

Instructional Design in a Business English Context

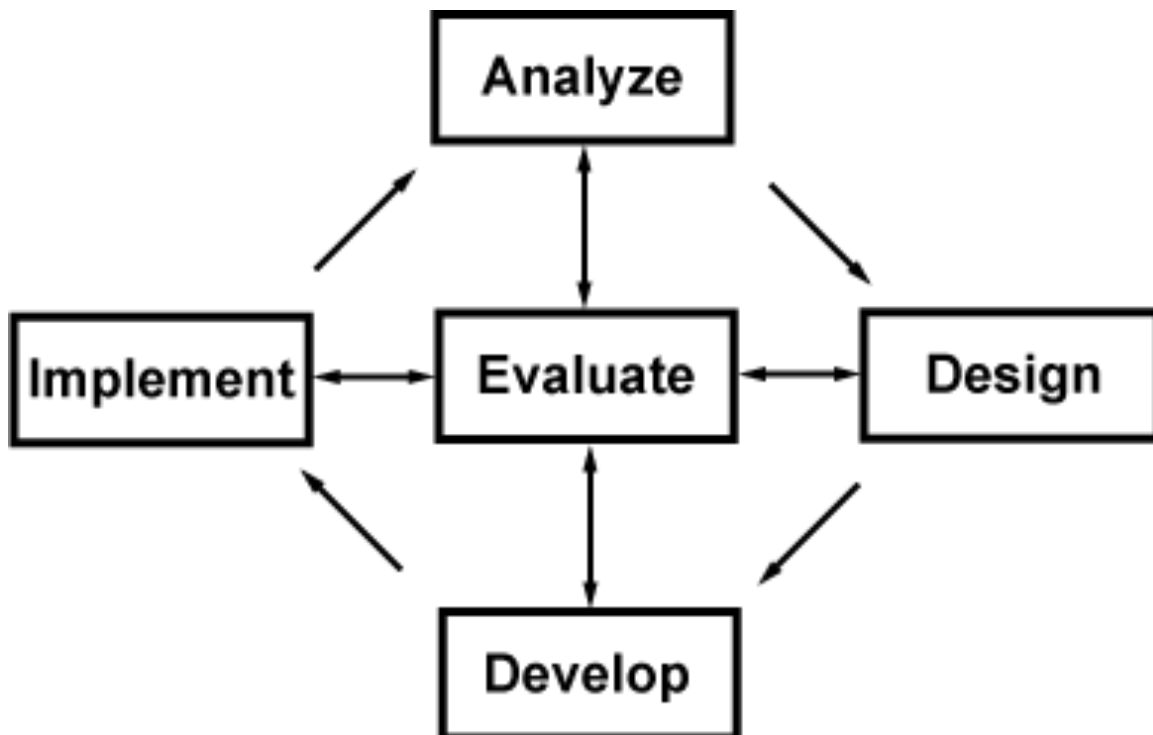
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Abstract

This presentation introduces the ongoing development of the Business English program at a private university in west Japan. Using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) model of instructional design, the presenter walks participants through each phase of the project and discusses both progress and obstacles. Highlights include the compilation of a list of performance objectives and testing criteria, preparation of a course MOODLE site, and development of online self-access materials. Finally, examples of students' work on two course projects will be on display. These include (1) an individual project to research small- or medium-sized companies and prepare a poster presentation, and (2) a group project where students prepare and present a business plan/proposal.

ADDIE Model (Instructional Design)



Conditions of Learning (Robert Gagne)

- Gaining attention
- Informing learners of the objective
- Stimulating recall of prior learning
- Presenting the stimulus
- Providing learning guidance
- Eliciting performance
- Providing feedback
- Assessing performance
- Enhancing retention and transfer

First Principles of Instruction (David Merrill)

Learning is facilitated when

- learners are engaged in solving real-world problems
- existing knowledge is activated as a foundation for new knowledge
- new knowledge is demonstrated to the learner
- new knowledge is applied by the learner
- new knowledge is integrated into the learner's world

Motivational Design (John Keller)

- Attention
- Relevance
- Confidence
- Satisfaction

Domains & Levels of Learning (Bloom)

Level	Cognitive	Affective	Psychomotor
1	Knowledge	Awareness	Recognition
2	Comprehension	Appreciation	Replication
3	Application	Consideration	Performance
4	Analysis	Differentiation	Refinement
5	Synthesis	Integration	Elaboration
6	Evaluation	Conviction	Mastery

Bibliography

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Online Resources

Definitions of Instructional Design

<http://www.umich.edu/%7Eed626/define.html>

Instructional Design Models – Martin Ryder

http://carbon.cudenver.edu/~mryder/itc_data/idmodels.html

Learning-Theories.com – Knowledge Base and Webliography

<http://www.learning-theories.com/>

Introduction to Instructional System Design – Don Clark

<http://www.nwlink.com/~donclark/hrd/sat1.html>

Instructional System Design Models – Steven J. McGriff

<http://www.personal.psu.edu/faculty/s/j/sjm256/portfolio/kbase/IDD/ISDModels.html>

Instructional Strategies

<http://glossary.plasmalink.com/glossary.html>

M. David Merrill Website

<http://cito.byuh.edu/merrill/>

Explorations in Learning & Instruction: The Theory Into Practice Database

<http://tip.psychology.org/>

Biographical Statement

Brent A. Jones has taught ESL/EFL in Hawaii and Japan since 1987. He is currently teaching for the Faculty of Economics at Kobe Gakuin University and is in charge of their Business English program. His major research interests are L2 learning motivation, extensive reading, curriculum development, materials development and instructional design.

Framework for Building Classroom Community

