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Discuss to learn: A student-focused learning strategy

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Structured abstract

Purpose: Traditional teaching strategies are making way for a more collaborative learning style, where students play active roles in their learning process. This work focuses on the discussant role activity in the market research subject in a business administration bachelor's degree as a way of empowering students' role. The discussant activity fosters critical thinking and debate between classmates, while also encouraging communication and relational skills.

Methodology: Drawing on expectation-disconfirmation theory, this study analysed students' expectations and perceptions before and after the discussant activity. Data were collected through two surveys carried out in class at the beginning and at the end of the course.

Findings: The empirical findings show that interactions in the classroom during the activity contribute to students' final evaluation of the activity and positively affect cross-curricular and subjective learning performance.

Originality: Activities that recreate real-life experiences help students in the acquisition of certain key competencies related to their future inclusion in the labour market.

Keywords: Perceived interactivity, Evaluation, Cross-curricular learning performance, Subjective learning performance, Expectation-disconfirmation theory, Higher education, Teacher training, Discussant, Student competencies, Active learning, Collaborative learning

Paper type: Research paper

Introduction

Over the years, researchers have studied different learning strategies with the purpose of enhancing learning performance. This has been described as students' approaches to learning (Biggs, 1978; Entwistle and Ramsden, 1983; Marton and Säljö, 1976; Trigwell *et al.*, 1994; Trigwell *et al.*, 1999). These learning approaches have been categorized as teacher-focused and student-focused strategies (Trigwell *et al.*, 1994). Based on this idea, it can be seen that in the teaching-learning process there are several members playing a role in the learning performance. A teacher's role can be merely informative by transferring concepts at class, but they can also nudge students to actively participate in the learning process, fostering some degree of teacher-students interaction. At the same time, students can also have several roles, such as the traditional passive learning, a more active learning based on self-learning or even in a collaborative learning. This active approach aims to enable students to develop their own conceptions, to acquire the discipline concepts and to change their conceptions (Trigwell *et al.*, 1999). Hence, the student-focused strategy can encourage students to actively interact and collaborate in the learning process resulting in a positive performance. Several authors have highlighted the importance of student-focused learning strategies as a way of promoting active student engagement in order to improve academic success and learning outcomes (Jovanović *et*

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3 *al.*, 2017; Nkhoma *et al.*, 2014) or to contribute to the internal value-based culture of learning,
4 achieving a deeper understanding (Sagy *et al.*, 2018).
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6 The use of methodologies that boost collaborative learning seems useful in generating a
7 positive classroom climate (Blasco-Arcas *et al.*, 2013; Koszalka *et al.*, 2021; Laal and Gohdsi,
8 2012). Students' intrinsic cues, together with the different roles they can play, lead teachers to
9 avoid individualistic and competitive learning structures to focus on collaborative methods,
10 such as teamwork or debates. Furthermore, due to the constantly changing job market,
11 teamwork and debate are necessary learning tools to enhance students' communicative and
12 relational skills (Brink and Costigan, 2015; Fandos-Herrera *et al.*, 2023; Hernández Lara *et al.*,
13 2021). Collaborative learning activities enable teams to get involved in tasks that improve
14 performance, conflict resolution and help to develop positive personal values (O'Neill *et al.*,
15 2017).
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18 This study analyses the activity of the discussant role, where the students actively collaborate
19 in the learning process (Fandos-Herrera *et al.*, 2017). Throughout the activity, the teacher
20 fosters critical thinking by allowing the students to actively interact in class and give feedback
21 to their classmates through discussion and debate with a real and critical standpoint, based on
22 their cognitive experience. Therein, it is expected that this interaction will have positive effects
23 on students' evaluations, as well as on their cross-curricular and subjective learning
24 performances. This study follows the approach of the student-focused strategy, where the main
25 role of the teacher is to foster critical thinking and allow students to develop and change their
26 conceptions (Prosser and Trigwell, 1998; Trigwell *et al.*, 1999). According to this approach, the
27 teacher can boost students' self-learning, conversation and discussion in order to provoke
28 fruitful debate.
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32 This study focuses on the perceived interactivity in collaborative learning through the
33 activity of the discussant role and analyses how it impacts on students' final evaluation, thereby
34 affecting cross-curricular and subjective learning performance. To do so, this investigation
35 collected data at the beginning and at the end of the semester when the subject, marketing
36 research, takes place, with the intention of measuring students' expectations and final
37 perceptions. Therein, the expectation-disconfirmation theory (Oliver, 1977) is employed to
38 frame the study. The contribution of this work is to highlight the salience of the discussant's
39 role in student-focused strategies based on collaborative learning activities. Through teamwork
40 and debate interactions in the classroom, students can improve their performance, resulting in
41 the development of skills for business life.
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45 In the following sections, the study is contextualized and framed in the theory of
46 expectation-disconfirmation, and the hypotheses are developed based on the differences
47 between final perceptions and expectations. The data collection and procedures are explained in
48 the methodology section, followed by the presentation of the empirical results. Finally, the
49 study concludes with a discussion of the main findings.
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53 **Theoretical framework**

