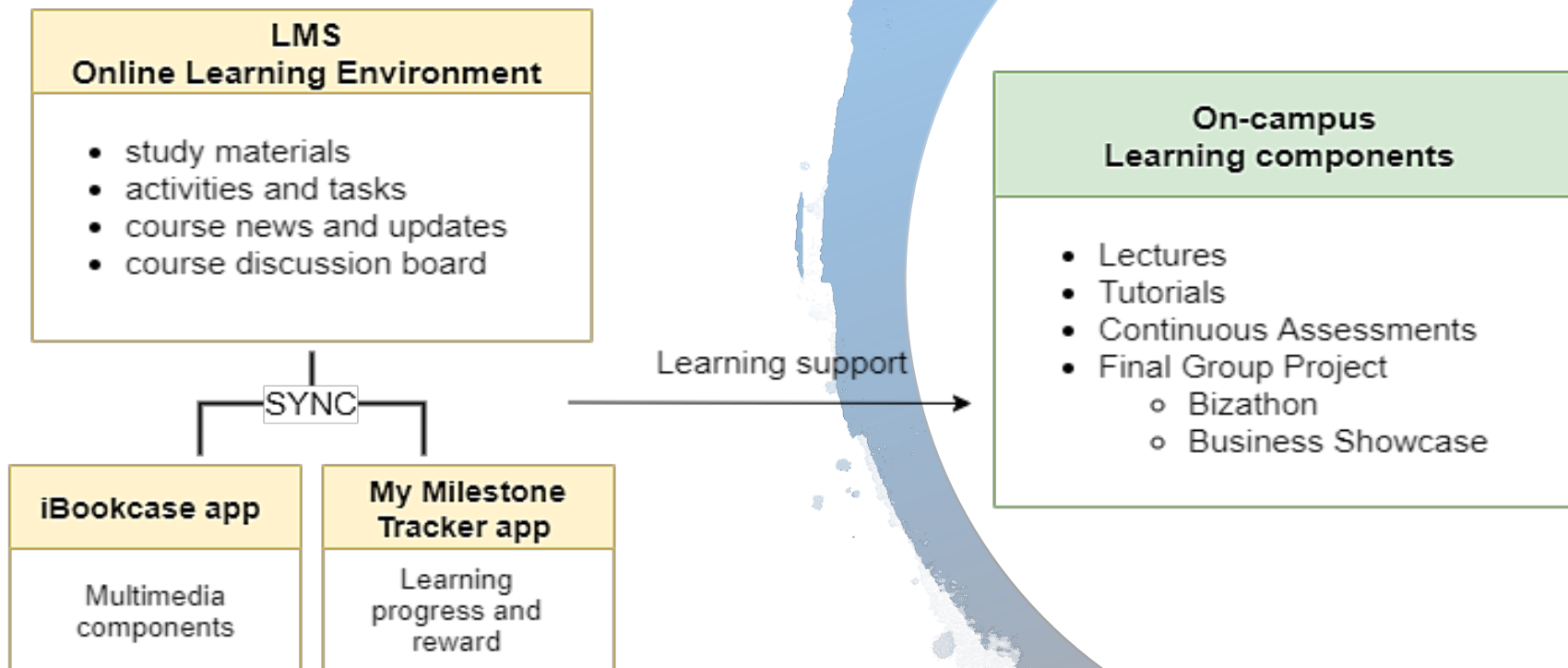


!!!Student Engagement In Virtual Environment!!!



