

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

- Kovacs, Jesse and Kovalchick [Issues in Information Systems, Vol. 13, Iss. 1, pp.310-320, 2012] :
 - 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

- **Wei, Siow and Burley** [Journal of Information Systems Education, Vol. 18, Iss. 1, pp. 125-136, 2007] :
 - 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

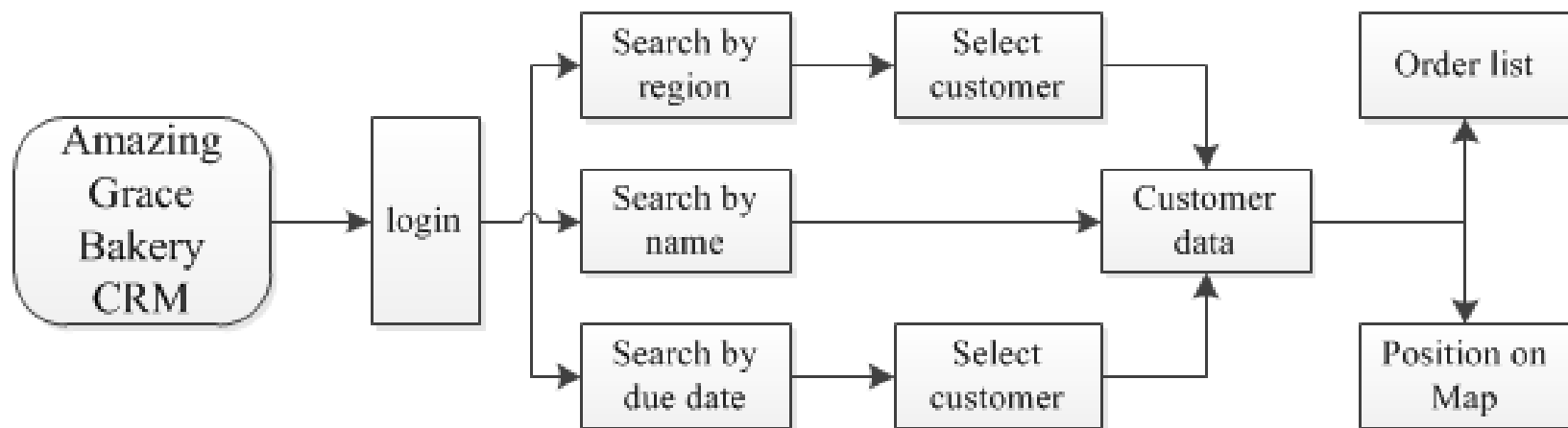
- Teamwork
- Evaluation, analysis and design a CRM App to satisfy the demand
- Develop and implement the App
- Reflections



