



Audencia

L&T REX #30

Interactive and gamified activities to enrich your courses

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Context / Background

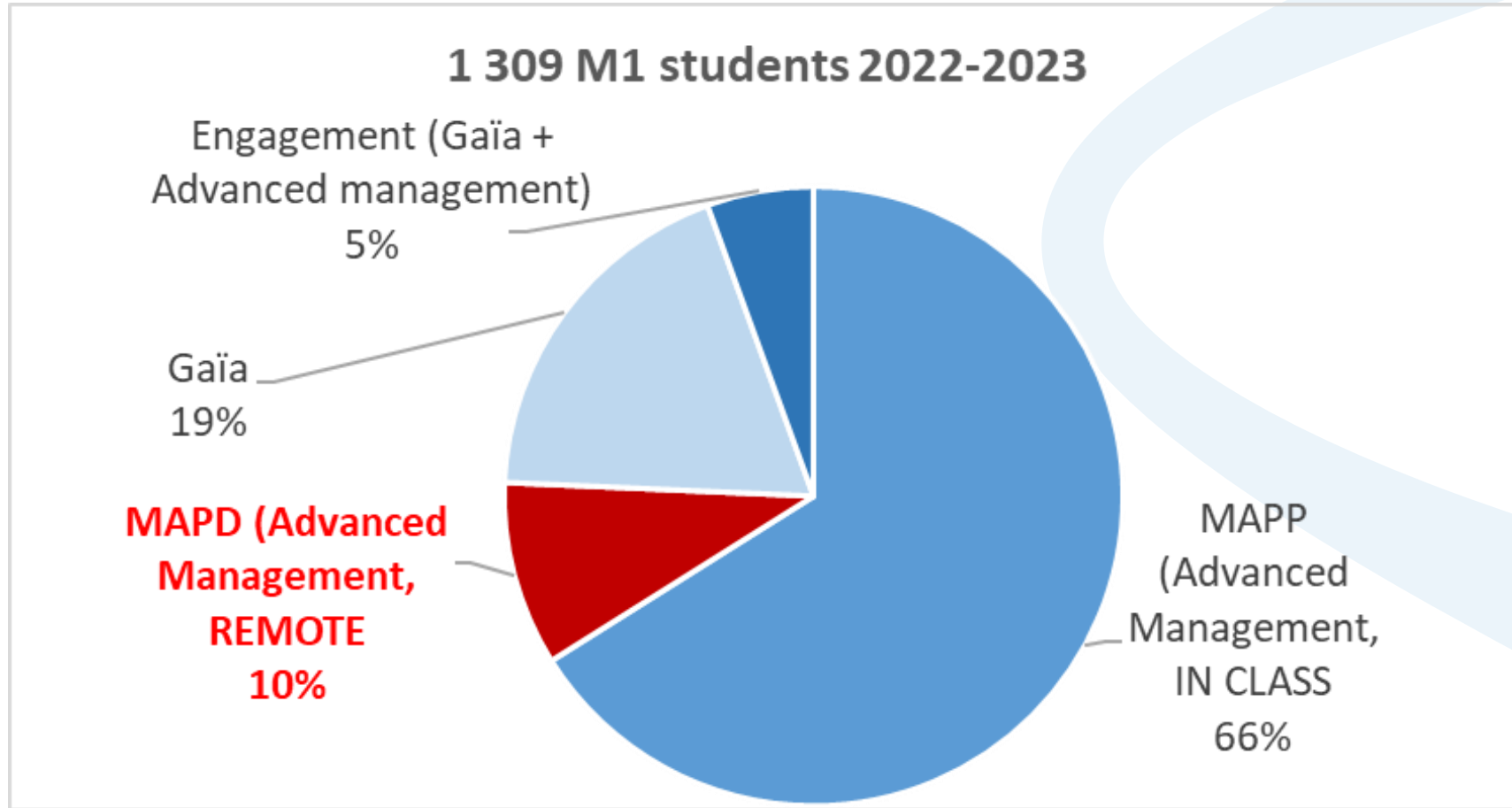
What are we talking about?

