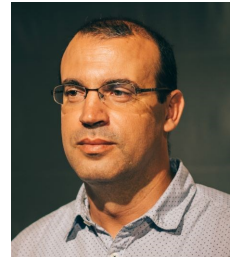


Using digital technology in business education: Enlivening the teaching and learning process

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A business education teacher needs to cultivate a classroom atmosphere conducive to learning. S/he needs to 'catch' the students' interest. Such interest needs to be sustained. It is the 'hold' factors of meaningfulness and relevance that sustain the students' motivation (Dewey, 2008). The expert teacher's skill is in finding materials or activities that can do both (Stobart, 2014). The following are ideas relating to the use of digital technology that can help to catch and hold the students' attention.

- Websites such as <https://learningapps.org/> and <https://wordwall.net/> assist to set up different activities that assist to engage the students with the knowledge involved. Figure 1 illustrates the activities that can be devised from <https://wordwall.net/>
- Organising online board games such as by using <https://learnhip.com/>. These games can be used, for instance, to help the students practise the posting of accounting transactions.
- Employing stories that make use of the 'teacher's passion', that is, the effective manner in which a teacher recounts stories. <https://www.storyboardthat.com/storyboard-creator> can help create comic strips that can assist the process of storytelling.
- Websites such as <https://quizizz.com/>, <https://take.quiz-maker.com/> and <https://kahoot.com/> can help to set up a quiz that engages the students with the disciplinary knowledge involved. For instance, celebrating what has been learned during the lesson at the conclusion stage.
- The website <https://pickerwheel.com/> provides a random wheel that can be adjusted to choose students, topics, ...
- Online tools such as through <https://www.strikingly.com/>

that help to develop a website/blog that includes the material and the resources related to the topics covered.

- Students tend to be hooked much better when we use videos from TikTok application, such as from <https://twitter.com/Humphreytalks>. For example, when discussing economies of scale the teacher can make use of a video that illustrates the disadvantages suffered by a business when it increases in size.
- Create simple videos through such websites as <https://www.animaker.com/>
- Employing charade cards. For example, some students are chosen at random and are given one type of employment interview which they need to act out or explain without saying particular words and which the class needs to guess.

As business education teachers we are invited to explore and creatively employ digital technology that helps us to enact pedagogical content representations (Shulman, 1986, 1987) that engage our students with the substantive knowledge involved and that bring the business education subjects that we teach to life.

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