Digital Transformation

Original pedagogical design of *BUS B200F*



BUS B200F digital transformation response timeline

28 Jan : Announced suspension of face-to-face classes

3 Feb : Classes resumed online



3-7 Feb

Draw up digital transformation plan



10-14 Feb

Provide training to academic staff



From 17 Feb

Implementation of digital transformation
Building learning analytics

Responded
in 14 days

End of May : Spring Term ended



**act
now**

Digital Transformation

The following areas have undergone digital/technological transformation:

- **R**eshaping teaching and learning
- **R**eengineering tools and features
- **R**edesigning learning space
- **R**einforcing learning analytics

4R

Reshaping teaching and learning

- Class recording systems for asynchronous learning
- Zoom for synchronous learning



Week 30 (2020/03/23)

Class Activities

Real-time Class

Final Group Project Bonus Scheme

Module 6 - Lecture 9 Video (Part 1)

Module 6 - Lecture 9 Video (Part 2)

Module 6 - Lecture Notes 06 (Updated P.44-45; For Lect

Module 6 - Lecture 9 Concluding Question

Module 6 - Tutorial 8 Video

Module 6 - Tutorial Notes 08

Module 6 - Tutorial Worksheet 08 (Solution)

Module 7 - Lecture 2 Video (Part 1)

Module 7 - Lecture 2 Video (Part 2)

Module 7 - Lecture 2

Module 7 - Lecture 2 Concluding Question

Module 7 - Tutorial 1

Module 7 - Tutorial 1 Worksheet

Module 9 - Lecture 22 Video

Module 9 - Lecture 22

↓ MORE



Reminder: Please login Zoom with your OUHK Zoom account to join Real-time classes.

Tutorial Group

L01

L02

T01

T02

T03

T04

T05

T06

T07

T08

T09

T10

T11

T12

T13

T14

T15

T16

Real-time classes

Today's classes

All classes

Recordings

Student accounts

List View

Calendar View



2020-03-25 Time: 12:00 - 14:00
Title: BUSB200F (T06) tutorial class
Host: @ouhk.edu.hk
Password: 4510362

Join

Edit



2020-03-26 Time: 11:00 - 13:00
Title: BUSB200F (T06) tutorial class
Host: c@ouhk.edu.hk
Password: 4927784

Join

Edit



2020-03-27 Time: 09:00 - 11:00
Title: BUSB200F (T06) tutorial class
Host: i@ouhk.edu.hk
Password: 1294284

Join

Edit



2020-04-01 Time: 12:00 - 14:00
Title: BUSB200F (T06) tutorial class
Host: @ouhk.edu.hk
Password: 9955700

