Cass Business School
CITY UNIVERSITY LONDON

# Incorporating innovative personalisation into a range of business school courses

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# Personalisation Planning Palette

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|---|---|
| **Un-customised** | |
| **Design of teaching approach** | **Standard learning journey** |

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| **Specialised** | | |
| **Stylistic** | | |
| **Outward adaptation** | | |
| **Un-customised** | | |
| **Design of teaching approach** | **Standard learning journey** | **Personalised learning journey** |

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|---|---|---|
| **Specialised** | Personalised navigation: facilitation for students to find the supporting resources that suit them best | Extreme personalisation: individual or tiny group study of self-defined areas of interest |
| **Stylistic** | Choice of interactive, text, or visual approaches to learning basic economics concepts | Diverse choice of dissertation research approaches within an inter-disciplinary masters |
| **Outward adaptation** | Tailoring students' presence on a virtual learning environment with photos etc | Choice of a pathway of modules or subjects to follow |
| **Un-customised** | Baseline: conventional teaching and learning to a whole cohort | Small group teaching of specialised elective material |
| **Design of teaching approach** | **Standard learning journey** | **Personalised learning journey** |