Using Project-Based Learning for Business Education: *Opportunities and Challenges*

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Agenda

➢ **What is Project Based Learning (PBL)?**

➢ **Sample Projects**

➢ **Advantages of PBL**

➢ **Student Comments & Concerns**

➢ **PBL -> Portfolios**

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Project-based learning (PBL) is a **student-centered** pedagogy in which students acquire a deeper knowledge through **active exploration of real-world challenges and problems.**
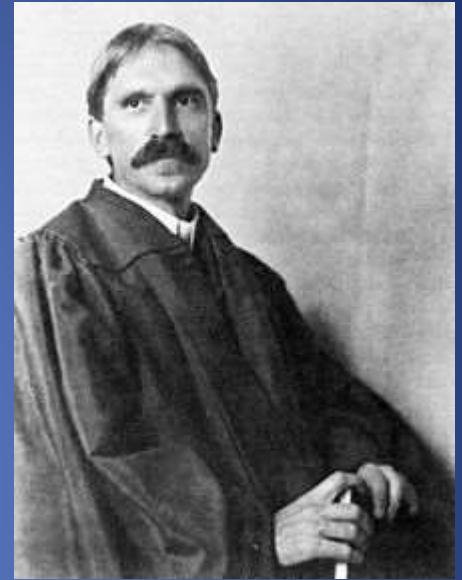
John Dewey (1902)
Source: Wikipedia

"Learning by Doing"

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"Doing Projects"

- ➤ **Individual**
- ➤ **Summative**
- ➤ **Structured**
- ➤ **Follows learning**
- ➤ **Academic in nature**
- ➤ **Focus is on end-product**

"Project based Learning"

- ➤ **Guidance/Collaboration**
- ➤ **Formative**
- ➤ **Open-ended**
- ➤ **Part of learning**
- ➤ **Real world context**
- ➤ **Focus on Process & Product**

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Cover Letter
(Individual Project)

Dear Mr. ░░░░

I am very interested in the advertisement for a Human Resource Specialist that was posted by your company on Monster.com. This position immediately caught my notice and held my attention. The advertisement states that the position includes "basic concepts of organizational effectiveness," a grouping of skills I have and find vital.

I believe that my experience as a fast-food manager, marketing and management student, and peer mentor make me a prime candidate for this position. I am a determined and diligent worker with many interpersonal skills. My proficiency in using programs such as Microsoft Office is exactly what is needed for this position. I believe I can be an asset to your company and hope to use this opportunity to further grow my management skills.

Thank you for considering me for this position within your company. I will follow up with you soon to confirm that all of my materials were received and hopefully set up an interview.

Sincerely yours,

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Slide 1

Cub Care Daycare

"GET YOUR DEGREE WHILE YOUR CUBS RUN FREE!"

Group A

Slide 2

PURPOSE

Cub Care's goal is to offer a daycare service that caters to specific needs for single parent students.

Our daycare would be conveniently located on campus.

We have flexible hours.

We allow parents time to study without the distraction of a child.

Parents work towards their degrees with the assurance that their children are safe and engaged in education programs.

Slide 3

PLANNING

- Monday Through Friday
  - 7 a.m. – 11 p.m.
- Daily Schedule
  - Constructive Learning, Recess, and Naptime
- Meal Plans
  - Breakfast, lunch, snacks, and dinner provided for children who stay after 5 p.m.
- Calendar
  - Daycare closed during Christmas and Thanksgiving holidays

Slide 4

STAFFING AND EXPERTISE

- Well qualified teachers and assistants
- Provide exciting educational activities for children
- Bright and alert
- Provide great customer service
- After school program
- State of the arts facilities

Slide 5

Slide 6

COST/BUDGET

Affordable Services
- $75 dollars a week for the first child and
- $30 a week for additional child

Payment Plans
- Credit Accounts
- Wolf Bucks
- Refund checks

Subject: Discussion Article 4
Author:

Topic: Week 10 - March 26-30 - Discuss Article #4 here - Group 2
Date: March 28, 2012 11:14 PM

I think this is a great topic for discussion. I have taken and am currently in a few social media classes. I think it is very important for businesses to catch on and fully utilize as much social media as they can. I agree with the article that a customer being able to access the appropriate information can help build a stronger relationship with the business (Prohaska, 2011). Any contact you can have with your customers can help your business, but only if you are aware of all of those connections. It is important to analyze data patterns so your business can understand what they are doing best.