- **An interactive activity :**
 - **Is part of a distant or hybrid learning session**
 - **At Audencia, they are embedded in Blackboard LMS**
 - **Main features**
 - **Student is acting : clicking, drag and dropping.... => engagement**
 - **Gamified : limited time / points**
 - **Storytelling / graphical atmosphere**
 - **Short : average 15 minutes to complete**
 - **Mostly formative**
 - **Can be tracked (data analytics)**
 - **Technology – Articulate storyline**

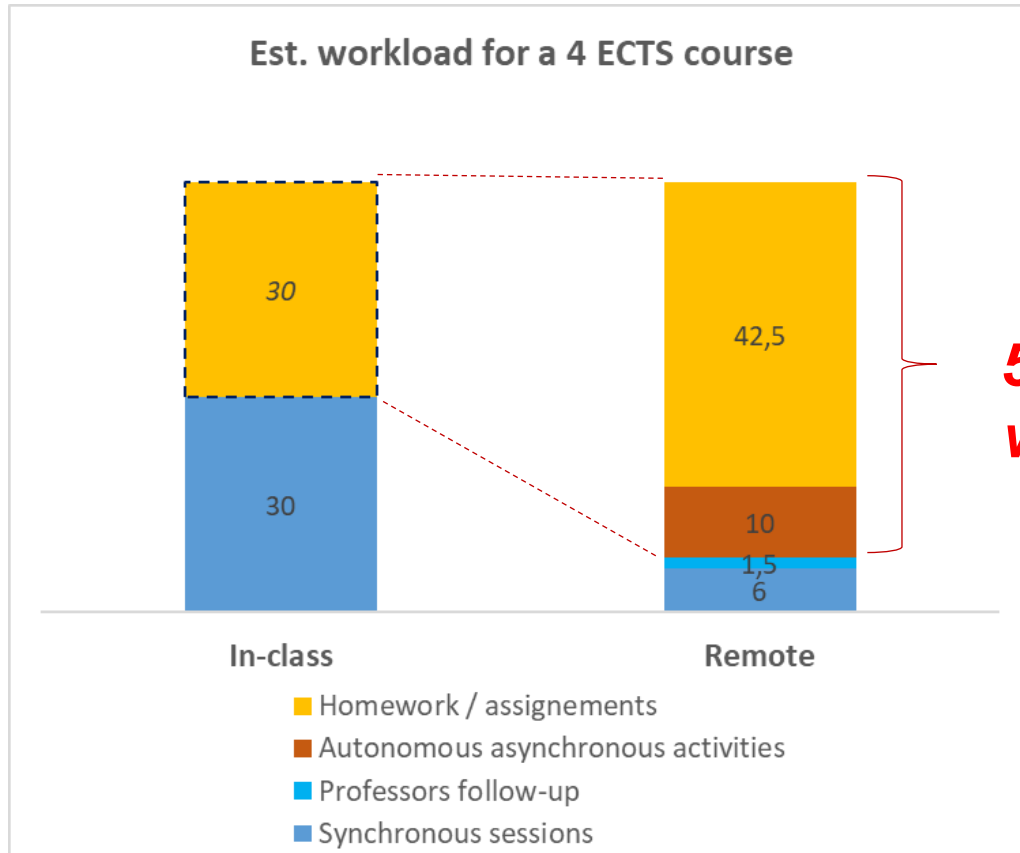
en déplacement pendant
ar contre, j'ai pu échanger
lègues. Et je me suis rendu
e je ne suis pas la seule
e discrimination salariale.



Context : the remote learning semester in the M1 academic offer



Main stake: students were expected to show strong autonomy and engagement



52,5 hrs autonomous work



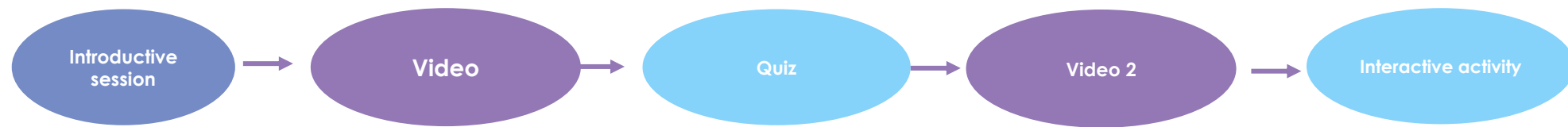
Will students do this amount of work being on their own ???

