

Team-based learning (TBL) using in Marketing in Medical Technology Services

Kingkan Bunluepuech
School of Medicine Walailak University

Overview

Team-based learning TM (TBL) is an active learning and small group instructional strategy that provides students with opportunities to apply conceptual knowledge through a sequence of activities that includes individual work, teamwork and immediate feedback (PARMELEE et al., 2012). Marketing in Medical Technology Services is a course for Medical Technology student in Walailak University.

Outcome

42 students got average score of presentation 13.6 /15 and average score of report 12.8/14.

Evaluation of Student Satisfaction of course

42 students evaluated course average Score 4.4/5.0.

Student comments

Easy to understand / learn to practice for business plan/ Over all of course is good.

Aims and Objectives

Students know, understand and develop business plan for Medical Technology Services

Activity

As this project had a multidisciplinary approach, the evaluation based on group of fourth year courses. Marketing in Medical Technology Services is a subject for the fourth year course in the bachelor's degree in Medical Technology program

Step 1-Lecture concepts in marketing and assessment with quiz by socrative application

Step 2-Assignment, student study materials such as video/work sheets.

Step 3-Assessment with individual student had to take a set (10–20) of multiple-choice questions (MCQs) that focus on the concepts with socrative and monitor with Zoom applications.

Step 4 -Team developing business plan/ Students formed groups consisting of 4-5 person / The head of the group was to be a business owner.

Step 5 -Brainstorm and students were given clarification from the instructor on the concepts. Then, students should feel confident that they adequately prepared to submit a business plan reports.

Step 6 -Presentation business plan, which would be evaluated both presentations and reports by assessor with rubric score.

Impact

- Improve communication skill
- Better understanding of the theory
- Improve teamwork skill
- Improve leader skill
- A small group of student int the experiment supported the lecture-based learning

Future development project

To improve teaching and learning techniques in the subject covering all learner

Reference

Parmelee D, Michaelsen LK, Cook S, Hudes PD. Team-based learning: a practical guide: AMEE guide no. 65. Medical teacher. 2012 May 1;34(5):e275-87.

