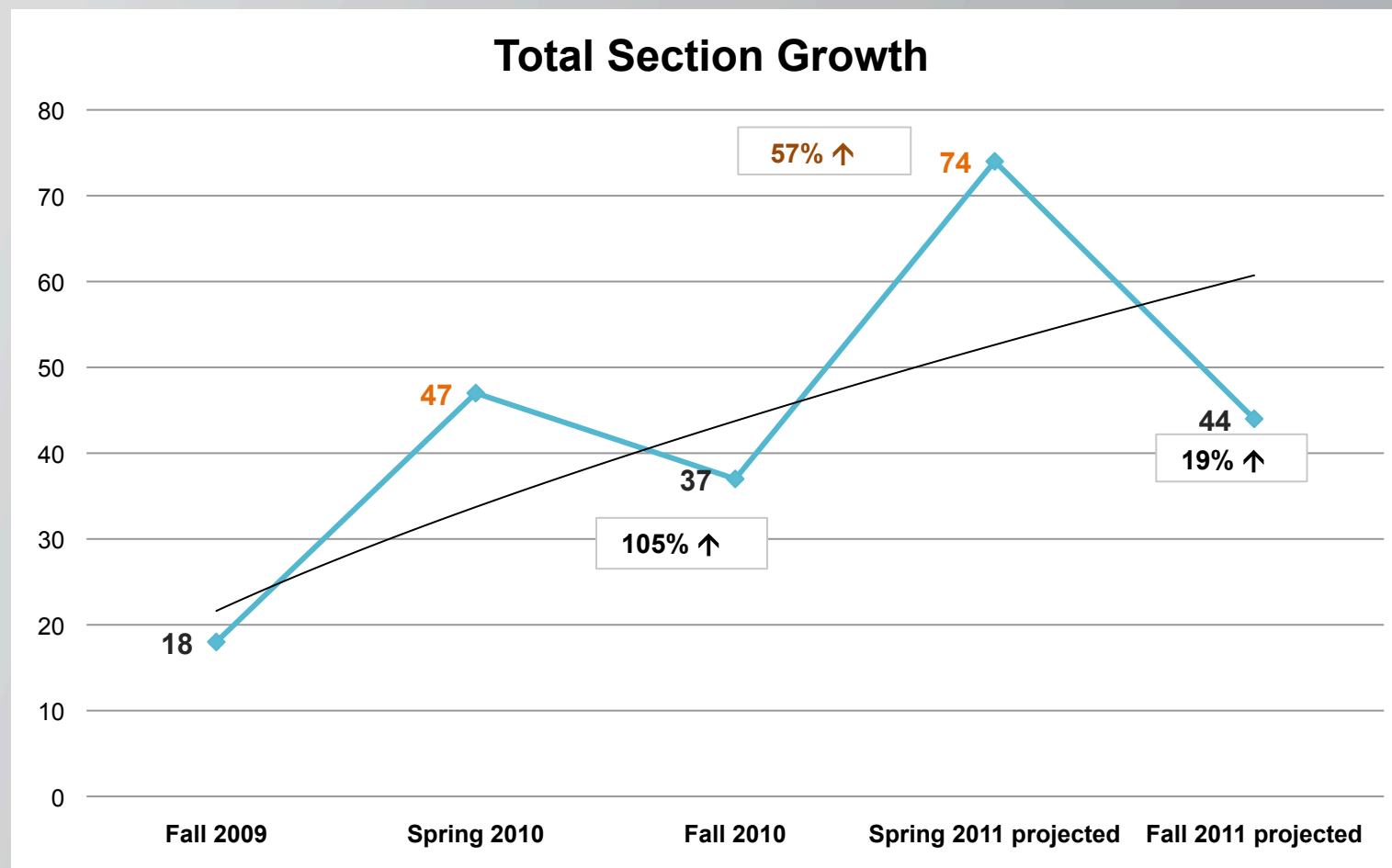


MSU Trend



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
 - Planned 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 difficult concepts

Online is best used to:

