

Video Learning and In-class Activity for Learning Managerial Economics

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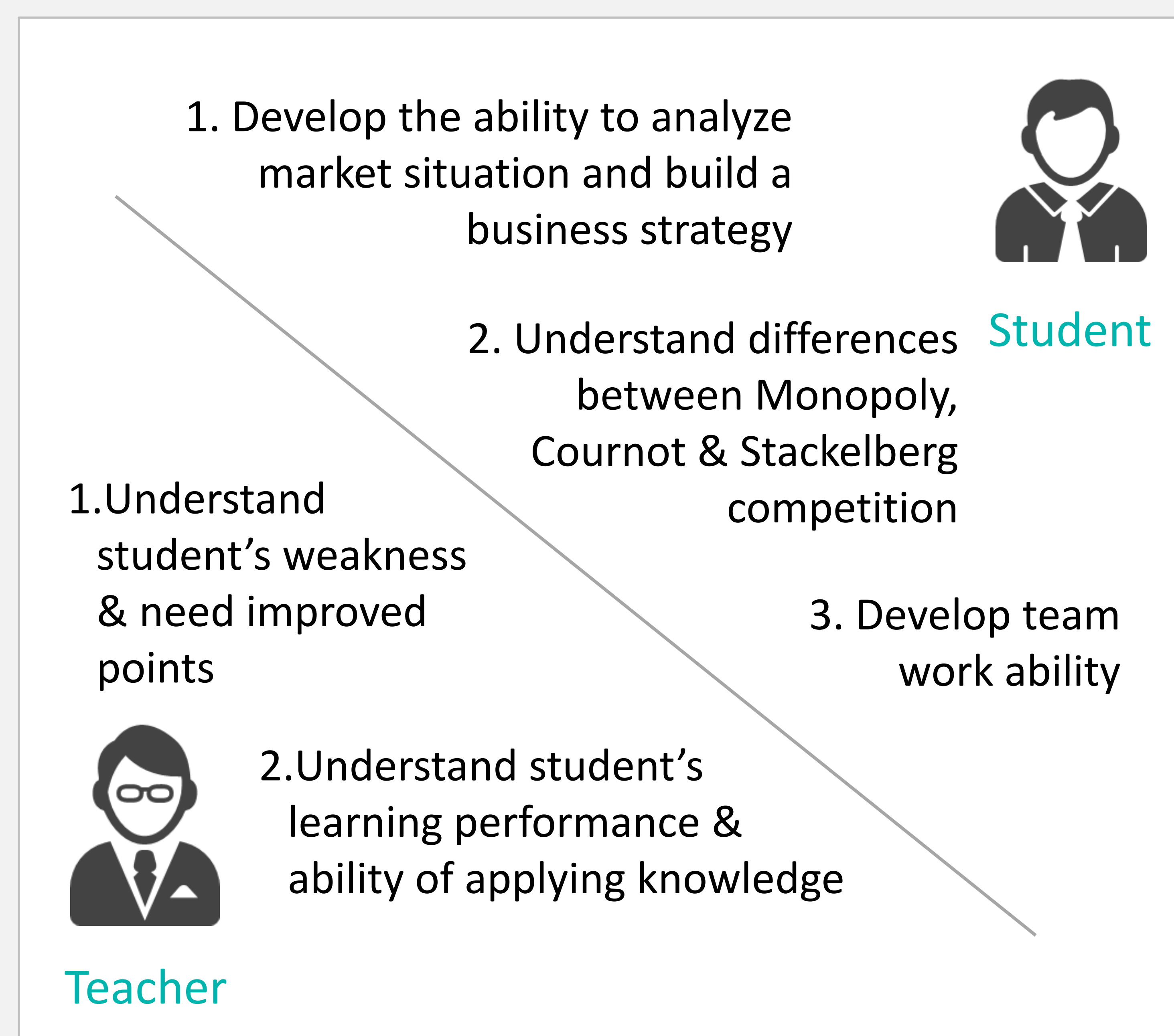
About the Project

Application in class Student's Evaluation

Project Objective

The project aims to enhance students' learning experience and encourage interactions between teacher & students and also among students with pre-class teaching videos and in-class activities. One key quality of business students is being able to build different strategies corresponding to different markets and competitions. The pre-class videos developed by our project demonstrate the associated economic theories, and the in-class interactive game - the Business Competition Simulation (BCS) game engages students and encourages them to apply the knowledge and insights gained from the theories.

