

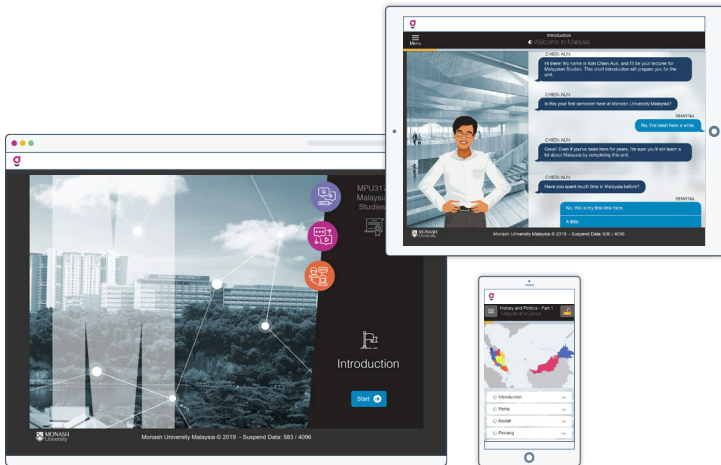
Success Story



MONASH
University

MALAYSIA

Malaysian Studies



Higher Education



Experiential Learning



Gamification



Badges



Personalised Responses



Blended Learning

Background:

Located in Kuala Lumpur, Monash University Malaysia is a branch of the recognised Australian University based in Melbourne. Offering a culturally rich and distinctly international environment, the cohort at Monash comprises over 8,000 students hailing from more than 70 countries around the globe.

The diversity of the Monash University cohort is largely defined by their expansive international student base. As such, Monash has developed courses dedicated to **providing both domestic and foreign learners with insight into the salient features that constitute modern Malaysian society** in order to **aid their understanding of the national culture and enhance their learning experience as a whole.**

In developing this unit, Monash University Malaysia acquired Guroo Producer's™ services to create **a blended program** that met the Malaysian Governments aspirations to provide students with a more **culturally immersive and experiential learning journey.**

*"Guroo Producer™ has **transformed our teaching** of Malaysian Studies by cleverly capturing the energy and diversity of Malaysian society itself. The new course structure **generates engagement** through a more **experiential approach** that guides students on a **journey of discovery**, rather than overwhelming them with content. "*

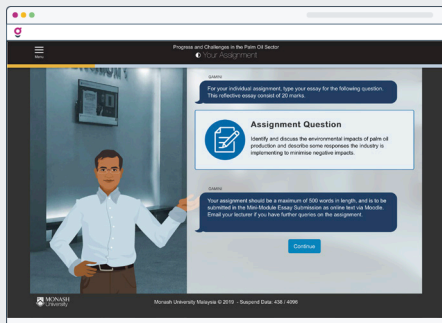
Andrew Walker

President and Pro-Vice
Chancellor Monash
University Malaysia

guroo™
PRODUCER

The Problem:

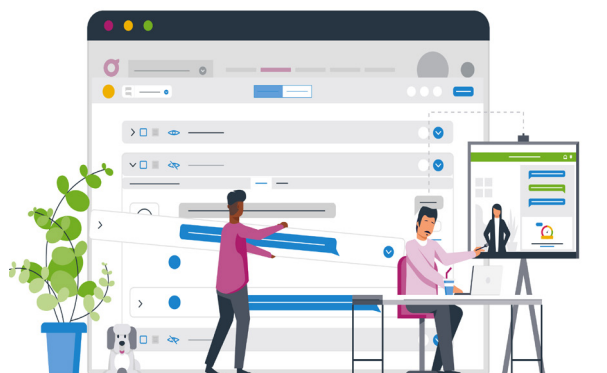
In alignment with the General Studies requirements of the Malaysian Government, Monash Malaysia developed a program to provide students with an introduction to many aspects of Malaysian history, society, culture and politics. While enrolment in the subject was mandatory, **existing course loads and the relevance to learners main area of study resulted in low student engagement.**



Solution

With student interest in mind, Guroo Producer™ created an **immersive blended learning program** including both classroom-based and eLearning elements alongside **gamification to produce a captivating course structure** that stimulated student engagement.

The unique value proposition espoused by the program was based on the inclusion of **experiential learning** in the form of a game-like system that **allowed students to acquire experience points by actively participating in Malaysian culture.**



Goals and Objectives:



Course Outcomes

- Give first-year students a fun and engaging introduction to Malaysia.
- Grant students historical, political, social and cultural context
- Leverage experiential learning to create an immersive learner journey



Learner Personas

- International students studying at Monash Malaysia
- International students are likely new to the culture and language
- First year Bachelor Studies



