Classrooms Without Borders

• Turning co-operation into collaboration: a case study analysis on the implementation of collaborative teaching and learning across cultures.

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The global classroom project: facilitating cross-cultural creativity and innovation

“to create and launch a viable store concept and brand in their foreign Fashion Zone while acting as an agent for their foreign team in their home zones”
What the global classroom project aims to achieve: intended learning outcomes

- Provide “hands-on” interactive experiential learning.
- Introduce digital technologies relevant to the global business environment.
- Foster cross-cultural experiences with peers, faculty and industry experts.
- Practice self-directed study.
Digital technologies used in global classroom

CLASS TOOLS: BBLearn[BBVista](US), BBClassic(HK), WimbaLive Classroom, Voicethread, Tumblr
STUDENT TOOLS: FaceBook, Google “g” products, Skype
INSTRUCTOR TOOLS: Skype, Gmail & What’s App
How we did/do it...

- 3 team meetings with the 2 Annes via Wimba
- Team sharing with the 2 Annes via Tumblr
- 3 topical VoiceThreads to foster team building

Developing new tools each year, constant revision and update throughout the course
VoiceThread Sample Exercise

Brand Metaphor
Exploring cultural differences in perception of luxury brands
Brand Metaphor step 1

- Each team member individually matches car brand in column A to the animal in column B. Focus on the brand NOT a particular style of car.

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Discuss your choices until all members unanimously agree on the selections and define 5 key attributes, characteristics or values that support each metaphor. Include results in your VoiceThread.
Brand Metaphor step 2

❖ Each team selects a current model from one of the brands. Define 5 key attributes, characteristics or values and rank them in order of importance. Include and Image of the car in VoiceThread.

**Example:** 5 key attributes, characteristics or values - Lines, safety, performance, gas mileage, interior choices

Brand Metaphor step 3

✦ Each team selects a fashion brand that reflects the same attributes, characteristics or values.

✦ Make your case.

✦ Include the Fashion Brand logo in the VoiceThread.
Each team creates a brand extension in the form of a new airline. Define key attributes, characteristics and values of the airline. The airline does not have to be feasible. Include name and key attributes, characteristics and values in VoiceThread.

**Examples of car as drink:**
A Volvo can be related to hot chocolate.
A Renault can be related to Perrier Water.

**Example of airline brand extension:**
An airline brand extension based on Ferrari may be commercial passengers flying in a fighter jet with a fighter pilot. A name for this might be "Veloci Air."
These represent successful proposed concepts from Philadelphia teams for Hong Kong
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Project Achievements

- Established Professional competencies through varied assignment sequencing.
- Moved from instructor-directed to student-driven and peer evaluated content.
- Developed cross-cultural understanding through common language.
- Demonstrated innovation and creativity in action.
- Encouraged new ways to use existing technology.
Final Presentation Clips

EN2837

Anne PHL Response

PRE-LAUNCH
ONLINE PROMOTION-
GAIN AWARENESS

THE END
Final Presentation Clips

DSMR326

Anne HK Response

TARGET MARKET

- Primary
  - Well-educated man
  - age 25 to 65
  - High disposable income
  - Lives in metropolitan Hong Kong area
  - Concerned with appearing attractive

- Secondary
  - Groomsmen in need of pre-wedding maintenance
  - Significant others

THE SPA at GROOM

- 4-room occupancy
- 2 masseuses, 2 estheticians
- Closed Mondays and Tuesdays

- Treatments
  - 60-min or 90-min
  - 1,000 HKD or 1,250 HKD
  - Facials
  - Full-body massage
  - Scrubs and body polishes
  - Polarization treatments
  - Waxing ...... 270 – 620 HKD
  - Aromatherapy ...... 60 HKD
  - Hand and foot treatments .............................. 140 HKD

Featuring Anthony Logistics For Men
Instructor Challenges

- Administrative
  - Content collection, preparation, sharing
  - Academic calendars, add/drop, holidays, term v. semester.
  - Class size
  - Time difference and DST change

- Technological
  - Connectivity, java updates, platforms

- Student
  - Language/culture
  - Individualist/collectivist societies
  - Work ethic, time management, deadlines
  - Student v. professional group practice
  - Group dynamics: home team & overall team
  - Different Knowledge base
Project brief was fulfilled through global collaboration

“Overall my Hong Kong team and I worked together effectively and successfully. We offered each other helpful and insightful information on each of our zones in order to fully understand the opposite location. Each prospective business seems to really be a great fit for our zones. We utilized email for the main use of our communication but also used Facebook for reminders as well as if we felt we needed more immediate response.”
--DSMR 326 Student, Drexel

“This course took me out of my comfort zone but it was such a different way to learn by communicating online with other students and professionals and reflecting on my own city and explaining it to them for our brand launch project.”
--EN2837 Student, CityU
Student Feedback from focused reflections: 

- Acquiring patience and developing relational skills

“Sometimes it was very frustrating as it seemed as though the US team were not listening to our requests or input”
--EN2837 Student, CityU

- Time zone management

“the time difference made communication difficult at times”
--DSMR 326 Student, Drexel

“Because of the time differences sometimes we waited for a reply or some information and the deadline for the assignment had passed already.”
--EN2837 Student, CityU
Student reflections from Tumblr 2013

US Student 1 halfway through the term

Midway Reflection

It is week 5 and I am about halfway through the term now. So far I have enjoyed the Fashion Product Promotion class. For me in this class is a huge opportunity and learning experience that can be found in any other class. The whole experience has provided me with a real life setting in the industry. It is all up to you to be on top of your own work and deadlines as well as keep in touch with your partners. The opportunity down the road should be huge, this is a way to build great relationships and create creative collaborations.

