The Lift Off is Simpler Than You Think...
Premise

• **Well-designed and well-planned** authentic learning activities make knowledge acquisition **meaningful**.

• Students explore, discuss, and meaningfully construct concepts involving **relevant real-world problems**.

• Authentic learning elements can be **incorporated into various courses**.
Revisiting Teaching Goals

A teacher who is attempting to teach without inspring the pupil with a desire to learn is hammering on a cold iron.

Horace Mann
But, Challenges Abound…

MORE information but

LESS attention and focus;

MORE interests to learn

from LESS direct instruction;

MORE problem-based, collaborative learning (Tapscott, 2010)?
Increasing Need To Raise Levels of Learning

Diagram 1: Bloom's Learning Taxonomy

Knowledge

Comprehension

Application

Analysis

Synthesis

Evaluate

Deepen Critical Thinking

Clear

Relevant

Logical

Accurate

Significant

Breadth

Precise

Fair

Depth
Authentic Learning (AL) – Powerful and Simple

Powerful!

Gain A LOT MORE!

Simple!

Use OBVIOUS and EASILY LEARNT principles consistently.

It is good to take simple ideas SERIOUSLY.
Authentic Learning: Perrier to Adult Learners in a Desert?

• Authentic issues. Real issues at each life stage;

• Broad perspectives;

• Constructive approach. Tap into Experience, Knowledge and Values;

• Discussable and collaborative;

• Exploratory and reflective. Tap into various ways of learning;

• Fun!

Reach your teaching goals better and faster. Inspire, while raising subject proficiency.
News articles as Teaching tools Method (NTM) Can Support Authentic Learning

A Stumble into the Forest
(Outcomes – Knowledge, Critical thinking, Inspire.)
News articles as Teaching tools Method (NTM) – An AFC Research Project

**M.A.C. K. Principles**

- **Measure**, stay Relevant;
- **A.B.C.** Contribution;
- **Choice.** Selection crucial;
- **Knowledge.**
News articles as Teaching tools Method (NTM)

Steps
• Choose;
• Sell;
• Share answers (with theories);
• Discuss (with CT tools).
The Journey, from Desert to Oasis...

Class:
• Challenges (Applies CT).

Instructor
• Taps experiences;
• Supplements with Q & A;
• Inspires and ensures RIP.
  (Relevant, Insightful & Practical);
• Encourages and probes
  (e.g. Confidence? Hypothesis?)

Individual
• Beyond reflection, ?
The Journey, from Desert to Oasis
As a Top Mgt. Consultant, What Is Your Advice to the BODs?

- Should Charles and Keith accept Louis Vuitton’s offer to invest in them? (LVMH eyes Asia with launch of $790m fund.)

- Is Straits Trading restructuring efforts appropriate? What changes would you recommend?

- Recognising challenges, what is the likelihood that the Paradise group will maintain its competitive advantages? (A hard slog to get to Paradise).

- What strategic actions would you recommend to Mustafa today?

- Substantiate Uniqlo’s global strategy. What is their success contingent on?
How Would You Solve a Real-world Problem?

Charles & Keith and LVMH become sole mates

What were the benefits to each party from a business view point? Substantiate.

AirAsia orders record 200 jets

Safra set to reinvent itself as a ‘hip’ club

NTUC Club SAFA to undergo revamps

Multi-million-dollar loans to meet changing needs of both members and the public

Upgrading

Clear segmentation +

Strategy +

Focus on strategy healthier lifestyle

people will also undergo major upgrades to strengthen its position as a hub for sporting activities.

SAFA’s plans come as a review, headed by Minister of State for Defence Lawrence Wong, mapped out new strategies to provide better benefits for NSmen over the next five years.
How Would You Solve a Real-world Problem?
Students Reactions

• 100% of respondents felt critical thinking skills was important and NTM achieved learning objectives better (e.g. inspiring, relevant knowledge acquisition, etc.)

• Only 78% felt that the NTM utilised their work experience (strike the right balance);

• Only 73% felt the pace was appropriate though it was fun;

• Overall, NTM supported student-centred authentic learning.
Students Reactions

**Unexpected Outcomes**

- Theories were very useful.
- Verbalised understanding.
- Used online resources.
- Loved the challenges.
- Easy recall.
- Rich perspectives shared.
- No model answers!

**Personal Vision and Reflection**

- Learning requires active engagement (high value).
- Role of collaborative learning!
- Activities should engage the higher order cognitive processes.

But Sir!
NTM and AL Powered Up the Learning Experience

✓ It is **not easy to link the theories** to the newspaper articles but it was **worth the effort**.

✓ Learning is **fun and NTM motivated me to learn more**. Learning is Fun but it is also **stressful as we have to think deeper**.

✓ NTM allows me to **think deeper and act differently**. Every problem has **many angles** to it. It is good I can share my own experience.

✓ NTM **motivates me** to embark on **lifelong learning**. It HELPS me in **LIFE** as I grow to be a **better critical thinker**.

The above are consistent with the stated benefits of authentic learning!
NTM is Generalisable

E.g. Social work, Engineering, Law, Communications, etc.

Use AL to engage!
- Sharing of real business examples is not enough!
- Why?
- The need to feel the rush and own the challenge.

Feel the emotions of winning from our own efforts.
- Apply theories;
- Analyse;
- Use prior experience;
- Collaborate;
- Score!
Effective teachers **enjoy** what they are doing, are **enthusiastic, supportive and encouraging**, and are **believable and easy to trust**.

*(Brohy, Grouws and Cebulla, 2000 and Campbell, 1999)*.

Besides credibility, they have **Humour, Warmth and Enthusiasm**.
Implementation: Trap the Butterfly!

• Know your subject, pedagogy and students;

• Hone up facilitation skills. Raise engagement;

• Be flexible and adaptable;

• Be situation dependent & opportunity driven!

Any moment can be a rich learning moment, depending on responses.

Tutors have to be skilful to catch the learning moment.
Implementation: Be a Kung Fu Master!

“The most difficult thing is first getting yourself to thinking and then getting others to thinking.”

Harvey Firestone.
Implementation: Be a Kung Fu Master!

✓ **Set high standards.** When teachers’ expectations of student rise, students learn more (Brophy, 1998, Gill and Reynolds, 1999);

✓ **Be well-prepared.** Facilitation is not a free for all. Voracious reading. Design e.g. timing of article. Coach. Mentor. **Opportunity meets the prepared mind.**

✓ **Adopt a multi-disciplinary approach.** Have the models, connect the dots. Some tutors are trained and solve all problems in one way ONLY. “To the man with a hammer, the world looks like a nail.”

✓ **Raise engagement.** An actor makes it all “real” on stage.

✓ **Be business-like and task-oriented.**

Be Firm. Be Fun. Have Fun!
Implementation: Be a Kung Fu Master!

**Intense interest** in any subject is indispensable if you are going to **EXCEL** in it.

(Reading. Wisdom. Connecting. Synergizing.)

**Effectiveness** comes from a **Combination,**

Know the (1) Subject (2) Teaching method and (3) Students.

The best teachers **reflect, learn and adapt** from **many** learning moments and deliver **IMPACT!**
A Learning Journey.

Applying authentic learning in a UniSIM Business Strategy course

(By Cedric Chew)

Thank You.

Q and A.