

BLENDED LEARNING - SHARING OF EXPERIENCE

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Blended Learning

One Man's View

Motivation and Benefits

- Motivation
 - To provide the best learning experience for my students
 1. How to deepen their learning?
 2. How to embed the learning?
 3. How to make learning more self-directed?
 4. How to make learning fun and enjoyable?
 - Benefits to Students
 - Higher quality of In-Class discussion and participation
 - Students are better prepared
 - View / Review videos at own time and own pace
 - Bite-sized videos easier to digest
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Structure of the Blended Learning

Link to the video

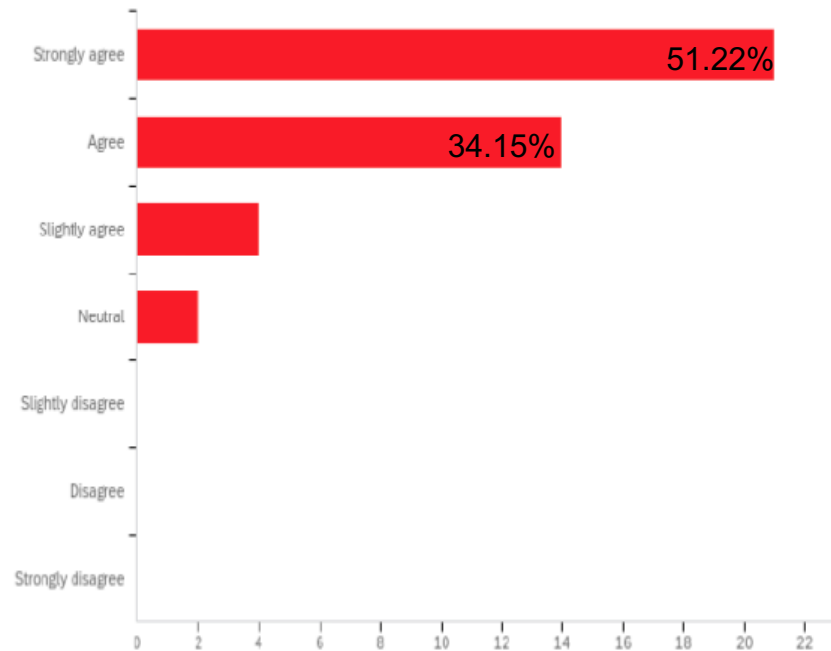


Some Examples

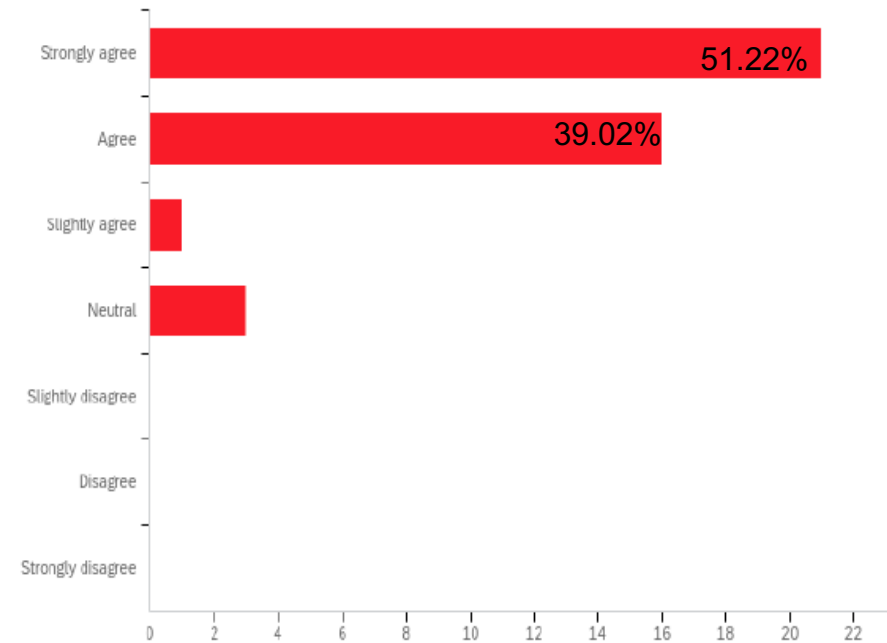
Link to the Video

Feedback

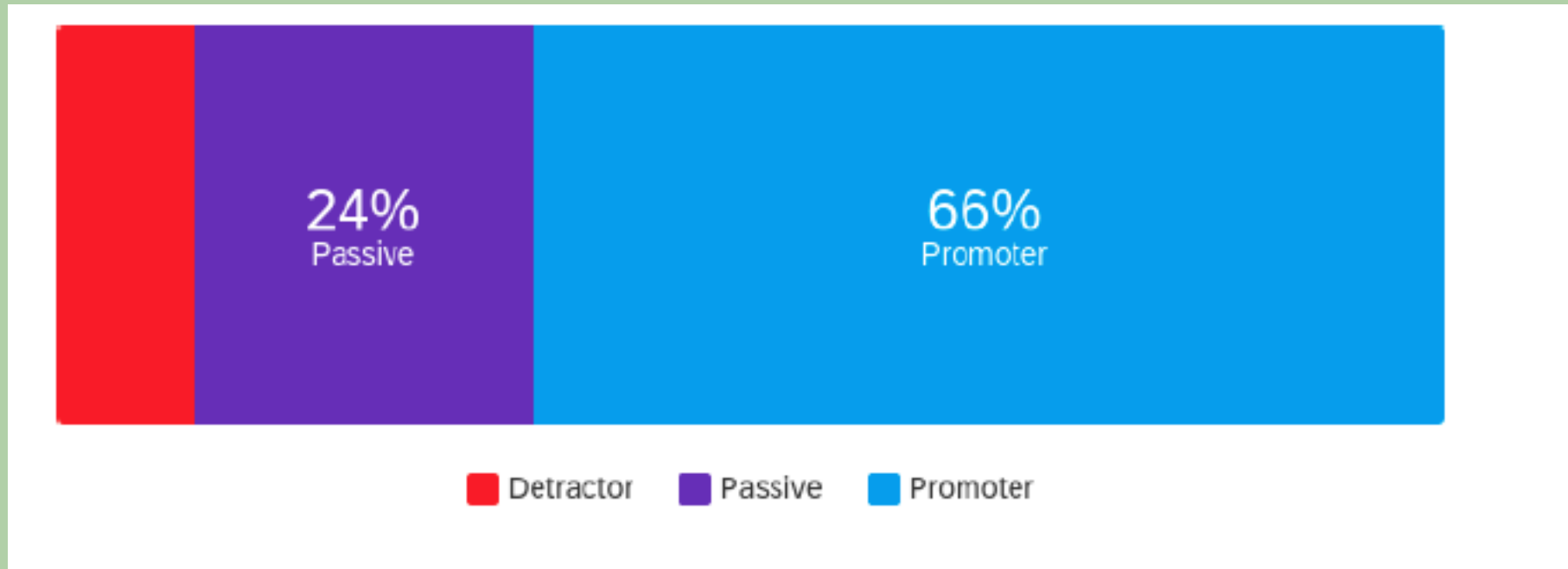
Q1 - I feel that the activities in this blended learning course help me become a more self-directed learner (one that takes charge of their own learning).



Q2 - The online learning materials and activities in this course help me to achieve the learning objectives.



Net Promoter Score



Please provide examples of the learning materials and activities (both online and face-to-face) that you find effective.

As I could view the videos beforehand, I am able to catch up with in class examples provided better

online videos mean that revision is much easier, i am able to pace myself in terms of time management, and i am able to take the time to understand the content and make notes, i do not have to worry about missing parts of the lecture

Online: small quizzes that ensures that you were paying attention, and professor have provided the slides separately, such that it is easy to refer to while watching the videos. Videos are interactive and easy to watch in bite sized. Face-to-face lessons more focused more on discussions, making the class more lively and interesting,

The learning material is cut into small videos rather than one long video. It is effective in absorbing the content taught in the lecture video.

- i was able to manage my own personal time outside of class and still got the core topics before class, and i came prepared to have great conversations in class to learn the material in a detailed manner

Suggestions For Improvement

Q8 - What suggestions do you have to improve the learning materials and activities (both online and face-to-face)?

