

# Instructional Design (ID) in a Business English Context

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THT 2008 in  
The Philippines

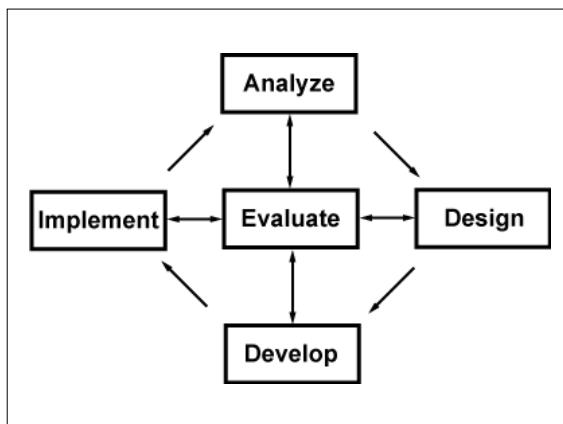


## Terminology

- Instructional Design
- Instructional (Systems) Technology
- Educational Technology
- Performance Improvement

## ADDIE Model

- Analyze
- Design
- Develop
- Implement
- Evaluate



## Background

- Kobe Gakuin University
- Economics/Business Administration
- Second & Third Year Students



## Analyze

- Clarify instructional goal(s)
- Needs Analysis
- Learner characteristics
- Learning context

## Analyze -Entry Competencies

- Knowledge
  - Language
  - Content
- Skills
  - Social
  - Critical Thinking
- Attitudes & Beliefs



## Other Considerations

- Class/study load
- Outside interests/obligations
- Motivational issues



## Analyze - Exit Level Targets

- Clear Objectives
  - Performance Based
- Learning Domains
  - Cognitive
  - Psychomotor
  - Interpersonal
  - Affective
    - Attitudes, beliefs, self-confidence, anxiety

## Design Decisions

- Establish clear objectives
- Design in relevance
- Choose/develop materials carefully
- Introduce in a variety of ways
- Manageable chunks
- Scaffolding
- Present in authentic context

## Develop

- Three-week modules introducing
  - Specific industries (travel, music, fashion)
  - Business/Economic issues (labor relations, sustainability, fair trade)
- Moodle site
- Podcast project(s)
- Business overview project(s)
- Business plan (proposal) project(s)

## Implement

- Prototype testing
- Training learners/teachers how to use the product

First name / Surname	Grade	Comment	Last modified (Student)
Tatsuya Funasaka	20 / 20	Thanks for the report...	Tuesday, 9 October 2007, 09:40 PM
Satoru Furihata	19 / 20	Thanks for the report...	Tuesday, 9 October 2007, 02:11 PM
Norihito Harada	0 / 20		Monday, 22 October 2007, 09:54 AM
Toshihiro Hirakida	15 / 20	Thanks. I took 5 ...	Thursday, 11 October 2007, 09:40 AM
Naoyuki Hirata	19 / 20	Thanks for the report...	Tuesday, 9 October 2007, 06:46 PM
Takamitsu Hiroto	19 / 20	Thanks for the report...	Monday, 8 October 2007, 12:10 AM
Masaya Ishiguchi	19 / 20	Thanks for	

## Business English Podcast

- Business News Digest
- Interviews (studio & on location)
- Book Summaries / Discussion



## Evaluate

- Formative
- Summative

## References

- Mager, Robert F. (1997). *Preparing Instructional Objectives*. Atlanta, GA. Center for Effective Performance.
- Shrock, S. & Coscarelli, W. (1989). *Criterion-referenced test development: Technical and legal guidelines for corporate training*. Reading, MA: Addison-Wesley.
- Willis, J. (1996). *A framework for task-based learning*. Harlow, U.K.: Longman Addison-Wesley.

## Future of L2 Learning/Teaching

- New type of relationship
  - Client/consultant, Actor/audience
- Changing roles
  - Consultant, advisor, IDer
- Increased accountability
  - Return on investment (ROI)
- Do-it-yourself customers/students
  - Training our students to be expert customers

## Other Considerations

- Motivation - ARCS Model (Keller)
  - Attention
  - Relevance
  - Confidence
  - Satisfaction
- Learning Styles
- ZPD

## Conditions of Learning (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



## Term Project Outline

Business English - Fall 2006

## Overview

- Groups of 3 or 4
- Business plan (proposal) for new start up company
- Weekly tasks
- Market research
  - Questionnaire for existing company
  - Questionnaire for potential customers
- Final Report
- Presentation

## Schedule

- Week 1 - Brainstorming
- Week 2 - Decide Teams/Type of Business
- Week 3 - Mission Statement
- Week 4 - Market Research #1 & Results
- Week 5 - Market Research #2 & Results
- Week 6 - Bringing it all together
- Week 7 - Polishing & Practicing
- Week 8 - Presentations (recorded if possible)

## Brainstorming

- Work with today's partner
- Make a list of 10 types of businesses
- Decide on your team's top 3
- Write them on the board

## Advice

- Smaller is better
- Potential for success
- Something that interests you
- Have fun

## Sources of Inspiration

- *The Experience Economy*
  - Joseph Pine & James Gilmore, 1999
- *Flow: The Psychology of Optimal Experience*
  - Mihaly Csikszentmihalyi, 1990
- *The Tipping Point*
  - Malcom Gladwell, 2002
- *Creating Do-It-Yourself Customers*
  - Peter Honebein & Ray Cammarano, 2005
- *Changing Minds*
  - Howard Gardner, 2006

## Performance tests

- Provide an objective and reliable measure of ability
- Provide a standard for performance
- Show whether student can deal with stress and pressure
- Indicate if the instructional program is successful

Adapted from Shrock & Coscarelli (2000)

## Criterion-Referenced Tests

- What are performance tests?
- Product vs. process in performance testing
- Types of rating scales
- Open skill testing

Shrock & Coscarelli (2000)