MSU Trend

Total Section Growth

- Fall 2009: 18
- Spring 2010: 47
- Fall 2010: 37
- Spring 2011 projected: 74
- Fall 2011 projected: 44

Growth:
- 105% ↑
- 57% ↑
- 19% ↑
Session Presenters

Dr. John Kent, Marketing Professor

Dr. Eric Nelson, History Associate Professor

Nancy Gordon, Instructional Designer
Blended Really Works

- Implemented as Graduate and Undergraduate
- 1 in-class meeting per week
  - Lecture, Activities, Student Presentations and Major Exams
- 1 hour or more online material per week
  - E-book
  - Bb Quizzes, Discussion Board, Readings and Grades
- Student feedback was positive
  - Adjusted fall 2010 implementation accordingly
E-Book

• Supply chain operations with 14 episodes
  • 3 Global episodes
  • 1 Sustainability episode
• Purchased by student from Auburn University
  • $69.95
• Recorded content, industry videos, readings
• Online and in-class PowerPoint presentations
• Exam questions
  • http://www.operationsscmn.org/demo/
Discussion Board

- E-book and Bb supplemental readings
- Set-up discussion board forum on Bb
- Students post comments prior to in class meeting
- Discussion board posts are part of grade
- When students miss in-class meeting they can still participate
- Can be used for online, blended, and traditional classes
Assessment

- Extensive use of Respondus®
- All episodes included 10 points Bb online quiz
- Helps ensure discipline for viewing online material
- A few exam questions from quizzes
Innovation Creates Value

- Potential faculty efficiency
  - Up to 6 classes per faculty per semester
  - Overload pay 1.45x vs. 2x for two faculty
- Potential new revenue stream
  - $50 per student e-book supplemental fee
  - Market could include other universities
- Leading edge pedagogical delivery
  - Best of two teaching methods
  - Integrated online plot with clear PA message
  - Utilize existing classroom infrastructure w/ reduced demand
  - Assessment built in
2nd and 3rd Courses

- Currently working with FCTL on “Introduction to Logistics” e-book
  - Recording with Green Background
  - Integrate Graphics and Industry Video
  - Planed Implementation F11
- Finishing up Curricular Innovation Grant for MKT350 Principles of Marketing
  - Collaboration among 7 Marketing Faculty
  - COBA Core Course
- The Train Has Left the Station
Course Examples
History
Next Generation Course Redesign™

• Target higher level learning outcomes
• Deep vs. surface learning
• Student engagement
• Learn in challenging and diverse environment
• Develop positive attitude toward subject

Next Generation Course Redesign Workshop
February 24 & 25 – PSU Ballroom
Blended Learning Strategies

Lecture is best used to:
- Create interest and motivation
- Clarify and expand
- Model the acquisition of knowledge
- Scaffold learning for the most difficulty concepts

Online is best used to:
- Acquire lower level learning
- Provide low-stakes assessment
- Provide interactive experiences
- Chunk content & guide learning
Blended Learning Strategies

Experiential learning (i.e. small group) is best used to:

- Introduce an emotional component
- Analyze, evaluate, synthesize information
- Present and defend newly acquired hypotheses
- Provide collaboration and activities that encourage critical thinking
Blended Design & Higher Order Thinking

Online
- Papers
- Discussion
- Group Projects

In-class Presentations
- Projects
- Peer Review
- Conference-style Discussion

In-class Group
- Case Studies
- Debates
- Worksheets

In-class Activities
- Clickers
- Writing Prompts
- Exams

Pre-class Quizzes
Ensure students read prior to face-to-face time

Class Guides
- Learning Goals
- Readings
- PPT Slides

Knowledge

Application

Analysis

Synthesis

Evaluation
Q & A