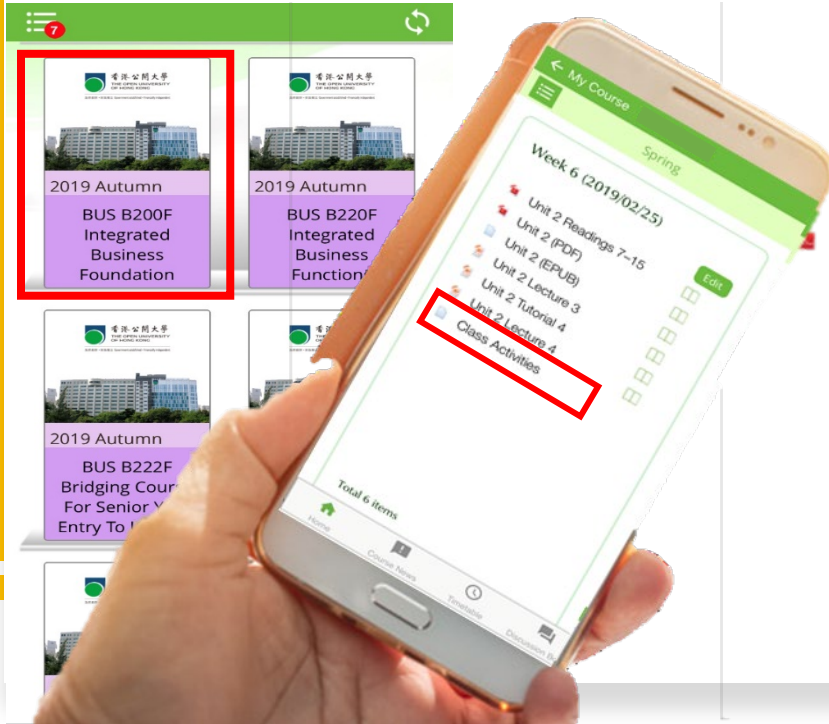
Join

Edit



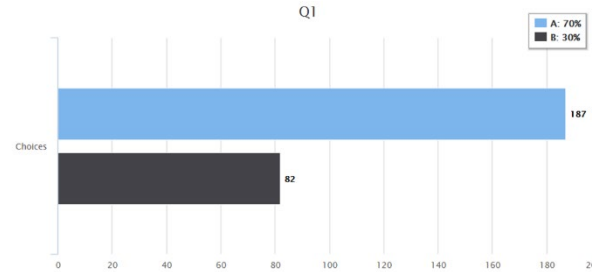
Reengineering tools and features

- In-house-developed online quizzes, polling and submission tools for continuous assessment



1. In your opinion, is FinTech an evolution or revolution?

- ☐ A. Evolution
☐ B. Revolution



Student List

L01

All

Refresh

Hide

<input type="checkbox"/>	Student ID	Student Name	Status	Action	Submission Date/Time
<input type="checkbox"/>	12	I Suraj	✓		
<input type="checkbox"/>	12	iqi	⚙		
<input type="checkbox"/>	12	ui	✓		
<input type="checkbox"/>	12	en	✓		
<input type="checkbox"/>	12	xiang	✓		
<input type="checkbox"/>	12	oi Lam	✓		

0. Absent/Sick leave
0. Absent/Sick leave
1. Present/Fair
2. Active/Good
- Sick leave
\$. Bonus
x. Remove Bonus

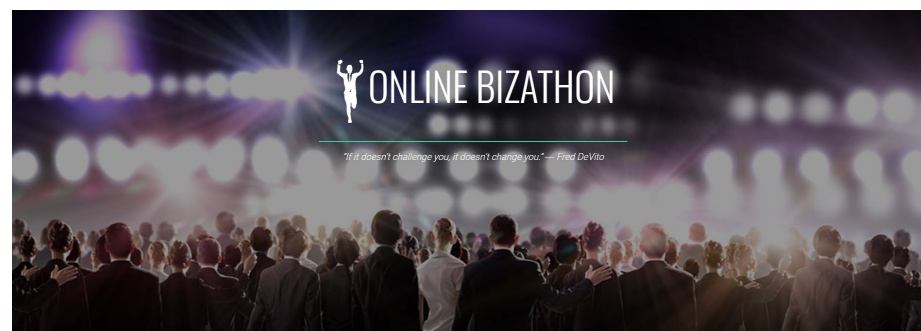
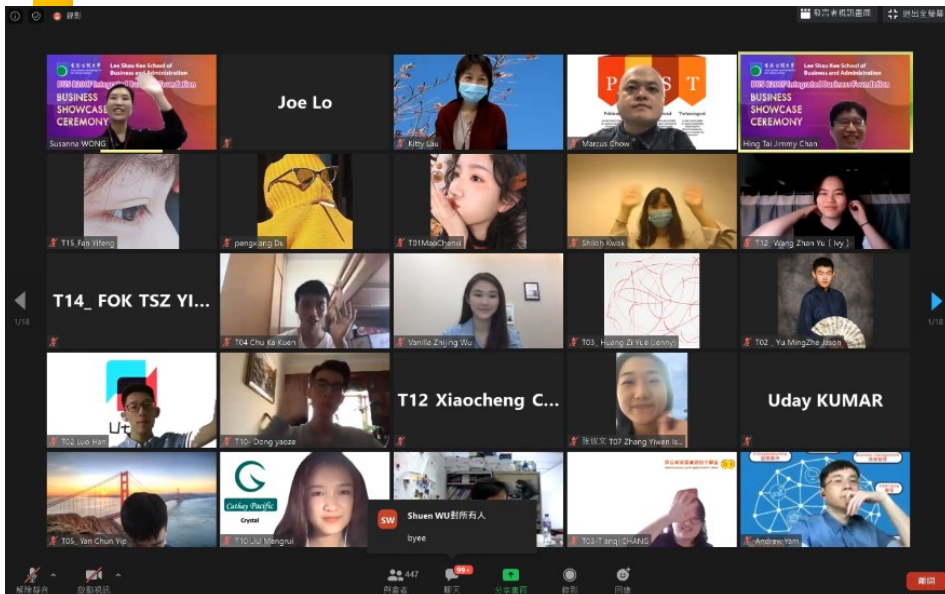
Edit

Edit

Edit

Redesigning learning space

- Establishment of a web portal for group projects



DAY 1

May 4 (Mon)

Get yourself prepared! You can join our seminars and surgery.