I found it very interesting that less than 2 percent of customer service is performed through social media tools (Prohaska, 2011). Prohaska continued to state that early adopters of social media have focused on marketing opportunities and are trying to create a presence in key social environments, but this isn't enough. I also found that shocking. I would think that more than 2 percent of customer service is performed with all the marketing that is online. I also think that companies need more than just a presence online. An article I found states that marketing is changing and it is not so much about creating an end product as it is about creating a relationship (Davis, 2008). I agree with that statement and especially with how business are integrating Web 2.0 into their websites.

I find the three phases for implementing social media to be very useful. Innovation is important because as a company you need to define what social media means to you. The company should then decide which platforms best suit their needs and communication desires with their customers. Strategy and Implementation should definitely be the next phase because the business then has to execute their plan. The business needs to make sure that the IT department is behind them 100 percent. The final phase of implementing social media is Business as Usual. This phase is so important because the business cannot look awkward or out of place trying to use social media. The social media platforms that were chosen have to become second nature.

In my article, a few examples are given of companies that have successfully utilized and integrated social media. One example is H&R Block; they created a page on FaceBook to provide tax advice. They don't say "come and do your taxes with us," on FaceBook; they only offer advice (Davis, 2008). A second example is Comcast. The Director of Digital Care for Comcast Cable uses Twitter to look for people talking about Comcast, 'tweets' them, and offers to help (Davis, 2008). I think it is very important for companies to "get involved" and build relationships with the people they do business with.

Finally, I think this is well said, the sooner you realize that social computing is about a dialog and thus implies more listening than speaking, the sooner you'll identify where there's business value (Prohaska, 2011). A business can learn a whole lot from listening to customers problems, desires, and suggestions.

Davis, L. (2008, October 2). Social Media for Business - Who's Doing it Well & How. Retrieved from http://www.readwriteweb.com /archives/social_media_for_business_who_is_doing_it.php

Prohaska, B. (2011). Social media for the collaborative enterprise. IT Professional, 13(4), 61-64.

🔒 (Message locked, no replies/forwards allowed)

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Student
Publication

Adoption of Social Media

Hazari and Richards

A Qualitative Study of Adoption of Social Media for Personal Finance Investing

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Student

ABSTRACT

The use of social media tools has transformed the way individuals and businesses communicate. To increase market share and attract as well as retain customers, businesses are using social media platforms to add value to their products and services. One area in which many social media tools have been developed is Personal Finance investing. The purpose of this research-in-progress exploratory study is to investigate the diffusion of online communities and social media for personal finance investing by consumers, and their perceptions regarding use of these platforms. An online community of 131 members was surveyed on personal finance investment topics. A qualitative inductive approach was used to investigate member perceptions of social media communities, advantages, disadvantages of sharing and engagement prospects in a community, and features of social media considered most valuable by members. Results of this study will benefit consumers and investment provides looking to leverage social media tools for personal finance and investing.
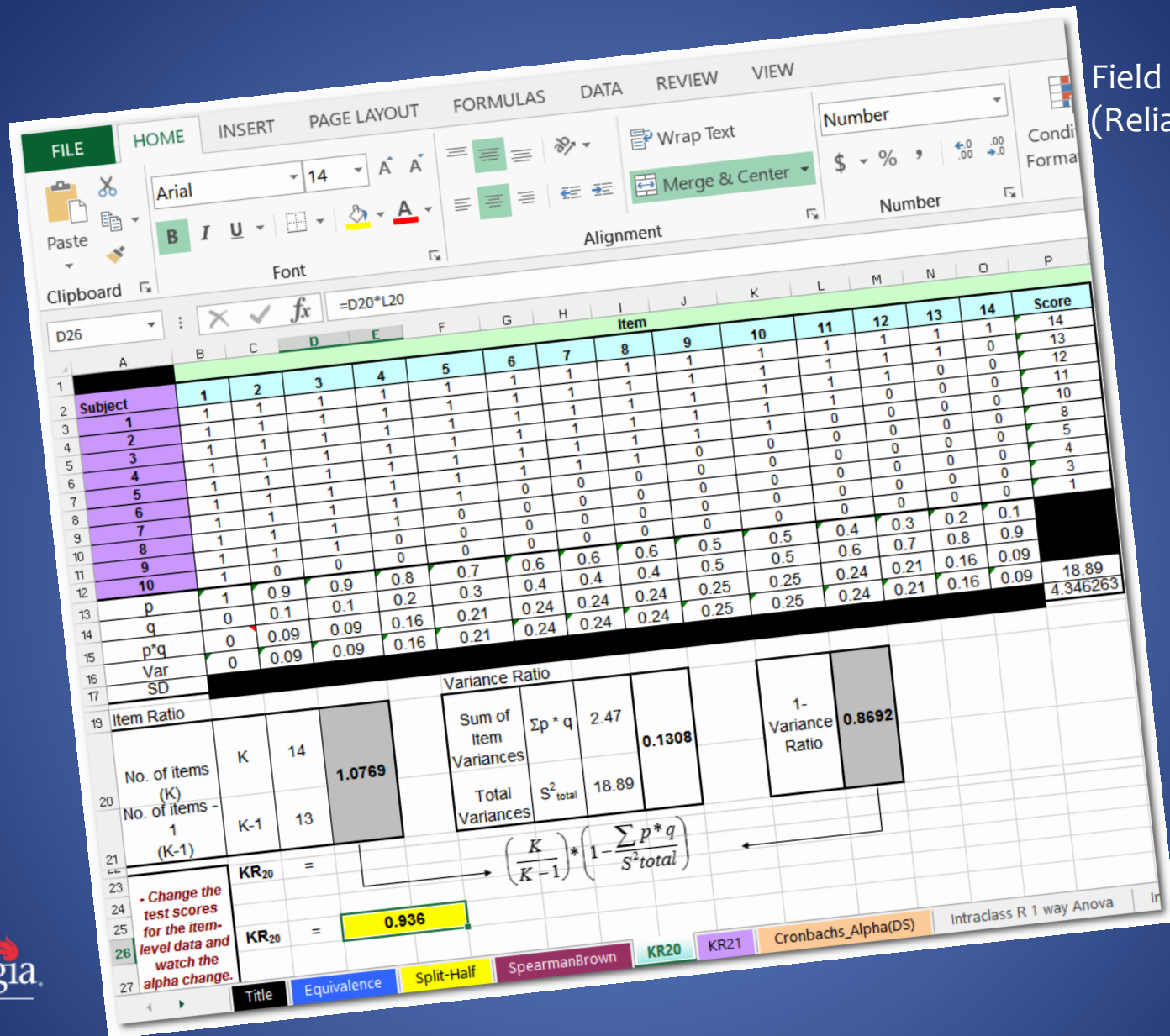
Keywords