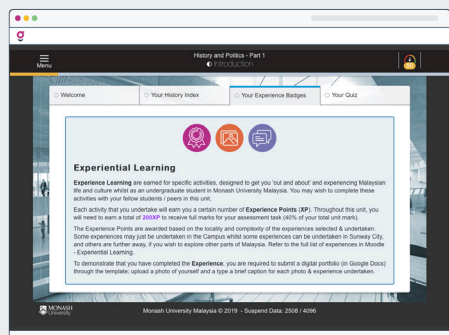
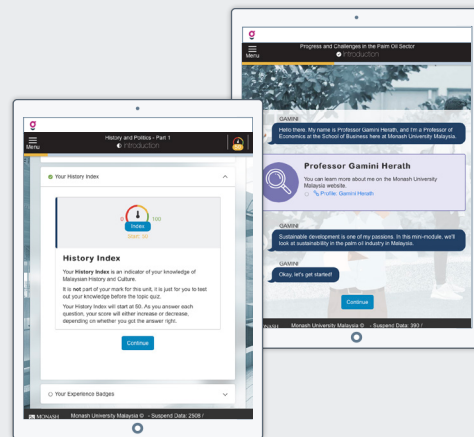
Program Requirements

- 12 weeks in length, able to be condensed to 8 weeks for summer session
- Blended learning approach with experiential activities to allow students to truly experience Malaysian culture
- Must meet Mata Pelajaran Pengajian Umum (MPU) requirements as outlined by the Ministry of Education
- Content must be consistent with Government expectations
- Include links between Malaysian studies learning and the subject area different students are studying



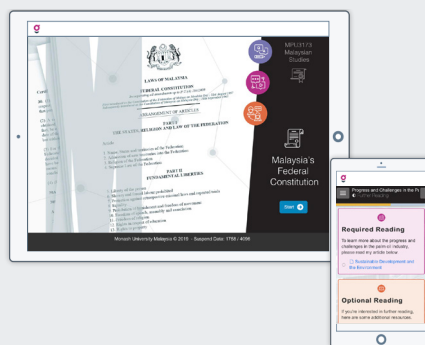
The Learning Journey:

The complete learning journey comprised **four core elements; face-to-face facilitations, digital eLearning modules, assessments** in the form of written assignments, **and the experiential learning component**. While the classroom and online learning reflected elements of a classical blended program, **the experience based assessment diversified the program from more traditional courses** and prompted student engagement with the topics covered.



Integrating **personalised questions to determine students previous interactions and experiences** with Malaysian society, the experiential learning element **demand that students explore the local cultural and historical sites** that Kuala Lumpur and surrounding areas have to offer, thus granting **greater context regarding the content covered** while contributing to course outcomes.

Experience points were rewarded for each interaction while the number of points awarded varied depending on how far students ventured. **Badges were also distributed throughout the course to track progress and acknowledge students for their engagement**. A total of **500 experience points** were required in order to **obtain the full 20% weight** and photos and comments needed to be uploaded to the LMS as proof.

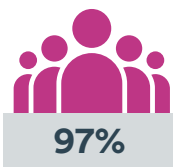


Results:

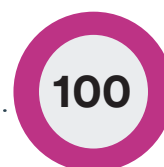
Having received **vastly positive feedback from participating students and faculty** alike, 'Malaysian Studies' has become a core part of the learning curriculum. The originality of the **gamified experiential learning element has been received with optimism** from participants who believe it to have **transformed not only their course interaction but collective university experience**. Additionally, by opting to create a blended program, rather than implementing a purely digital or classroom-based solution, students felt better prepared for their studies.



The majority of students ranked the digital learning as **better than or equal to** traditional **lecture slides**



97% of learners acknowledged that the digital component **prepared them for face-to-face** activities

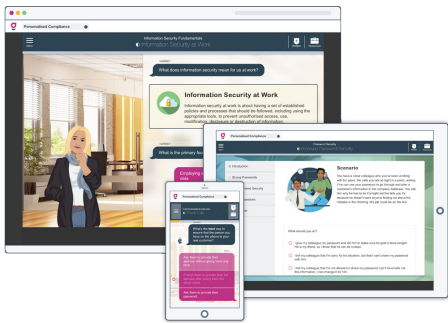
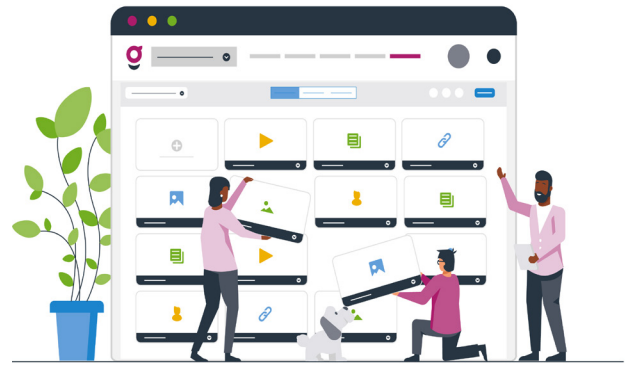


100% of students believed that the **digital component improved their confidence** to complete tasks





At Guroo Producer™ we are dedicated to placing **immersive, personalised** and **adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios, simulations, video productions and games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

www.gurooproducer.com

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