

The background is a dark blue gradient with abstract white and light blue geometric patterns. These include concentric circles, arcs, and degree markings (e.g., 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) that suggest a circular or rotational theme. Some circles have arrows indicating direction.

TEACHING: LOCALIZATION

KARA CHAN, PROF, SCHOOL OF COMMUNICATION

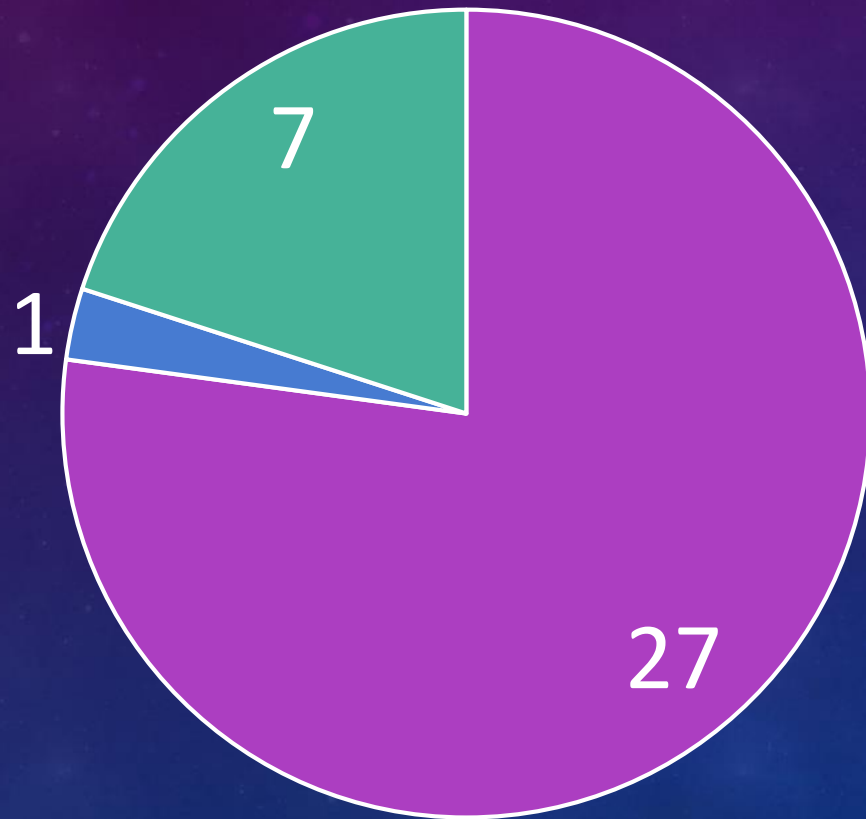
HONG KONG BAPTIST UNIVERSITY

INTERNATIONALISATION OF THE CURRICULUM (IOC): HOW CAN WE INTEGRATE
GLOBAL AND LOCAL DIMENSIONS

May 30, 2018 @HKBU



STUDENT COMPOSITION (ONE STUDENT WITH SPECIAL EDUCATION NEED)



■ HK ■ Mainland ■ Exchange

Kara CHAN

youth AND con\$umption

40% global: literature review

60% local: findings discussions

PROVIDE OPPORTUNITIES FOR
STUDENTS TO INTERACT DURING
THE CLASS (SELF-INTRODUCTION;
MEDIA THAT YOU LIKE AS A CHILD)

ASSIGNMENT 2 (INTERVIEW OF PARENTS): PARENTAL SOCIALIZATION OF MONEY MANAGEMENT



RESEARCH TEACHING NEXUS

- Research ethics (procedures)
- Interviews as a research tools
- Interviewing skills
- Recruiting interviewees
- Application of knowledge in marketing money management skills to parents

CLASS DIVERSITY

- Each group has at least one exchange students
- All the group members will analyze the interviews together (qualitative data analysis)
- Interviewing questions and informed consent form in C and E
- Encourage exchange students to recruit an English speaking parent in Hong Kong: through classmates, churches, social circle
- Last resort: HKBU colleagues

CLASS FEEDBACK

- The course provides opportunities for students' creativity to exile through the assessments and presentation. The instructions and teachings are clear.
- Very interactive
- The course is informative and inspiring on the marketing strategies to youth.
- Lecturer was always well prepared. Lecturer always made sure everybody understood what she was saying.
- A lot of different assignments
- Clarity, very good teacher, interesting

THANK YOU