Social media, technology acceptance, personal finance investing

INTRODUCTION

The last two decades have shown tremendous advancement in technology products and services. Companies such as Google and Facebook have become household names that are keeping people connected to content and communities. By using the Internet, technology has made it possible to easily access resources using personal computers, portable devices, personal digital assistants, and smart phones. Social media has been embraced from teenagers to senior citizens who are interacting with others to share information ranging from the mundane to newsworthy items in a rich multimedia environment.

The World Wide Web is no longer an avenue comprised solely of structured communication. Kasavana, Nusair and Teodosic (2010) state, "The emergence of the internet has had subtle but profound changes in the way people search, locate, and access

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Field Project (Reliability Analysis)

Web Project Plan Outline

Web Design Projects
- Dreamweaver
- SeaMonkey
- Wordpress
- Weebly
- Wix

ABED4118: Business Web Design
Project Plan Outline
Group C

Team #C	Student names: 1) 2) 3) 4)	
Planning		
Web site name	What is your Web site title?	GROW Wildlife Hospital & Research Center Project
Web site type	What is the Web site type: portal, news, informational, business/marketing, educational, entertainment, advocacy, blog, wiki, social network, content aggregator, or personal?	The GROW Wildlife Hospital & Research Center Project is currently an informational Web site. The new site will be designed for a business/marketing and advocacy type site.
Web site purpose	What is the purpose of your Web site?	Promote the organization and attract donations from site visitors to build the GROW Wildlife Hospital and Research Center. Increase awareness of the types of injuries that wildlife can incur and encourage humans to eliminate causes.
Target audience	How can you identify your target audience?	• Wildlife enthusiasts • Philanthropists especially those for wildlife • Veterinarians, including students • Outdoor conservationists • Non-profit supporters • Anyone who cares or is interested in wildlife
Web technologies to be used	Will you design for broadband, baseband, or mobile? Explain your selection.	We will design for broadband and baseband for the best overall experience for our users. Mobile is something we could look into for the future, possibly for donation purposes.
Content	What topics will you cover? How much information will you present on each	We plan to discuss topics such as wildlife veterinary treatment needs, methods of

