

## The Flipped Classroom Used in Business Curricula

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**Abstract :** This case study used the principles of the flipped classroom (FC) in courses dealing with the use of the Information and Communication Technology (ICT) in three business curricula. The FC was used because our first goal is to devote more time to practice the theoretical concepts, so, before the class session, students had to watch videos introducing the concept they will learn. The videos weren't designed for our course, they are on Youtube and correspond to real cases of the ICT use in companies. This choice was also made in order to meet our second goal; it was to motivate students by showing them that the aspects covered by the course are very useful in the business. This case study reinforced the positive reputation of the FC as it was globally appreciated by our students. Beside, we managed to achieve our objectives relating to the motivation and application of concepts studied.

**Keywords :** flipped classroom, business, ICT, video, learning

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