54 Expectation-disconfirmation theory (Oliver, 1977) states that individuals' attitudes are based on
55 the satisfaction resulting from the comparison between their expectations and their experience,
56 when they confirm or disconfirm their beliefs. Hence, this theoretical framework has been
57 widely used to explain consumer post-purchase behaviours (Bhattacharjee, 2001; Casaló *et al.*,
58 2010; Nam *et al.*, 2018). Likewise, expectation-disconfirmation theory has been used to explain
59 students' satisfaction in higher education (Ali *et al.*, 2016; Appleton-Knapp and Krentler, 2006;
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3 Athiyaman, 1997). Students' satisfaction in higher education is the difference between the
4 expectations they have at the beginning of a course and their post-learning experience
5 perception once the course has finished (Fandos-Herrera *et al.*, 2017).
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7 Nowadays, due to the adaptation of higher education institutions to the new European
8 regulation established under the Bologna system (European Commission, 2012), teachers are
9 expected to not only to share knowledge, but also to foster the acquisition of certain key
10 competencies related to students' proper inclusion in working life. Hence, through activities
11 such as the discussant role, teachers boost employability by trying to recreate real-life
12 experiences that develop students' readiness to deal with real business issues related to the
13 subject. Moreover, this kind of learning strategy, which enhances students' skills needed for the
14 starting of their working lives, is expected to improve learning outcomes related to real working
15 experience (Knight and Yorke, 2003). Therefore, it is interesting to study students' expectations
16 of how these types of activities will affect their learning performances. This learning process,
17 based on active real-life situation experiences, can be seen as a way of understanding their
18 satisfaction with the activity.
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22 Drawn on the disconfirmation of expectations paradigm, this research compares expectations
23 and experiences through two questionnaires, completed at the beginning and end of the
24 semester. The first questionnaire was aimed to explore students' expectations about the
25 discussant activity at the beginning of the course. The second questionnaire was aimed to collect
26 data about users' factual experiences. Hence, this second questionnaire was distributed among
27 the same students at the end of the course, after having participated in the discussant activity
28 throughout the entire semester. The combination of both samples (from questionnaire 1 and
29 questionnaire 2) allows us to check the confirmation and disconfirmation of students' beliefs
30 (the questionnaires are described in section 3.2). Expectation-disconfirmation theory (Oliver,
31 1977) postulates that satisfaction is the result of the comparison between expectations and
32 reality; therefore, in this research, contextualized in higher education, we consider that this
33 satisfaction is translated into the evaluation activity and, into cross-curricular and subjective
34 learning performance, in particular.
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39 **Hypotheses development**

40 Discussant activities are ideal for designing collaborative learning environments to pursue
41 critical thinking (Fandos-Herrera *et al.*, 2023; Koszalka *et al.*, 2021). Collaborative learning has
42 been widely used as a technique to encourage active participation both in the classroom
43 (Fandos-Herrera *et al.*, 2023) and online (Strauß and Rummel, 2020); and it is still a prominent
44 way of positively impacting students' learning process (Muñoz-Carril *et al.*, 2021). Active and
45 collaborative learning research states that fostering interactivity in the classroom positively
46 impacts students' learning outcomes (e.g., Boyle and Nicol, 2003; Chen, 2020; Fandos-Herrera
47 *et al.*, 2023; Haseman *et al.*, 2002; Sims, 2003). Moreover, it has been shown that interactivity
48 helps students to progress in the active process of the course contents (Blasco-Arcas *et al.*,
49 2013) and enables diverse learning approaches (Haseman *et al.*, 2002). Behaviourist and
50 constructivist learning approaches assert that interactivity in the classroom has a positive effect
51 on learning. On the one hand, the behaviourist approach states that student self-assessment and
52 feedback can be improved through encouraging interactivity (Siau *et al.*, 2006). On the other
53 hand, the constructivist approach, which is based on the learner internally processing data into
54 knowledge systems, highlights that interactivity can enhance students' engagement and
55 attention in learning (Sims, 2003). That is, if students perceive interactivity within the
56 classroom, they feel more encouraged to learn, pay more attention, are more participative and
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3 are more willing to exchange ideas with teachers and other students than when they do not
4 perceive interactivity (Siau *et al.*, 2006).

