

Managing and repurposing online case study material

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What's your research question?	How to effectively manage and repurpose online case study material across multiple units?
Main point of your idea...	<p>We have initiated a project to develop online learning material that can be used across multiple units to address different aspects of the UN Principles for Responsible Management Education (PRME).</p> <p>The project aims to develop a simple way to track what online material we have (e.g. recorded interviews or case studies), code different segments of the content according topics covered (e.g. ethics, sustainability, social entrepreneurship etc.) and log which units in the faculty or possibly the university have already used this material. A video coding function in software such as NVivo could in part be a simple way to do this.</p>
Importance of your idea...	The research question is important because academic staff are being encouraged to explicitly address different notions of sustainability and incorporate relevant material in their units. A collegial and well managed approach to the use of such material, through an online repository, would help reduce workload and help ensure that the repurposing of material adds to the educational experience.
What is the context?	Curtin University is an advanced signatory to the UN PRME initiative. This program seeks to realise the UN Sustainable Development Goals (SDG) through responsible management education. This will see SDG related content and unit and course learning outcomes adopted throughout the Faculty of Business and Law as well as the wider university.
Does it require a methodology? If yes, what is it?	No, at this stage we are engaging in a scoping exercise to ascertain best practice in this space.
What (if any) are the meta issues?	What are the costs implication of developing a content management system? How do we encourage staff to use and contribute to such a repository given their work and time constraints and a focus on the provision of material via their individual units?
What are the implications for SoTL?	The 17 UN Sustainable Development Goals are comprehensive enough to be encompassed in a broad range of university disciplines. This raises new questions about transdisciplinary/multidisciplinary and collegial approaches to the creation and use of learning content. In addressing these questions we hope to contribute to recent discussions about integrated curriculum and the renewed use of case studies as a resource for learning and teaching e.g. (Bridgman, McLaughlin and Cummings 2018; Edelson, Senk and Stock 2018)

Is there a professional practice outcome and is it applicable across disciplines?	The purpose of the project would be to develop a platform where relevant material could be easily adapted and repurposed across units and disciplines. In this instance we are looking at content related to PRME but the same platform and practices could be used for other cross-unit content such as 'digital literacy' or 'employability'.
What is your key question to or insight sought from the 'critical friends'?	What are the challenges and best practice with regards to the creation and management of online case study material designed to be repurposed across multiple units and courses and how can we effectively encourage staff engagement?

References:

- Bridgman, Todd, Colm McLaughlin, and Stephen Cummings. 2018. "Overcoming the Problem with Solving Business Problems: Using Theory Differently to Rejuvenate the Case Method for Turbulent Times." *Journal of Management Education* 42 (4): 441-460. doi: 10.1177/1052562917754236.
- Edelson, Steven A., C. Chase Senk, and Karen L. Stock. 2018. "Using an Integrated Business Experience to Take the Place of "Introduction to Management" in an Integrated Curriculum." *Journal of Education for Business* 93 (7): 332-340. doi: 10.1080/08832323.2018.1490684.