What suggestions do you have to improve the learning materials and activities (both online and face-to-face)?

I think all is good now.

ungraded elearn quizzes to act as a revision/ help us reinforce the lessons

For online, perhaps have automated CC, as it may be difficult to catch some words.

N.A.

to have subtitles for all videos as only some videos have subtitles which makes it harder for some of us to follow

Checkpoints and Methods of gathering students' feedback

1. Quizzes Embedded in Video
 2. Quick and Dirty Survey
 3. Mid-Term Quiz (Ungraded)
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Implementation Plan

1. Proposal
 2. Scripting
 3. Filming
 4. Editing
-

Scripting Guidance Notes

Some tips on scripting intro and review videos:

1. Around 200-400 words
2. Refrain from saying the week or session number, or anything about the assignments (these are vulnerable to changes)
3. You may use a linear or indirect approach

Intro video (linear approach):

- what will be covered for the week
 - Content's relevance and importance to the course and students
 - some guiding questions students should look to answer along with this week
 - some motivation messages
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Scene 2

- *“In this session, we will first focus on the external environment – the industry in which the firm operates in, and the competitive forces that surround the firm from the outside.*
- *A firm’s external environment consists of all the factors that can affect its potential to gain and sustain a competitive advantage. By analysing the factors in the external environment, strategic leaders can mitigate any threats and leverage on opportunities.”*

Scene 3

- **Insert - VideoScribe**
 - *“I will be sharing with you 3 frameworks that we will be using to analyse the firm’s external environment.*
 1. *PESTEL*
 2. *Porter’s 5 Forces*
 3. *Strategic Group Map”*
 - **QUIZ - Is the External Environment controllable?**
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Filming and Editing – Invest in the Right Equipment

Hardware

1. *Camera*
2. *Lavalier Mic*
3. *Lighting*
4. *Computer*

Software

1. *TouchCast / Prezi*
2. *iMovie*
3. *Videoscribe*
4. *Vectornator*

Others

1. *Lots of Lozenges*
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Questions and Answers