5 As interactivity has been directly related to learning outcomes (Bravo *et al.*, 2016; Fandos-
6 Herrera *et al.*, 2017), it is reasonable to hypothesize that students' perceived interactivity will
7 have a positive effect on the activity evaluation. In this study, based on the work of Simsek
8 (2008), we consider that evaluation performance refers to the difference between students'
9 perceptions and expectations about how the discussant activity is going to make them enjoy
10 debating, make participation easier, help them to learn the contents of the course, improve
11 relationships with classmates and to achieve certain skills for the future career.

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14 Moreover, it is said that the more interactivity students perceive, the greater their motivation
15 to learn is, the more attentive they are and they are more willing to exchange their ideas at class
16 (Blasco-Arcas *et al.*, 2013; Fandos-Herrera *et al.*, 2017; Sims, 2003). Hence, interactivity can
17 improve the cross-curricular abilities needed as preparation for students' entry into the job
18 market (Orús *et al.*, 2016), such as communication, teamwork skills, critical thinking and
19 problem solving among others. Likewise, participation lets students learn without consciously
20 realizing (Orús *et al.*, 2016). We hypothesize that:

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23 *H1: Perceived interactivity will positively influence the final evaluation of the*
24 *discussant activity.*

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26 *H2: Perceived interactivity will positively influence cross-curricular learning*
27 *performance.*

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29 *H3: Perceived interactivity will positively influence subjective learning performance.*

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31 The activity of the discussant role recreates a real-life situation where students' must use
32 critical thinking to debate ideas, showing not only their communication and relational skills, but
33 also their knowledge. This can be described as experiential learning activity (Alon and Herath,
34 2014; Hamer, 2000; Orús *et al.*, 2016). Experiential learning has been described as a holistic
35 process of creating knowledge through adaptation to the world (Kolb and Kolb, 2005). Current
36 university teaching programmes aim to not only to transfer knowledge to students, but also to
37 prepare them to face real world situations through promotion of active experiential learning. In
38 this way, it is expected that the discussant activity will exert an increase in the learning
39 performance outcomes related to the acquisition of competencies. In this research, we refer to
40 this type of learning performance outcomes as cross-curricular or subjective, due to the
41 characteristics of the debate resulting from the discussant role activity. As has been previously
42 stated, it can be supposed that the discussant activity will provide students a certain degree of
43 interactivity that will affect their evaluation and learning performance, since learning benefits
44 from interactive environments where everyone can express and exchange ideas freely (Brower,
45 2003). Nevertheless, it is reasonable to think that the final evaluation will also have a positive
46 effect on cross-curricular and subjective learning performance. Therefore, we propose the
47 following hypotheses:

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52 *H4: Final evaluation of the discussant activity will positively influence cross-curricular*
53 *learning performance.*

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55 *H5: Final evaluation of the discussant activity will positively influence subjective*
56 *learning performance.*

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58 The research model presents the relationships between perceived interactivity and
59 evaluation, and cross-curricular learning performance and subjective learning performance in
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the context of the discussant activity (see figure 1). Moreover, the model proposed shows the influence of the discussant activity on cross-curricular learning performance and subjective learning performance.