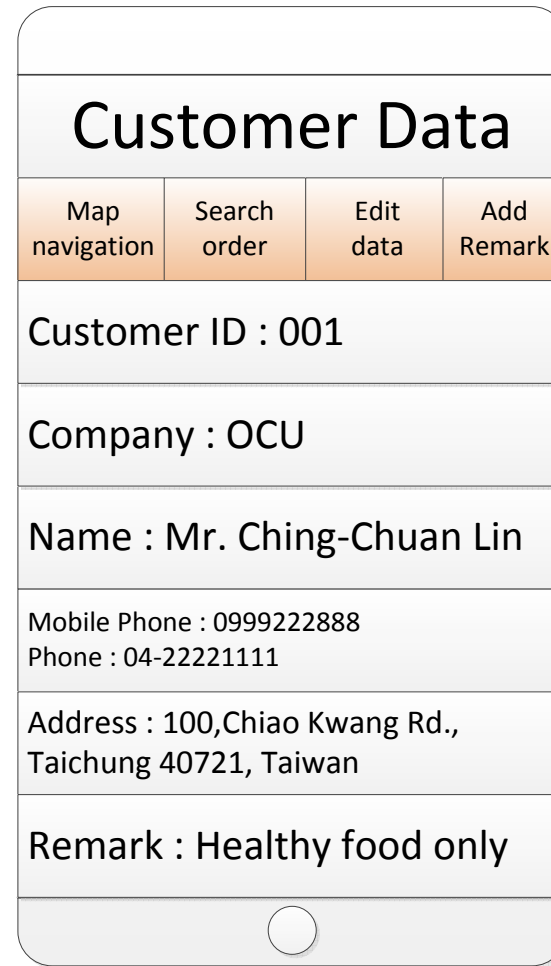
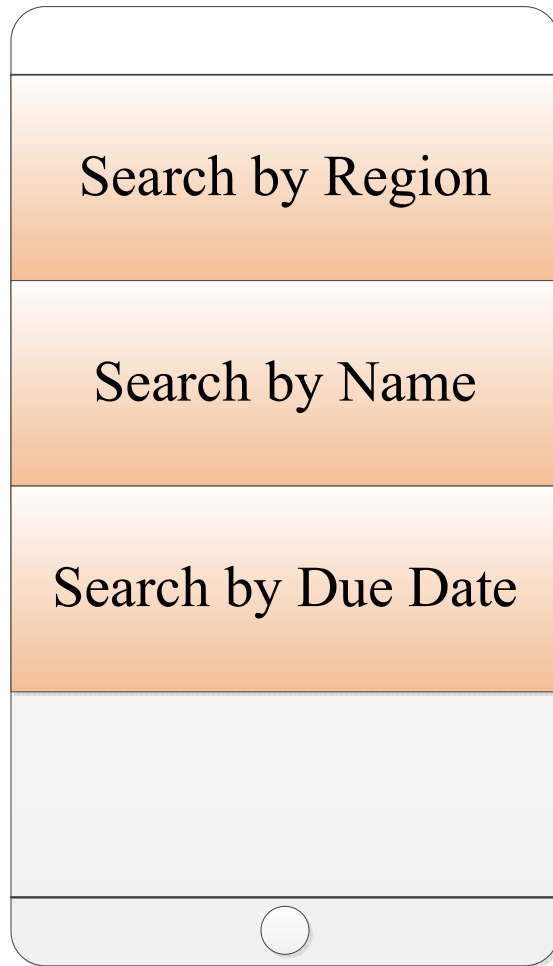
3. Results

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

3.1 CRM App -- System function design



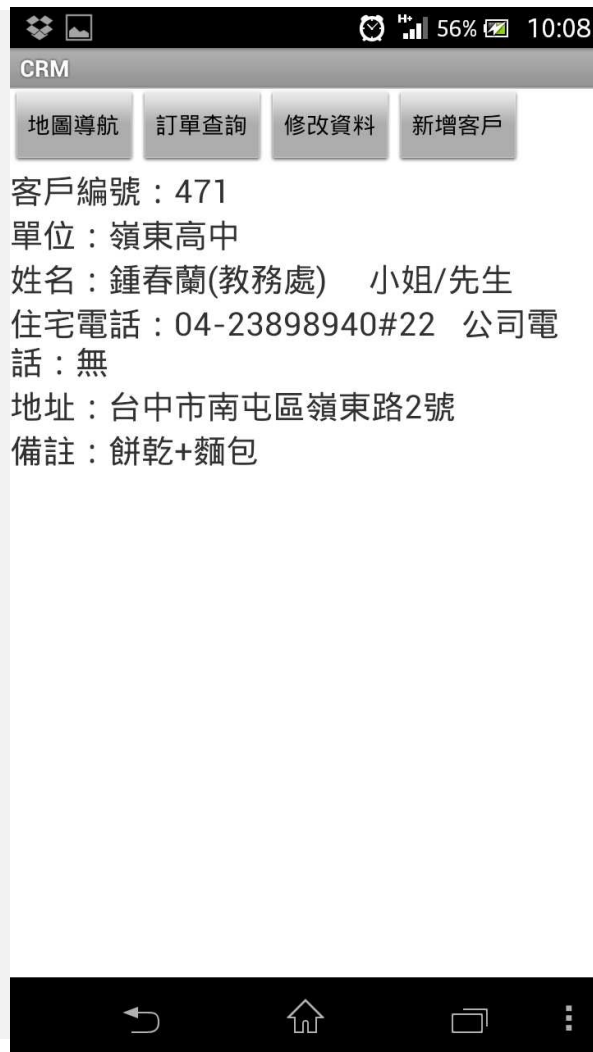
3.2 CRM App -- App design



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