EAIE 2016 - 1418

Imagine a 3D interactive virtual game to teach Business Ethics

Format
Demonstration and audience participation in playing a 3D virtual game to teach Business Ethics. The presenters will invite audience volunteers to engage with and help demonstrate a new pedagogic tool designed for business students to aid in developing ethical awareness, sensitivity and responsibility in business.

Short Description
This workshop demonstrates how imagination results in the visualisation and development of a creative approach to teach business ethics to an evolving international and highly technical student cohort. Imagine a workshop that shares best practice through a pedagogic solution addressing the challenges of developing student ethical awareness, sensitivity, judgment and insight into responsible business. It provides an opportunity for audience participation in Virtual Values, an interactive virtual Business Ethics game.

Long Description
Globalisation and technological innovation is changing the landscape of Higher Education. As educators we need to ensure that the methods we use appeal to different learning styles and a widely diverse student cohort – a cohort well versed in the use of technology to live and work. The technological revolution transcends borders, allowing for learning methods that appeal to many to meet a variety of learning styles and environments – utilising a range of skill sets and impacting on expectations about what a quality learning experience should be. This connectedness is increasing as those born into this new technological culture reach the age of maturity. Bring to this the need to educate our business students to understand the importance of ethical decision-making and the issues presented by globalisation and you have an exciting opportunity. Linking directly to the conference theme, this workshop shows how imagination results in the creative visualisation of an approach to teaching business ethics. The workshop shares best practice via an innovative pedagogic solution designed to develop ethical awareness, sensitivity, and insight in responsible business using a state-of-the-art virtual ethics game. Delegates will participate in Virtual Values, a Business Ethics game, by interacting with game characters to make ethical choices and experience the consequences from the choices made. Gamification is used to heighten interest and engagement via point scoring and progression levels. Points are accrued by collecting clues, conversing with characters, and completing quizzes. Designed by Dr S. Jagger the game is a collaborative development between the University of Roehampton and ORT France - trialled by the Universities of Roehampton, Northumbria, Sussex, Drexel and Hawaii with over1000 students (Journal of Business Ethics, February 2015).