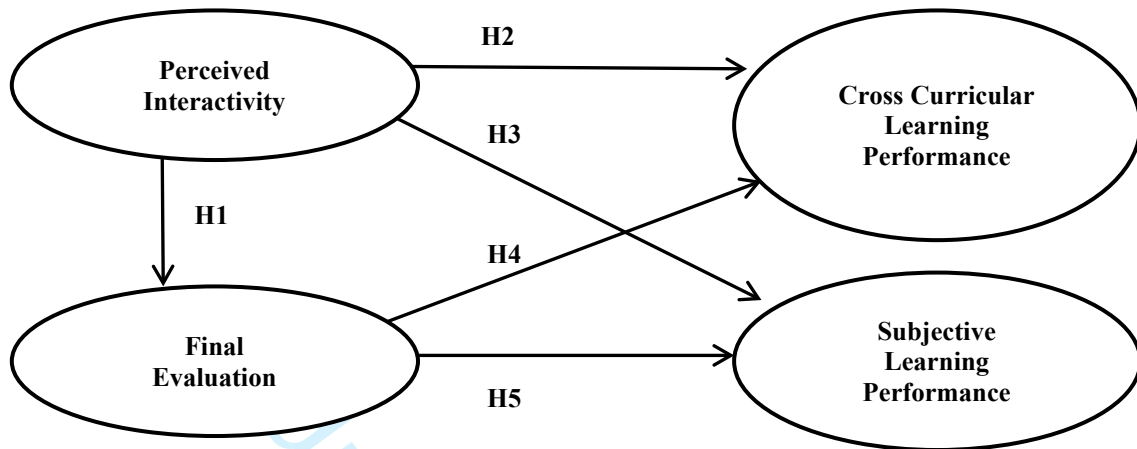


Figure 1. Research model

Methodology

Data collection procedure

Data were gathered by means of two questionnaires carried out in class at the beginning (questionnaire 1) and at the end (questionnaire 2) of the semester. After excluding incomplete responses, we obtained 161 valid pair of questionnaires. The anonymity of respondents was guaranteed by asking them to provide a nickname to be used when completing both questionnaires in order to be able to compare their pre- and post-perceptions without real names or any other personal data being collected.

All the responses were measured using a seven-point Likert scale and came from the specific literature on education. The first questionnaire included 13 questions about students' expectations on the learning outcomes derived from the discussant activity. An initial set of five items focused on subjective learning as measured by Orús *et al.* (2016). The next eight items captured subjective learning performance based on the official university report of the degree in business management and administration (business management and administration official syllabus report), the teaching guide of the course (teaching guide) and similar questionnaires used by European institutions. All these items were also measured on the second questionnaire, which focused on final perceptions of the discussant activity. The second questionnaire also measured interactivity through three items adapted from Blasco-Arcas *et al.* (2013) and final evaluation through five items based on Sagin (2008). The appendix includes the specific items used in both questionnaires.

In our study, subjective learning performance and cross-curricular learning performance were determined by subtracting the initial expectations (questionnaire 1) from the final perceptions (questionnaire 2). We used the disconfirmation of expectations paradigm to measure satisfaction and service quality (Cronin and Taylor, 1992; Hill, 1995; Parasuraman *et al.*, 1988). Hence, these factors can serve as success indicators by indicating whether students have learnt based on their initial expectations.

Context and participants

The data was collected from a sample of undergraduate students enrolled in a marketing research course in a major Spanish university. This course is taught in the second year of a

business management degree and the assessment consists of two parts, accounting for 60% (exam) and 40% (research project or additional questions in the exam) of the students' marks respectively. The first part is a mandatory written examination, whereas the second part consists of either additional questions in the final examination or the development of a real marketing research project undertaken in groups of between four and six students. Students are able to choose which of these options they prefer.

The students who choose to carry out a marketing research project must prepare four progress reports and a full final report. In total, they must deliver five assignments. These consist of the research proposal (assignment one), the employment of three marketing research techniques (assignments two to four) and the preparation of a comprehensive final report (assignment five). In addition, they have to make an oral presentation to the class and provide feedback about the research activities performed by other groups. This is when the discussant activity occurs.

The discussant activity requires students to adopt a double role as discussants (role of being reviewer) and discussed (role of being under review). In order to avoid potential problems of collusion or animosity, each group has to discuss, and be discussed by, a different group for each of the five assignments. As discussants, each group is required to elaborate on a set of critical and constructive comments on other group's assignments. This must be presented both in writing and orally. In class, the discussed group presents its own assignment, and the discussant group presents their main concerns. Then, a discussion starts between the discussant and the discussed, in which the rest of the students within the class are encouraged to participate. The reviews of the discussants may be helpful for the discussed group to improve subsequent assignments. In the end, groups can prove that they have taken into consideration the discussant comments by preparing a report of improvements to be delivered together with the final assignment.