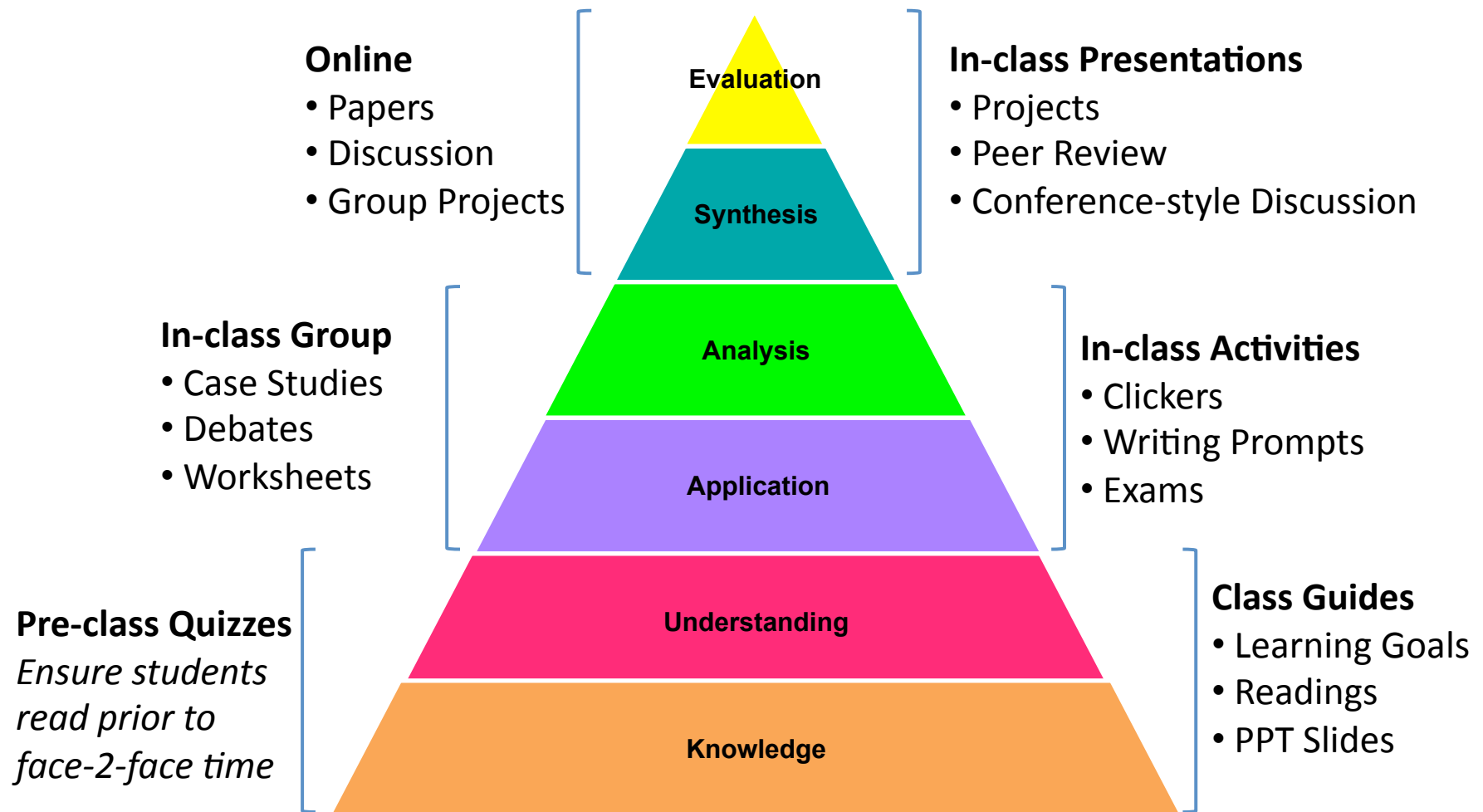
- Acquire lower level learning
- Provide low-stakes assessment
- Provide interactive experiences
- Chunk content & guide learning

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



Q & A