Focus on the design phase of an interactive activity

Process – identify the possible activities to develop

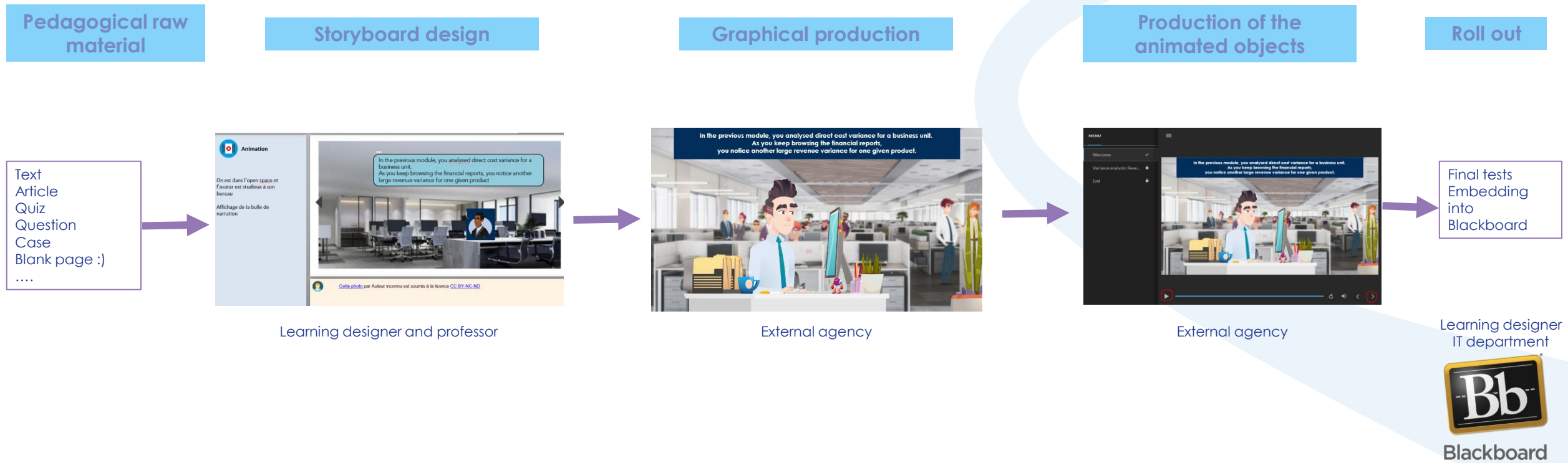
- Such interactive activities do not come from nowhere!
- Make an analysis of the syllabus, position big thematics over the planned sessions, then define several types of activities which can best engage students by balancing theory / practice

Weeks	Storytelling – situation	Recorded videos	Asynchronous activities	Synchronous activities	Teacher time for student
1	Key principles to handle	Video on theme 1 Video on theme 2	Quiz Interactive activity	Virtual class 1 Virtual class 2	No



How to design an interactive activity - steps

- Very creative process gathering several actors
- Iterative process



Examples of tailored/customised activities

We created activities with increased interactivity and a better sense of immersion



Feeling overwhelmed?
1 Prioritizing tasks

Here is the list of his main tasks, help him to organize their priority.
Drag and drop the task at the right place.

Important but not urgent activities: Consulting the available educational resources on Blackboard (dropped this morning)

Important and urgent activities: Organizing your first group work (Deadline next week), Recalling the contents of the last synchronous class (the class was yesterday)

No important nor urgent activities: Attending the freestyle swimming competition (Vico bathing place in Dublin) (next WE)

No important but urgent activities: Making a cake with the twins (promised last week), Drawing up an itinerary for your stay in Portugal (deadline next month), Taking part to the discussion on the forum (deadline next week)