In summary, the discussant activity aims to facilitate interaction between students and teaches them how to discuss and argue ideas among peers. Some students may follow their teacher's suggestions just because the teacher says so. However, the decision of whether to adopt a recommendation from a peer may reflect more critical and rational thinking.

Results

The proposed model was tested using partial least square (PLS) regression with SMART-PLS software. This method has been widely used in previous literature to test simultaneously different linear regressions between factors composed of several items (e.g., Fandos-Herrera *et al.*, 2017; Wu *et al.*, 2010).

First, the validity and reliability of the measurement instruments were tested (Ringle *et al.*, 2015). Table 1 and Table 2 summarize the main findings of the analysis, which indicate that the factors were appropriately measured as the composite reliability and Cronbach's alpha coefficients were higher than 0.7, whereas Average Variance Extracted (AVE) exceeded the threshold of 0.5 (Hair *et al.*, 2017). The AVE for any two constructs was also greater than their squared correlation, which confirms the discriminant validity of the scales (Fornell and Larcker, 1981). It should be noted that two items were deleted from their respective scales due to low factor loadings (Hair *et al.*, 2017).

Table 1. Construct Indicators

	Mean	Standard deviation	Composite reliability	AVE	Cronbach's alpha	R ² value
Interactivity of the activity	4.69	1.19	0.931	0.770	0.901	-
Evaluation of the activity	4.31	1.24	0.932	0.775	0.903	0.345
Cross-curricular learning performance	-0.73	1.19	0.922	0.598	0.904	0.223
Subjective learning performance	-0.42	1.39	0.931	0.770	0.901	0.248

Table 2. Results of the discriminant validity analysis

	Interactivity	Evaluation	Cross-curricular LP	Subjective LP
Interactivity	0.770			
Evaluation	0.345	0.775		
Cross-curricular learning performance	0.145	0.203	0.598	
Subjective learning performance	0.160	0.226	0.523	0.770

Note: Figures in the diagonal present the AVE values. Off-diagonal figures represent the constructs' squared correlations.

The second step of the PLS analysis involved testing the hypotheses. As shown in Table 3, all the structural parameters obtained statistical significance at either 90%, 95% or 99% confidence level. Therefore, there is no empirical evidence to reject any of the hypotheses. In addition, R² values were above the critical threshold of 10% (Falk and Miller, 1992). These results were ensured using a bootstrap test of 5,000 resamplings.

Table 3. Results of the structural model

Hypotheses	β (t)	t-value
H1: Interactivity – Evaluation	0.587	10.592***
H2: Interactivity – Cross-curricular learning performance	0.179	1.868*
H3: Interactivity – Subjective learning performance	0.183	2.000**
H4: Evaluation – Cross-curricular learning performance	0.345	3.288***
H5: Evaluation – Subjective learning performance	0.368	3.920***

Note: *** significant at $p < 0.01$, ** significant at $p < 0.05$, * significant at $p < 0.1$

As expected, the evaluation of the discussant activity is highly dependent on interactivity ($\beta = 0.59$, $p < 0.01$), which gives support to hypothesis 1. Thus, it is confirmed that the general assessment of the discussant activity is closely related to the degree of interaction perceived by the student. When it comes to the effects of interactivity on learning performance, the standardized coefficients are the same for cross-cultural and subjective measures ($\beta = 0.18$). It is significant in both cases, which lends support to hypotheses 2 and 3.

