

Closing report for Curriculum Development Grant, "Developing an Online Introduction to Business Administration Course." by Mark Fox, School of Business & Economics

The grant was given to explore how to implement an online version of W100 Business Administration: Introduction.

I gathered a wide range of materials to help me in developing the course, including: syllabi from others who teach online versions of comparable courses, literature relating to developing online learning experiences, discussions with teachers of online courses.

Key outcomes of the grant include:

1. The development of lecture materials that rely upon existing web-materials (existing web-site resources and articles from journal and business magazines), hence negating the need for a text. The materials provided will also allow for students who want to go beyond the introductory level of the course to gain access to further resources.
2. The development of an assessment plan for the course in question. This will involve students taking three exams in person during the semester and more problem-based/conceptual exercises than is the case for the traditional classroom course.
3. The development of virtual exercises which have students interact and debate key aspects of business, e.g., what role does business have in society, are CEOs paid too much.
4. A decision being made regarding the platform that the course will be offered on. Oncourse was chosen given student familiarity with this software.
5. I am hoping to take this course live sometime in 2006.
6. I am also planning to write an article on the process of developing this course for an online education journal. I'll provide a copy of this when the paper is finished.

Thanks
Mark