Agenda



DAY 2

May 5 (Tue)

Get going! Join the seminars, surgery and Help Desks session. You are also required to submit your interim worksheet.

Agenda



DAY 3

May 6 (Wed)

Group presentation will take place on this day. Your works will be showcased on this website.

Agenda

Business Showcase Ceremony

May 15 (Fri)



















Agenda



Reinforcing learning analytics

- In-house-developed learning analytics program to track student progress in new learning routines and work practices

Week 26 (2020/02/24)

 Class Activities	(566/575)
 Real-time Class	(40/575)
 Procedures of Taking Online Quizzes (Important) ↓	(359/575)
 Module 5 - Lecture 5 Video	(351/575)
 Module 5 - Lecture 5 ↓	(381/575)
 Module 5 - Lecture 5 Concluding Question	(433/575)
 Module 9 - Lecture 18 Video	(343/575)
 Module 9 - Chapter 10 (For Lecture 17, 18, 19) ↓	(346/575)
 Module 9 - Lecture 18 Concluding Questions	(410/575)
 Module 9 - Tutorial 17 Video	(148/575)
 Module 9 - Tutorial 17 ↓	(122/575)
 Module 9 - Tutorial Workbook 2 (Re-posted) ↓	(463/575)
 Module 9 - Excel Solver Examples ↓	(413/575)
 Module 6 - Lecture 5 Video Part 1	(244/575)
 Module 6 - Lecture 5 Video Part 2	(233/575)
 Module 6 - Lecture Notes 04 (For Lecture 5) ↓	(387/575)
 Module 6 - Lecture 5 Concluding Question	(307/575)
 Module 6 - Tutorial Notes 4 ↓	(511/575)

↓ MORE



Week/Topic download statistics

Spring Term

(Spring) Week 26

T02

Excel

Student ID	Name	Class Activities	Real-time Class	Procedures of Taking Online Quizzes (Important)	Module 5 - Lecture 5 Video	Module 5 - Lecture 5	Module 5 - Lecture 5 Concluding Question	Module 9 - Lecture 18 Video	Module 9 - Chapter 10 (For Lecture 17, 18, 19)	Module 9 - Lecture 18 Concluding Questions	Module 9 - Tutorial 17 Video	Module 9 - Tutorial 17	Module 9 - Tutorial Workbook Examples	Module 9 - Excel Solver Part 1	Module 6 - Lecture 5 Video Part 2	Module 6 - Lecture 5 Video	Module 6 - Lecture Notes 04 (For Lecture 5)	Module 6 - Lecture Notes 04 Concluding Q
		92.50%	7.50%	55.00%	67.50%	60.00%	67.50%	70.00%	50.00%	57.50%	17.50%	15.00%	80.00%	67.50%	45.00%	40.00%	55.00%	40.00%
1		Y	-	Y	Y	-	Y	Y	-	Y	-	-	-	-	-	-	-	-
1		Y	-	Y	Y	Y	Y	Y	-	Y	-	-	Y	-	-	-	Y	-
1		Y	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
1		Y	-	Y	Y	-	Y	Y	Y	Y	-	-	Y	Y	Y	Y	-	Y
1		Y	-	-	Y	-	-	-	-	-	Y	-	-	-	Y	Y	-	-