Learning Objective



Learning Process

To enable student to learn with new method, they are required to preview online videos and then participate in in-class competition simulation activity.

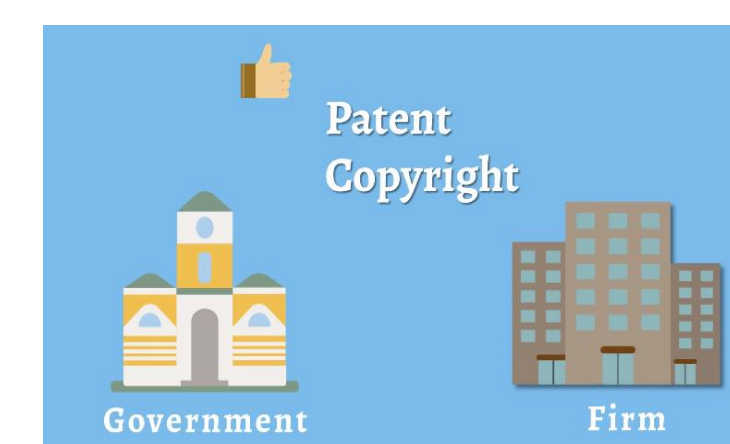
- Knowledge acquisition: Mini-video lectures for learning basic concepts in market type theories
- Knowledge application: In-class activities for applying basic concepts in previous phase
- Knowledge co-creation: Debriefing session for experience sharing with all students & teacher
- Knowledge reflection: Group essay and short reflective essay for after-class knowledge reviews

About the Project

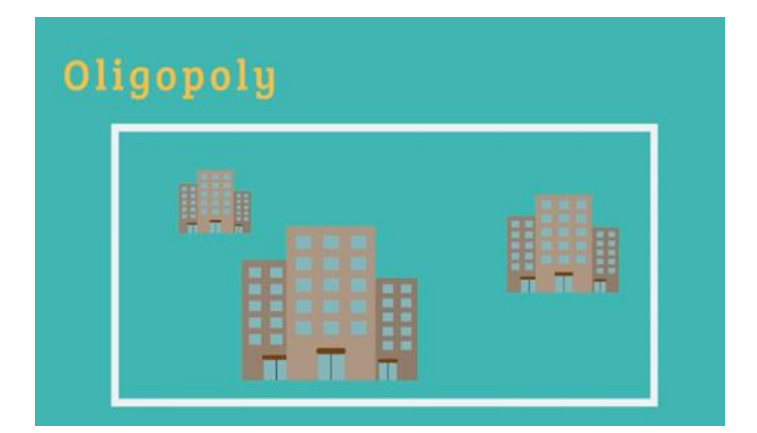
Application in Class

Student's Evaluation

Pre-class online video review



Videos prepared pre-class for knowledge of market types & tips for decision making.

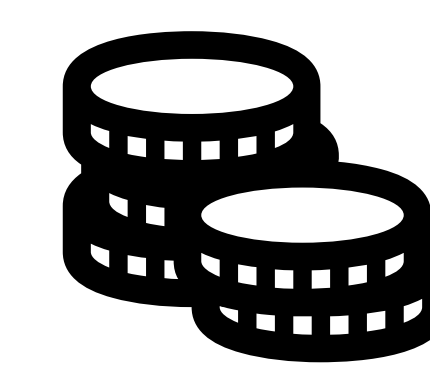


In-class Business Competition Simulation Game

Students participate in a simulation game to apply knowledge they learnt. The participation in class game promotes higher-order thinking and collaborative skills.



Facing the competition, how would we compete



Debriefing session and Results Review

After each round, teacher will lead students to review the results so students enable to improve their decision.

Teacher will also lead the class and conduct a debriefing session with all students to reflect & review the experience learnt.

Was the outcome consistent with the theory?