Like any thing in life there are always challenges and obstacles to be faced. When communicating to our partners in Hong Kong there are many things that must be taken into consideration. The obvious but crucial topics such as language, time zones and cultural events. You have to be conscious and patient when dealing with a time change, especially a 12 hour one. I have learned how to correctly time and predict when to expect an answer via email. It is important to be patient when waiting for a response. The students in Hong Kong are very good at understanding English and communicating ideas clearly. But I always try to steer clear of speaking formally or use any slang or abbreviations in messages. Cultural events must be understood; for example, the Chinese new year was this past week and students had off. If we had not known this we would all be panicking because we haven't gotten any emails.

US Student 2 halfway through the term

Blog Post 4

So far, I'd say that I am starting to have a good comprehension of what this course entails and the challenges I face and will face. At first, I was a little rocky starting off; I wasn't crystal clear on how our group worked. I quickly caught on after the first few weeks. I found it was important to keep a detailed schedule as well as creating a standard meeting time to meet with our HK girls weekly. Because of our time differences, communication was not as quick as if we lived in the same or similar time zones; responses to questions/emails/comments seem to take up to twenty-four hours (for both sides). Technology is not at all a problem in the timeliness and effectiveness of communication. We all seem to be on the same page in terms of technology and online social interactive. In terms of communication, I was concerned there were going to be problems understanding each other given we spoke different languages. However, I was pleasantly surprised that the HK girls spoke excellent English.

Note comments support student challenges as revealed in the previous 2 slides.
Student Feedback from focused reflections: challenges

- Perception of one-sided communication and general comms management

  “I felt as though I was the only one among all teams that took an initiative to communicate”.  
  --DSMR 326 Student, Drexel

  “They promised to send us the data for the VT but didn’t do it by the deadline and ignored our Facebook requests.”  
  -- EN2837 Student, CityU

- Collaborative team effort

  “hard at first but became easier through the different points of working together”  
  --EN2837 Student, CityU

  “This group collaboration was a great way for me to see that working within a group is not always difficult.”  
  -- DSMR 326 Student, Drexel
Student reflections upon completion of the course

“I think that the most rewarding aspect of this class has been the opportunity to work with the group of Hong Kong students.”
--DSMR 326 Student, Drexel

“Thanks so much for the global fashion communication course this semester it was unlike any class that I have taken before. I learned so much about fashion and how different cultures work together and how we can be so similar and so different too in how we think and behave! It was a real cross cultural experience and was good to learn about another culture such as the US and how they work and want from fashion. Thank you for all of the effort you put into making it work too. It was all that I expected of this course and so much more :)
”
--EN2837 Student, CityU
Instructor Reflection, Revision & Next Steps

- **Course Reflection:**
  What worked/what did not in terms of content, schedule, projects, technology, student teams

- **Course Revision:**
  Brainstorming and researching solutions for improvement

- **Next Steps:**
  - Continue to facilitate professional collaboration.
  - Look for new ways to communicate US concept of Hipster to HK students and over-the-top brand experience in HK to US students.
Implications & Final Thoughts

Effective use of communication technology employing English as common language educators and enables students to enjoy a classroom without borders with creative and authentic professional deliverables.

Developing cross-cultural competencies and digital connections prepare students to meet opportunities and challenges of globalized workplace.

❖ Keys to successful implementation lies with the Instructors: expertise blends well, dedication to both student cohorts, deep understanding of our students cultural viewpoint, act as team facilitators, present a united front, treat the classroom as a professional space, hold the students to professional standards.

❖ Online teaching is far more difficult and time consuming than face-to-face. Content and delivery are quite different and the technology and communication issues are huge.
**DSMR 326 Fashion Product Promotion**

**Team Brand Metaphor Exercise**

Your team will create a VoiceThread presentation. All team members must comment during the presentation. You must upload the link to your VoiceThread to BBVista.

**Metaphors**

Metaphors: Using one unrelated idea to describe another unrelated idea e.g. “My love is a red rose”, “She is as good as an angel, he is as bad as a devil.” or “The ship cut through the waves (the ship here is portrayed as a knife) or “I flew along the street to catch the bus” (I am like a bird). This forces us to see things or situations in new, creative ways and to make observations that raise questions rather than answer them, which is the basis of good creative thinking underlying branding.

**Brand metaphors**

Using metaphors as a means of brand identity by detaching brands and products from their traditional contexts adds real value to the understanding of the essential qualities and attributes that make up the core identity of brands and products and enable them to establish their brand differential so that they stand out from the competitive crowd and remain fixed in the mind of the consumer.

**Class Exercise:**

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