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Monetizing Blogs

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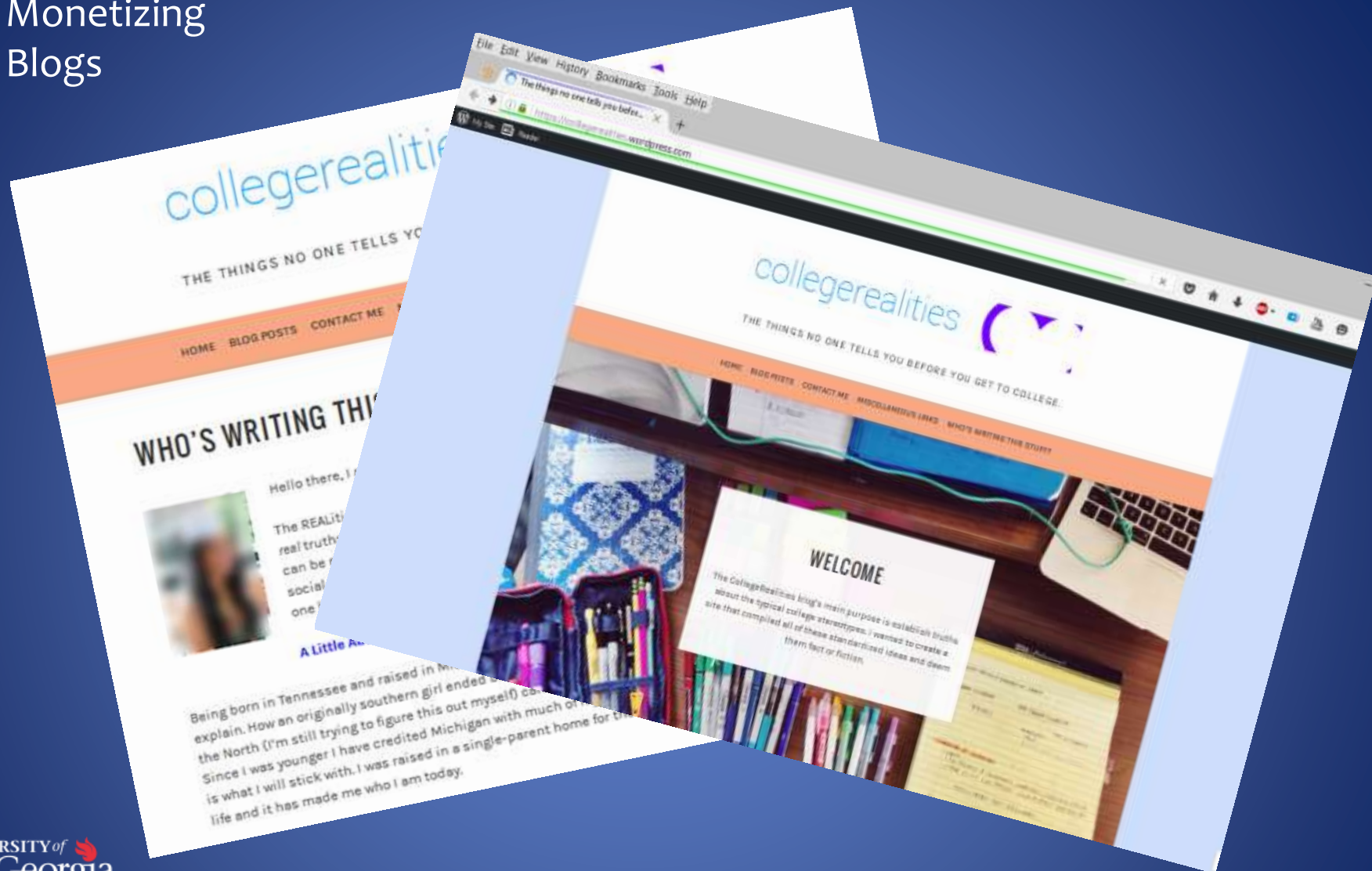
Sports Writer/Photographer

HOME   RESUME   PROJECTS   CONTACT

Hello,
a bit about me:

MY RESUME   MY WORK   MY SKILLS

My name [   ] and I am from the metro Atlanta area. I am 20 years old and I currently attend the Universi[   ], where I am pursuing a degree in Mass Communica[   ]e and telecommunications. With this degree, I hope to go on and work [   ] am a freelance sports [   ] sports writing. I work as server at a sports bar, have played sports all my life, and my favorite hobby is writing about sports, so I will stop at nothing to achieve my dream of one day becoming a sports broadcaster!