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3 According to our results, the effect of evaluation on learning performance is stronger than
4 the effect reported for interaction. As predicted in hypothesis 4, evaluation has a significant
5 effect on cross-cultural learning performance ($\beta=0.345$; $p<0.01$). Moreover, in line with
6 hypothesis 5, evaluation is strongly associated with subjective learning performance ($\beta=0.368$;
7 $p<0.01$). As in the case of interaction, the effect of evaluation is similar regardless of the type of
8 learning.
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10 11 **Conclusions and discussion**

12 Nowadays, the university system tries to standardize teaching in order to offer an overall
13 education adapted to a homogenous target, where areas, such as general teaching issues,
14 classroom activities, textbooks options, scoring regulations and ways of grading, are
15 predominantly standardized. This perspective minimizes individual differences in higher
16 education, while also providing a rigid structure to which students must adapt. However, several
17 studies have shown that students' ways and paces of learning are not always the same, leading
18 to different levels of interactivity and outcomes (Blasco-Arcas *et al.*, 2014; Bravo *et al.*, 2016;
19 Fandos-Herrera *et al.*, 2017).
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23 Hence, the main purpose of this study was to explore the effects that a collaborative learning
24 innovation task developed in the classroom, such as the discussant role activity, may have on
25 interactivity and how it affects students' perceptions of learning. More specifically, the paper
26 has examined how perceived interactivity in collaborative learning through the activity of the
27 discussant role has a positive impact on students' final evaluation, resulting in an enhancement
28 of cross-curricular and subjective learning performance. The perception of interactivity and
29 learning performance is decisive in the context of the discussant activity, since the more
30 interaction and learning the students experience, the better the expectations of the learning
31 activity will be reached, resulting in higher levels of cross-curricular and subjective learning
32 performance. In this sense, the proposed model shows that interactivity has a positive effect on
33 the evaluation of the discussant activity, and a positive direct and indirect impact on learning
34 performance. That is, the final evaluation turns into an improvement of cross-curricular and
35 subjective learning performance. *These results offer teachers ideas not only to improve
36 students' learning performance but to put on the table the importance of cross-curricular
37 competences which are sometimes disregarded. Frequently, students' long-term objective goes
38 further than passing a course and focuses on becoming a future competitive job candidate. An
39 activity such as the discussant targets this twofold objective.*
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44 Therefore, the empirical findings allow us to conclude that student competencies, such as
45 cross-curricular and subjective learning, can be enhanced through the debate generated by
46 interactive collaborative methodologies. Specifically, when students develop collaborative
47 learning and teamwork, perceived interactivity can enable key competencies for real-life
48 situations to be developed, since it facilitates interactions with the classmates and gives students
49 the opportunity to discuss their cognitive experience. Due to the discussant role activity being
50 focused on both discussing the strengths and weakness of the other student projects and having
51 their own project discussed in the classroom, the comments from students can be beneficial for
52 the entire classroom. Even if the comments have a negative direction or are more focused on
53 weaknesses, effective debate makes way for learning from mistakes. That is, failure is seen as
54 an improvement opportunity, resulting in an improvement also for the overall understanding of
55 the subject. *Students learn to get on well in real-life situations where is important to expose
56 critical thinking. In this way, the discussant activity trains students to get self-confidence in this
57 competence.*
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3 This research offers interesting insights from the academic and teaching perspective. First,
4 this study tries to go beyond the research teaching line to include the discussant role as a
5 learning tool in business studies in general, and in marketing in particular. Moreover, it has been
6 shown that the discussant role activity creates a higher interactivity expectancy among the
7 students and can complement traditional learning strategies. This finding has also been obtained
8 in previous studies (Fandos-Herrera *et al.*, 2019).
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11 Second, from the teaching perspective regarding the overall subject, this work demonstrates
12 the importance of giving support to the utilization of collaborative learning methodologies, such
13 as the discussant activity in the classroom. The teacher has to create a learning environment that
14 develops the relationship among students and with the teacher. The result of these activities will
15 be translated into a higher perception of interactivity that positively affects students' evaluation
16 and surpasses their expectations. Therefore, this study allows us to recommend implementing
17 this type of activity where possible in order to foster participation, debate and critical thinking.
18 These activities can also play a role in the proper encouragement of grading, motivation and
19 acquisition of competencies. Based on our empirical results, this study highlights the
20 importance of fostering students' interactions. Specifically, the findings suggest that teachers
21 should add subjective learning indicators to the evaluation criteria, due to their connection to
22 cross-curricular competences. These results also reveal the importance that the students value
23 the activity in a positive way, because it will generate the right mental and emotional state to
24 achieve the desired skills. It would be positive for teachers to assess the degree of satisfaction
25 and engagement of their students while working on projects that require a lot of time and effort,
26 by using tools such as questionnaires. In this vein, if teachers obtain at least one measurement
27 before finishing the activity, it would be possible for them to take corrective measures.
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32 Students' employability is becoming a priority in curriculum design (El Mansour and Dean,
33 2016). Specifically, in the development of teaching programs in economics and business studies,
34 students are strongly recommended to take subjects related to business communication and
35 critical thinking, as well as participate in activities that help in acquiring key competencies to
36 help them transition into their future working lives. Activities that contribute to students'
37 preparation for facing real-life business situations not only enhance students' communicative
38 and relational skills to meet the demand of the workplace (Brink and Costigan, 2015), but also
39 improve learning outcomes related to forthcoming working experience (Knight and Yorke,
40 2003). Thus, the model proposed helps teachers by recommending the discussant role activity as
41 a way of improving these competencies.
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44 This study shows that students can boost their skills for business life through collaborative
45 learning activities, such as critical thinking communication, teamwork business decisions and
46 debate interactions. Consequently, the main implication of this research lies in the fact that this
47 type of active collaborative activity fosters students' competencies while boosting their
48 performance. The acquisition of real-life business competencies is key to students' effective
49 integration in the job market.
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52 Nowadays many students apply for jobs in international and multicultural companies, so the
53 competencies in communication are of great importance. Therefore, future lines of research
54 should explore the effects of the discussant role activity when teaming up in a multicultural
55 environment, as well as when interacting with other cultures. As a follow up study of this
56 present research (part of an innovation teaching project), the authors are internationalizing the
57 discussant role activity so it can be used with other European universities. In this way, the
58 international environment could be recreated. This will allow analysis of whether the European
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Economic Space offers a similar educational context or if there are differences regarding the curriculum, learning experience or student level with the implementation of the discussant role activity in different situations and locations.