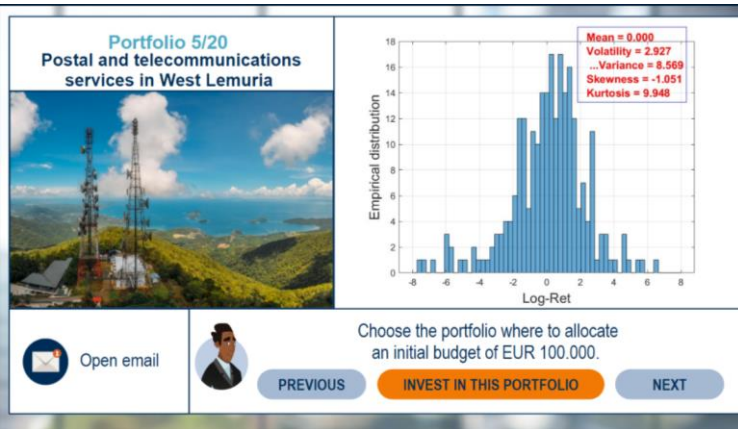
- IMPORTANT + - URGENT +

1st level characteristics: Digital Transformation, Key role of emotions, Digital Transformation, Key role of emotions, Digital Transformation, Key role of emotions, Consumer empowerment, Consumer empowerment

2nd level characteristics: Technological drivers, Demographic drivers, Technological drivers, Business economic drivers, Technological drivers, Technological drivers, Consumer empowerment, Consumer empowerment

3rd level characteristics: Accessibility, Information, Information, The rise of digital native (DN), Sharing economy

Let's game who better: What score of your categorization is completed with a new feature?



STARBUCKS COFFEE

TODAY'S BIRTH
CUSTOMER SERVICE
Another important factor well known about Starbucks Coffee is its customer service.

Value creating: Rev, Initiatives, Organizational Fx

Yes!
Customer service creates improved value. But the resources and capabilities are not rare competitors can't copy yours and can be copied easily.
This is indeed REALIZED COMPETITIVE ADVANTAGE, creating just as much value as competitors. It's realized because of the organization's capacity to use the resources.

THE consultants

	Coca-Cola	pepsi
Net sales	35119	57838
Cost of goods sold	12693	26575
Gross profit	22426	31263
Selling expenses	13158	22814
Other operating expenses	819	117
Operating income	8449	8332
Interest expense	733	903
Other income	6477	785
Income before taxes	14193	8214
Income tax expense	2384	1894
Net income	11809	6320

Based on operating income ratio and net profit ratio, which company is doing better?

Coca-Cola Pepsi

That's correct!
Operating income ratio
operating income / sales revenue = 24.1% for Coca Cola vs 14.4% for Pepsi
Net income ratio
net income / sales revenue = 33.6% for Coca Cola vs 10.9% for Pepsi
The correct answer is Coca Cola as it exhibits higher ratios. Find out why

The catalog of activities created for the PGE is shared on <https://learning-teaching.audencia.com>

Management Control

The learner plays a young graduate who has just obtained a position within Smartphones Inc. Accompanied by his manager, he familiarizes himself with the concepts of the course.



Find course concepts related to budget design by entering the right keywords.



Find a pin code, the learner must correctly perform a calculation involving course concepts.



True/False categorization.



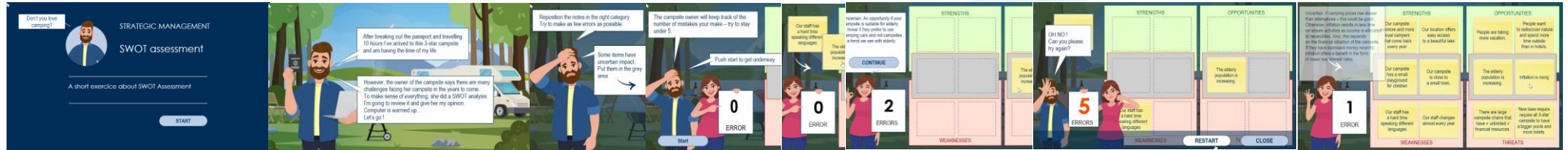
Immersive story involving the learners familiarizing themselves with the concepts of the course

Strategic Management

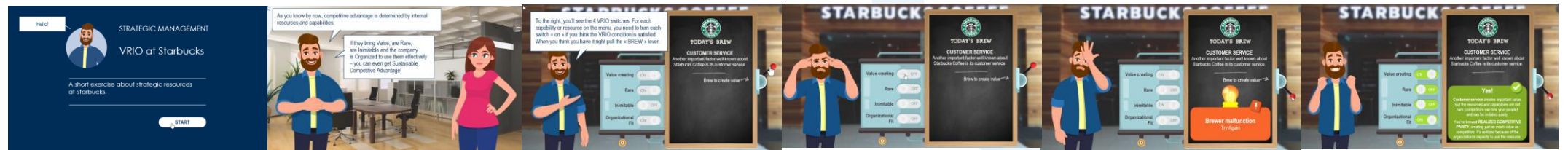
Strategic decision making:
Select the right level of strategy before the end of countdown and get the best Score.