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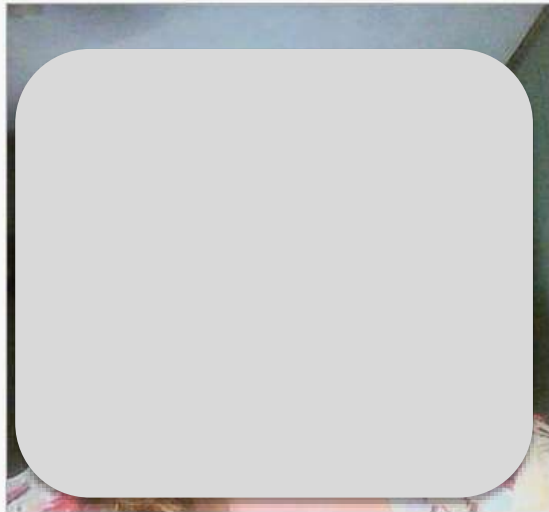**Department of Marketing & Real Estate**

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Video Resume
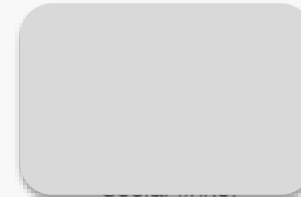
Project Examples

- Research Papers
- Industry Reports
- Case Studies
- Job Search Documents
- Team Service Project
- Survey Development
- Test Construction

- Web Project
- Wikis
- Blogs
- Podcasts/Screencasts
- Video Production
- Google Docs
- Social Media Tools

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Student Comments

I can now build a website for my small business

Information learned from the project gave me some great ideas

I was able to be creative, which doesn't happen often in college

Project helped me with my teamwork and leadership skills

My teamwork and leadership skills have improved

....my eyes have been opened to technology, not only for classwork but also my banking career

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Student Concerns

Too much work
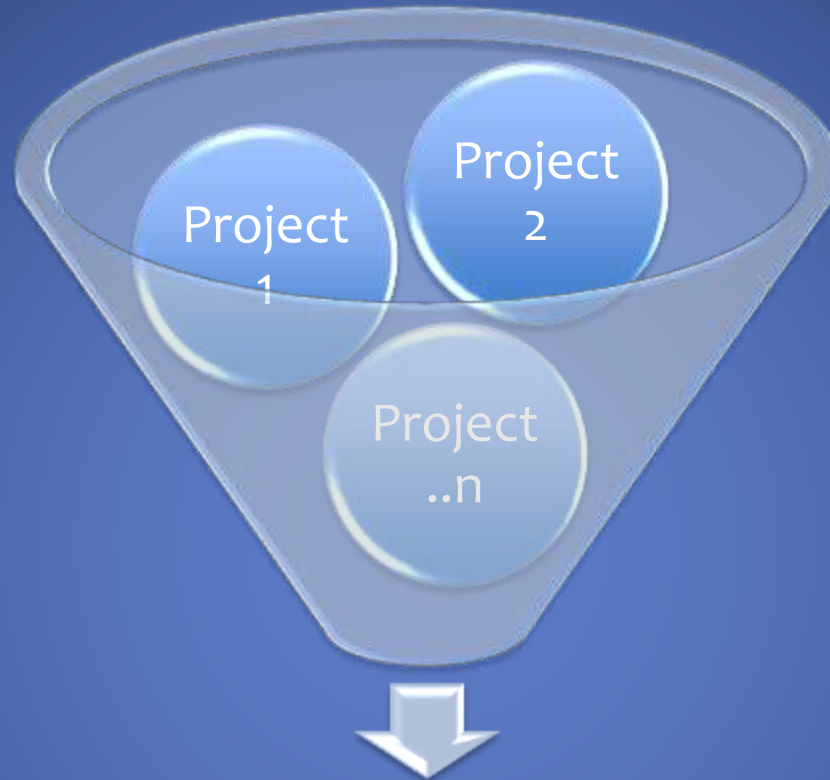
The team project was challenging; I prefer individual projects

Online classes should not have long projects

The "teacher" did not "teach" !

Is the project information going to be on the final exam?

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Advantages of PBL

➢ **Critical Thinking + Collaboration + Communication**

➢ **Assessment for learning (feedback)**

➢ **Motivation + Satisfaction**

Hazari, S. & Thompson, S. (2015). Investigating factors affecting group processes in virtual learning environments. *Business and Professional Communication Quarterly,78*(1), 33–54. (Paper available from http://www.westga.edu/~shazari)

➢ **Real world projects**

➢ **Showcase for potential employers…..**

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Project 1
Project 2
Project ..n

Portfolio

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BLACKBOARD PORTFOLIO TOOL

Sample Portfolio of a UWG Business Student

Jane Student

Welcome to my portfolio!

- Case Studies
- Business Plans
- Research Papers
- Industry Reports
- Web Projects
- My Blog

This is an example of a portfolio. Portfolios use evidence of your education, works samples and skills to tell a carefully crafted story to the world about who you are and what you can do. Portfolios contain an organized collection of artifacts to tell that story. Portfolios can include text, photos, audio, and video...be creative and tell your story of your accomplishments!

Show the world what you can do

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Questions /Comments?

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