Organizational Behavior (MGT-122) Redesigned

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The key question that needed to be answered for the project was “How do I get the completion rate for this course above 70%?” The answer was answering the WIIFM question.

The strategy for the redesign centered on developing a class environment that engages students by making the course relevant to their immediate needs then linking the course to their future success as working professionals. The goal is to have students develop a vision of their future and how this course positively impacts that future. Simply stated they will discover their own answer to the question “What’s in it for me (WIIFM) ?”

Motivation/Purpose

I had two reasons to starting this project. The first was to redesign the course so students find it meaningful towards their future resulting in a desire to successfully complete the course. The second was to further develop my teaching skills.

Aim/Goals/Intended Outcomes

The main outcome that is being sought is to have a student completion rate of 70% and higher with grades of C and higher.

Resources and Constraints

Numerous resources were consulted however the most meaningful were the discussions with faculty at KCC as well faculty from other campuses that guided me on the subject of student engagement and retention.

Tracking the Outcomes

- There are 2 measurements that will be used to determine the success of the redesign.
- The first is achieving a student completion rate of 70% and higher with grades of C or higher
- The second measurement is to keep the student drop rate under 10% discounting no shows.

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