Email | Logo

Excel

		2020/2/15 09:00 - 11:00		2020/2/11 13:00 - 15:00		2020/2/18 13:00 - 15:00		2020/2/25 13:00 - 15:00		2020/3/3 13:00 - 15:00		2020/3/10 13:00 - 15:00		2020/2/5 09:00 - 11:00		2020/2/12 09:00 - 11:00	
Student ID	Name	Status	Time	Status	Time	Status	Time	Status	Time	Status	Time	Status	Time	Status	Time	Status	Time
121		-	-	present (0%)	2020/3/11 17:32:56	present (100%)	2020/3/11 17:31:48	present (100%)	2020/2/25 6:31:33	present (0%)	2020/3/3 16:04:45	present (100%)	2020/3/24 13:54:03	present (0%)	2020/3/11 17:36:45	present (0%)	2020/2/12 9:22:00
121		-	-	present (0%)	2020/2/4 15:27:59	-	-	present (0%)	2020/2/22 12:32:40	present (0%)	2020/2/29 16:07:08	present (0%)	2020/3/3 15:55:36	-	-	present (100%)	2020/2/12 19:35:00
121		-	-	present (0%)	2020/2/10 19:52:44	present (100%)	2020/2/18 8:04:10	present (100%)	2020/2/26 1:49:48	present (0%)	2020/3/3 8:13:16	present (0%)	2020/3/10 1:31:31	present (100%)	2020/2/10 19:56:20	-	-
121		-	-	-	-	-	-	-	-	-	-	present (100%)	2020/3/3 10:27:07	-	-	-	-
121		-	-	present (0%)	2020/2/10 17:17:32	present (100%)	2020/2/16 20:21:11	present (100%)	2020/2/20 19:42:08	present (0%)	2020/2/28 11:03:04	-	-	-	-	present (100%)	2020/2/12 20:20:00
121		-	-	present (0%)	2020/2/5 4:30:50	-	-	-	-	-	-	-	-	-	-	-	-
121		-	-	present (0%)	2020/2/10 21:33:35	-	-	present (100%)	2020/2/17 22:07:56	present (100%)	2020/2/27 19:12:59	present (0%)	2020/3/3 1:13:47	-	-	present (100%)	2020/2/12 20:20:00



End of Course Evaluation (1)

At the end of the semester, a course evaluation was conducted online for *BUS B200F* students.

- **Students' response**

93% of the *BUS B200F* students (535/574) responded to the survey, and **their opinions were broadly positive**.

- **Alignment with learning goals**

Real-time F2F tutorial classes and the Bizathon were the most effective components in goal achievement.

86%

Learned better
along the course
through tutorials



84%

Improved integration
of concepts
through tutorials



80%

Collaborated better
with peers in
accomplishing tasks
through tutorials and
Bizathon



79%

Improved confidence
in tackling new
situations through
tutorials and Bizathon



Students' views

End of Course Evaluation (2)

Student Engagement

- **Student engagement with learning content** was greater in real-time F2F lessons than in video recordings.
- **Engagement with teachers was strong**, as evidenced by high ratings in teacher enthusiasm, usefulness of group consultations, teachers' understanding of students' learning difficulties, and teachers' devotion to making the subject interesting.
- Furthermore, **engagement with peers was constructive**: students regularly worked in groups using social media tools (Zoom, supplemented with WeChat or Whatsapp) to achieve goals, an approach which they found useful for their studies.

Student engagement

in learning

81.3%



engaged in
real-time F2F lessons

76.3%



engaged in
video recordings

with teachers

78.9%



felt that teaching
was enthusiastic

78.7%



felt that group
consultation were
useful

75.3%



felt that teachers
understood students'
learning difficulties

75.1%



felt that teachers
were devoted to
make the subject
interesting

with peers

81.3%



regularly worked with
groups using social
media tools

78.5%



regularly worked with
groups to achieve
goals

75.5%



found it useful to
study with peers

Reflections: The “New Normal” Teaching and Learning

- Flexible and agile course management
(LMS platform with data analytics and various types of media and instruction)
- Hybrid student engagement (in virtual and physical setting)
- Virtually global teaching ecosystem (remote multiple location teaching)

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Thank you



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