SWOT Analysis:
Drag and drop on a concept (sticky dots) with number of attempts of 5.

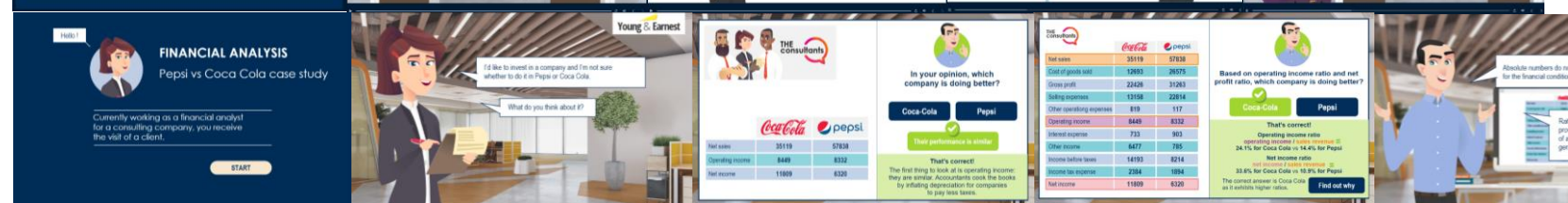
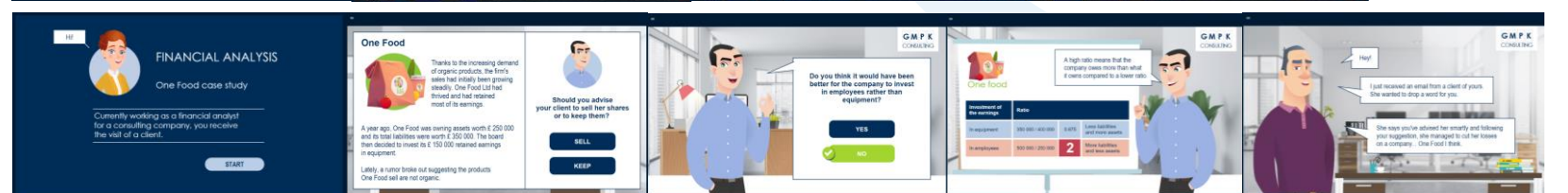


VRIO Analysis:
Recipe / choice of ingredients with feedback to prepare your coffee.



Short “gamified” activities on specific course concepts

Quantitative Finance & Financial analysis



The characters staged include students and teacher.

Activities are replayable with, in general, a random selection of game data among 5 alternatives. Investing a fixed amount on an entity starts a simulation.