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Appendix: Composition of the scales

INTERACTIVITY (Blasco-Arcas <i>et al.</i> , 2013)
<i>I expect/think that carrying out the discussant activity...</i>
(1) ...facilitates/facilitated interaction with my peers (classmates)
(2) ...gives/gave me the opportunity to discuss with my peers (classmates)
(3) ...facilitates/facilitated dialogue with my peers (classmates)
EVALUATION (Simsek, 2008)
<i>I expect/think that carrying out the discussant activity...</i>
(1) ...makes/made me enjoy more debates
(2) ...makes/made class participation easier
(3) ...helps/helped me to learn the contents of the course
(4) ...has/had a negative influence on my relationship with my classmates (reverse item)*
(5) ...helps/helped me achieve abilities, such as communications skills, which are very useful for my future career
SUBJECTIVE LEARNING PERFORMANCE (Orús <i>et al.</i> , 2016)

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3	
4	<i>I expect/think that carrying out the discussant activity...</i>
5	(1) ...improves/improved my comprehension of the theoretical concepts of the course
6	(2) ...improves/improved my learning of the course
7	(3) ...improves/improved my knowledge of marketing
8	(4) ...improves/improved my knowledge of marketing techniques, strategies and decisions followed by real
9	companies
10	(5) ...has/had a positive impact on my final grade of the course
11	
12	
13	
14	CROSS CURRICULAR LEARNING PERFORMANCE (Official university report of the degree in Business
15	Management and Administration, goo.gl/fS2f0K ; Teaching guide of the course goo.gl/VB5h1N)
16	
17	<i>I expect/think that carrying out the discussant activity...</i>
18	(1) ...helps/helped me to improve my ability to work in group
19	(2) ...helps/helped me to expand my capacity to communicate, both orally and in writing, knowledge, ideas and
20	outcomes of the activities and projects carried out
21	(3) ...improves/improved my capacity to issue reports about specific market situations, industries, organizations,
22	companies and their functional areas
23	(4) ...improves/improved my capacity to comprehend and apply professional criteria with scientific rigour to the
24	solving of economic, business and organizational issues
25	(5) ...improves/improved my capacity to know the operations of all the functional areas of any company and
26	have the skills to perform any task within these areas
27	(6) ...improves/improved my ability to analyse and search for information from diverse sources
28	(7) ...improves/improved my problem-solving capability
29	(8) ...improves/improved my ability to analyse and synthesize
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Note: All the variables were built as the difference between final perceptions and expectations measured on seven-point Likert scales. *This item was deleted in the analysis process due to a low factor loading.