香港城市大學
City University of Hong Kong

Learning Experience Enhancement: Teaching Millennials Ethical Leadership through Role-Play Simulation with Creative Media Techniques

Project Number: 6000900

Principal Investigator: Prof. Andrew CHAN

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Abstract:

This proposal intends to enhance student learning experience through role-play simulation in order to engage undergraduates proactively. This three-part value-added learning experience consists of a.) student learning through script-writing; b.) rehearsals and performance acting; and c.) video shooting with Apple Keynote plus the assistance of CityU ACIM technologies (Applied Computing & Interactive Media) or English Language Centre Moodie Pod. In contrast with traditional lecturing mode of knowledge transfer, role-play simulation enables students to enact story scenarios of solving business ethics related problems. Students enhance immersive learning as part of a team as well as apply their ideas that are shared in video-clip in Apple Keynote Presentation formats with the rest of their peer-audience in class. Script Theory (Schank & Abelson, 1977) argues that stories "help storytellers and listeners store complex content, and index the content within long-term memory, retrieve it later and integrate it with new information to solve novel problems in future". Through this series of storytelling, script-writing, rehearsals, drama-role play, video production and creative media value-added activities, our aim of this learning enhancement experience is to raise millennial students' awareness of the importance of global business ethics, and particularly ethical leadership. This kind of life-wide preparation for millennials is seen as crucial by our TDG investigators as they gradually blend into a commercial society. Hopefully they are equipped to become ethical-sensitive CityU graduates who will be more able to, in future, do the correct things in a chaotic world.