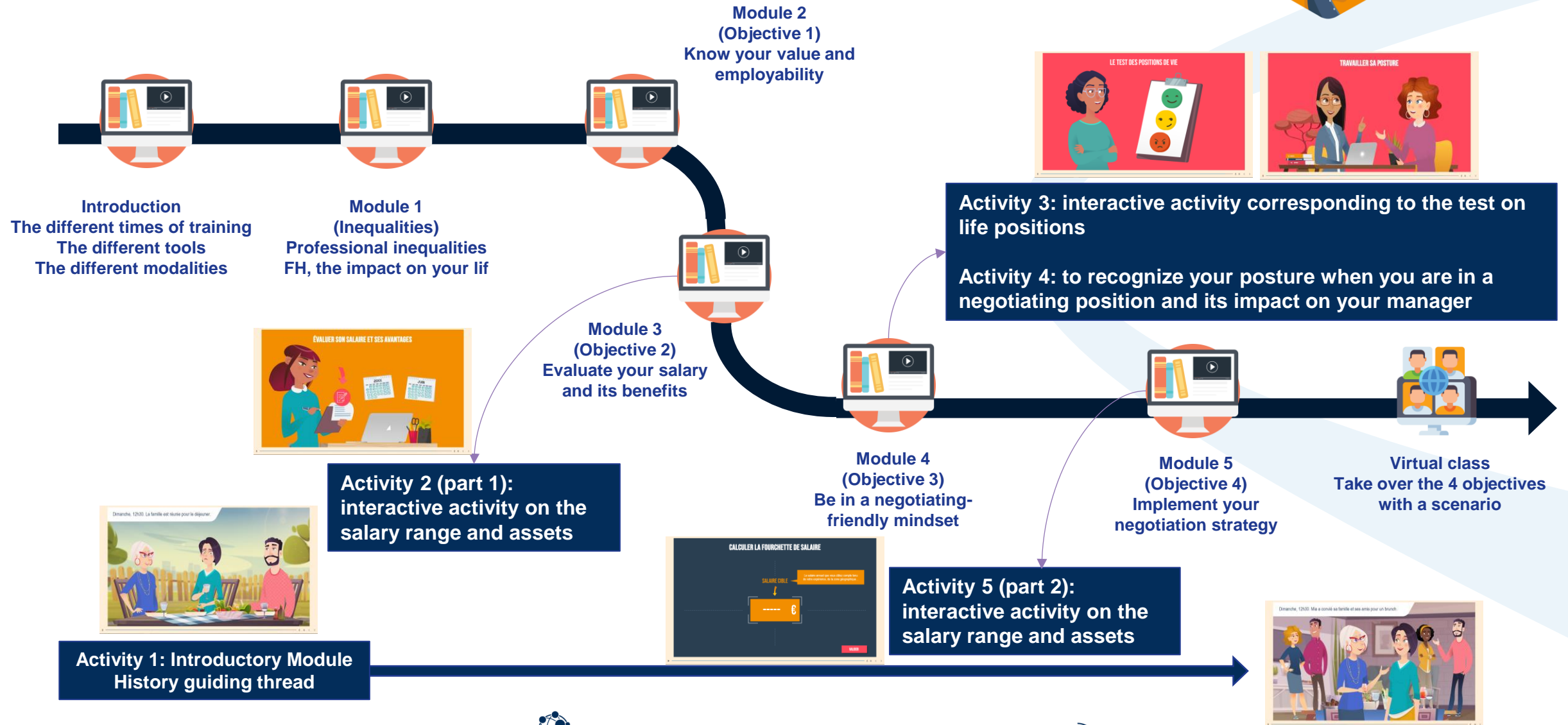
On each decision made the learner gets a feedback.

The learner embodies a consultant of an investment firm and advises different customers on their choice of investment/sale of shares in various companies.

Depending on his choices, a remedy is provided back to him. Satisfaction or dissatisfaction of the customers and his manager are then revealed.

