

A Study of the Learning Portfolio and Effect of Integrated Service Learning on Guiding Students' Interdisciplinary Teamwork and Leadership – the Case of Business Administration Courses

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Developing students' capabilities that live up to the needs of modern society by means of innovative curriculum design and content is the common concern of every educator. Furthermore, narrowing down the practical discrepancy of learning has become a goal of university education nowadays. This action research on teaching practice originates from a reflection on the traditional curriculum and teaching. A review on the content of business administration courses reveals that most suffer from dissociation of theory and practice. Godfrey et al. (2005) found in his criticism on traditional university education that one of the reasons for the theory-practice gap is that traditional education neglects experiential learning, and lays too much emphasis on methodology. Students thus lose problem-solving skills. Service learning programs come into play at this point as a ready solution to the rarity of practical scenarios and difficulty in developing practical curriculum, because service learning adopts the experiential learning model. Also, corresponding to Wenzao Ursuline University of Languages' USR strategy that emphasizes the development of Wenzao's experience for augmented influence on the local community and the extensive social participation of teachers and students for demonstration of the university's social responsibility, this action research project has planned an integrated service learning program that features a marketing course with a focus on the connection of basic theories and relevant applications. The program not only provides students with learning by doing, away-from-home learning, and interdisciplinary teamwork opportunities, but also helps students internalize their knowledge through the actual practice of and reflection on community service. This experience will in turn improve students' professional knowledge, skills, and applications. Reflection and reciprocity are the critical cores of this service learning program.

Keywords: service learning, action research, management education, innovative curriculum design