A Case Study on Academic Service-Learning: Enhance Academic Learning by Servicing with a Non-Profit Organization

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I. Introduction

- Motivation
  - **NPO**: Taichung City Deaf No Obstacle Association, and Amazing Grace Bakery
  - **Demand**: information systems, e.g. ERP, CRM, to improve efficiency of manufacturing and customer satisfaction
  - **Course**: Graduation Project
  - **Purpose**: an opportunity to students to get practical experiences and to satisfy the demand of the Amazing Grace Bakery
I. Introduction

- Expected Output
  - CRM App on smart phones and tablet PCs for Amazing Grace Bakery
  - Reflections
2. Implementing Service-Learning in Academic Course

1) Supporting researches
2) Course design
3) Course assignments
2.1 Supporting researches

  - Compared the advantages and disadvantages of completing a simulated project versus a service-learning project in a senior-level Web portfolio course.
  - The idea that service-learning projects engaged all parties involved and should be considered when designing the pedagogy for this course.
2.1 Supporting researches

- **Hoxmeier and Lenk** [Journal of Information Systems Education, Vol. 14, Iss. 1, pp. 91-100, 2003]:
  - Understanding problem domains as well as design and implement real-world solutions.
  - Multi-dimensional learning
  - Learning outcomes
    1) deep learning of the course technical knowledge
    2) improved interpersonal communication skills
    3) more effective client and project management skills
    4) an enhanced societal sensitivity for the value of their information systems knowledge to their community.
2.1 Supporting researches

  - Designed and Implemented a service-learning capstone course for graduating college seniors enrolled in an Information Systems and Technology Management program.
  - The experiences and reflections on this course were discussed.
2.2 Course design

- **Course**: Graduation Project
- **Scope**: Make a CRM App for the Amazing Grace Bakery
- **Course design**
  - Confirm demand by interview and visiting
  - Group discussing
  - Develop and implement the App
2.3 Course assignments

- Teamwork
- Evaluation, analysis and design a CRM App to satisfy the demand
- Develop and implement the App
- Reflections
3. Results

1) CRM App: design and develop
2) Reflections: educator and students
3.1 CRM App -- System function design

![Diagram showing system function design for CRM App](image-url)
3.2 CRM App -- App design

Customer Data

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Customer ID: 001

Company: OCU

Name: Mr. Ching-Chuan Lin

Mobile Phone: 0999222888
Phone: 04-22221111

Address: 100, Chiao Kwang Rd., Taichung 40721, Taiwan

Remark: Healthy food only
3.2 CRM App -- App develop
3.2 CRM App -- App develop
3. Results – Reflections

○ Educator
  - Good purpose to engage students
  - Capstone course to train students

○ Student
  - Know the life of deaf
  - Learn how to care
  - Opportunity to apply technical knowledge
  - Motivation to learn more knowledge to help others
4. Conclusions

- Service-learning implementing in the Graduation Project course
- A CRM App developed to help a NPO bakery
- For most students, learn and apply knowledge by a novel way
Thank You