Short practical cases on specific course concepts

Another example of implementation of interactive activities into a MOOC Format

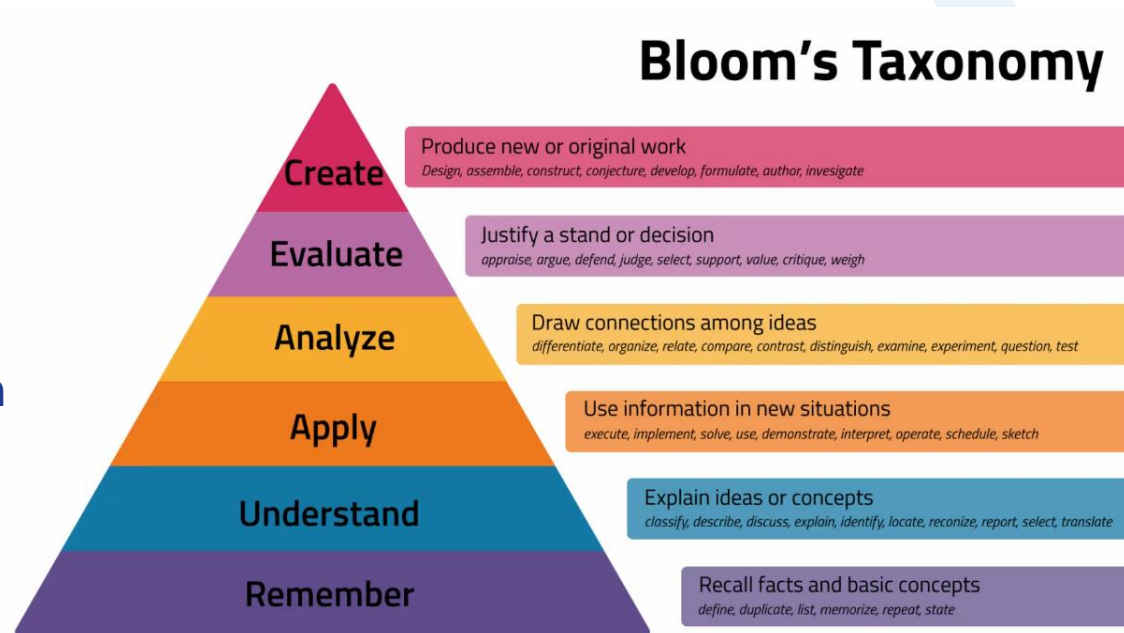


From customised to "ready to use" activities

"Ready to use" templates of activities

- After working on customised activities and taking a step back, we started to work on "ready to use" activities
- Intention :
 - The framework can be common to several disciplines
 - Can save costs, time and energy for the professor / learning designer with templates
- Multidisciplinary approach and brainstorming over Bloom's taxonomy

3-4 lower levels were taken into account at the brainstorming phase



"Ready to use" templates of activities

- Crossing technology and pedagogy : framework of learning activities identified with Articulate storyline possibilities

From the idea / concept / competency

complexity

	... a concept	Possible methodology / tool/ process
I discover I understand I know / memorise	Video	Interactive information provided Step by step action
I put into practice a concept	Concrete situation	Drag and drop (categorise, pairing, ranking) Immersive scenario
I validate I correct	Questions to ask	Quizzes, and feedback
I develop critical thinking I make an analysis	Develop critical thinking, analysing, reflexive approach	Not really applicable

... to the concrete templates

5 TEMPLATES
Template 1 – Ranking / Pairing
Template 2 – Quiz with 3 difficulty levels + gamification
Template 3 – Categorising / drag and drop
Template 4 – Tooltip system
Template 5 – Storytelling scenario

(possibility of mixing)

"Ready to use" templates of activities

- Crossing technology and pedagogy : framework of learning activities identified with Articulate storyline

From the concrete templates....

... to concrete applications in 3 courses

5 TEMPLATES

Template 1 – Ranking / Pairing

Template 2 – Quiz with 3 difficulty levels + gamification

Template 3 – Categorising / drag and drop

Template 4 – Tooltip system

Template 5 – Storytelling scenario

(+ possibility of mixing)

Digital marketing : tic tac toe with feedback, score calculation

Measuring environmental 1 special impact : 3 level quiz with timer and gamifications

Measuring environmental 1 special impact : tooltip system to deepen knowledge on life cycle assessment

Managing across culture : drag and drop on a concept (sticky dots)

Digital marketing – Mix of a narrative scenario+ Recipe / choice of ingredients with number of attemps / feedback/scoring



As a recap, activities were developed in several courses with impact

- **6 fundamentals + 4 electives 100% online courses in the MAPD PGE cursus**
 - Each fall / Spring since 2022
 - Cohorts of 25 to 80 students each time, stabilisation to 25 per semester over time
- **2 hybrid courses in the MSC cursus (Introduction to Research Methods / Advanced Research Methods)**
 - Roll out since Jan 2024 for IRM
 - Roll out currently for ARM
 - 800 students each year from last September
- **NégoTraining MOOC**
 - 2 open sessions since January 2024
 - Over 13100 participants and over 1000 eligible to Open badge.





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Thank you for your attention!

Pedagogy@audencia.com

NEVER
STOP
DARING

"

*Cultiver l'audace,
toujours et à tout âge,
croire en soi, se lancer, innover,
apprendre de ses échecs,
se relever et recommencer.
S'engager avec et pour les autres,
agir en manager responsable,
respectueux et bienveillant,
impacter positivement la société.*

*L'audace nous grandit,
élargit notre horizon,
nourrit notre imagination
pour mieux transformer le monde.*

"