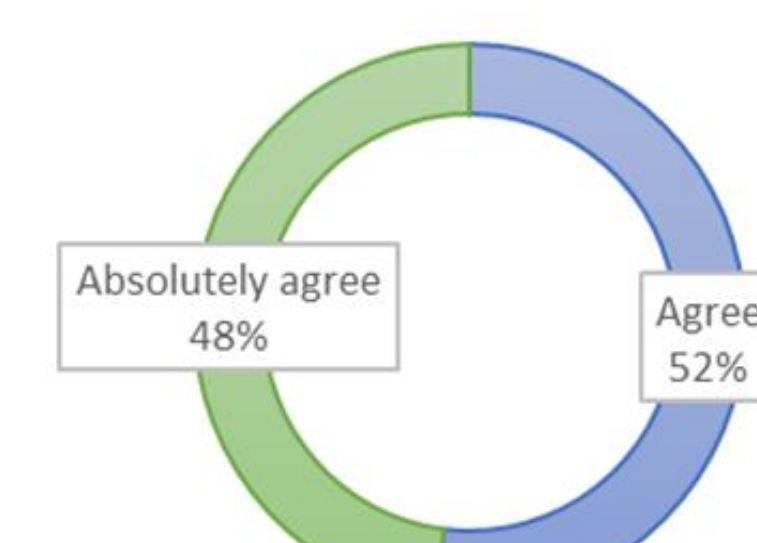
Why are we doing this or that



About the Project Application in class

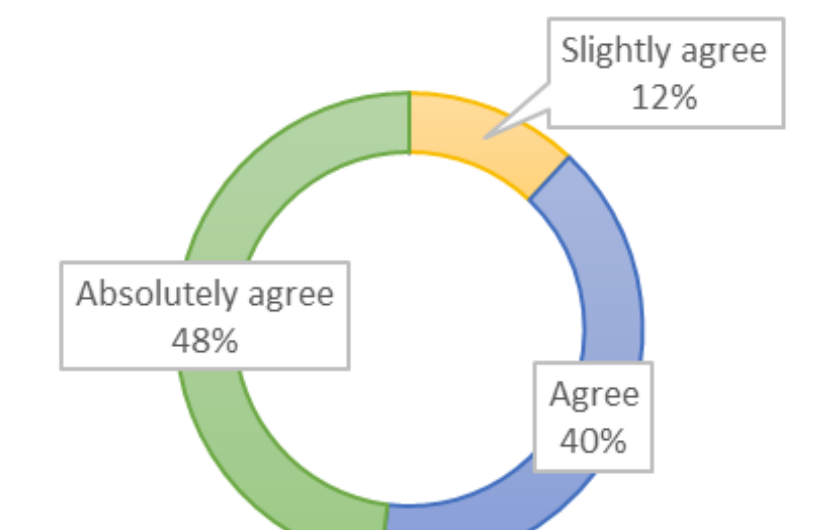
Student's Evaluation

Q1. Enhances my understanding on the topics



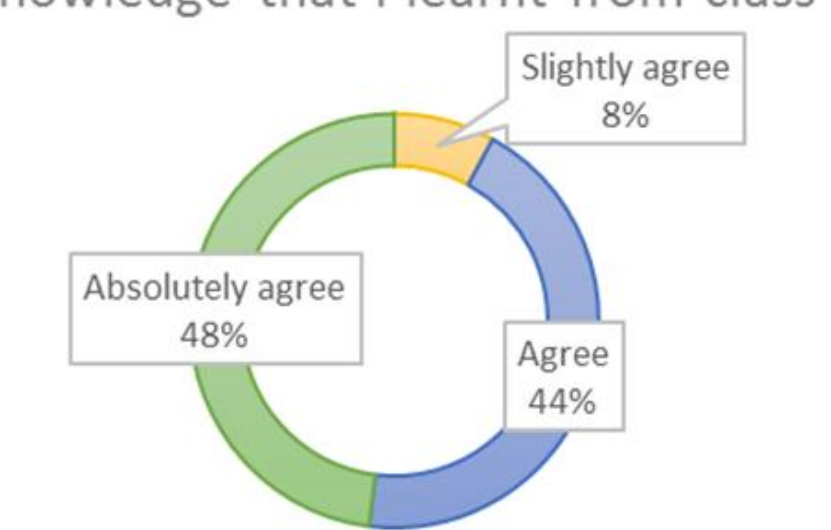
Absolutely disagree Disagree Slightly disagree Slightly agree Agree Absolutely agree

Q2. Enhances my interest in the subject



Absolutely disagree Disagree Slightly disagree Slightly agree Agree Absolutely agree

Q3. Gives me an opportunity to apply the knowledge that I learnt from class



Absolutely disagree Disagree Slightly disagree Slightly agree Agree Absolutely agree