UA Initiative for the Development of Online Programs

PI names or names: Pam Perry, Associate Dean, Faculty Coordinators: Vic Piscitello; Kim Nelson; Alexandre Sugiyama. Instructional Consultant: Connie Hackathorn

Program Title: Eller College Business Administration Minor (Upper Division)

Project Description
The Business Administration minor serves over 1700 students and is the largest UA minor. The curriculum consists of three lower division courses (MIS 111, Econ 200 and Acct 200) and three upper division courses (BNAD 301, BNAD 302 and BNAD 303). Many of the minor students start their UA career in pre-business, complete their lower division requirements and change majors prior to the rigorous professional admissions process. We propose to offer the three upper division minor courses on-line to provide modality options for students, assist with time to graduation, and attract new students to the minor. We are committed to strong assessment of learning outcomes.

Goals
We plan to launch the three upper division minor courses (BNAD 301, 302, 303) as pilot on-line courses (BNAD 302, 303 in SS2 2011 and BNAD 301 in winter 2012). The courses are limited to 20 students and the summer classes are already full! We will be carefully studying the learning outcomes, assess the appropriate course management ratio of students to instructor and slowly grow the offering of the courses as appropriate.
BNAD 301: Global and Financial Economics and Strategies
BNAD 302: Human Side of Organizations
BNAD 303: Marketing Principles, Concepts and Tools

What was accomplished?
Two courses are enrolled and being readied for SS2. Text books were selected from McGraw Hill because of the direct link between Connect and Blackboard making access to the on-line videos, instructions, and course content simple and straightforward for the learners. BNAD 301 requires more custom design because a text book does not currently exist. The faculty member designing this course will prepare over the summer for launch winter 2012.

Assessment
Assessment will be an integral aspect of the course in the format of Quality Matters. Timed quizzes, imbedded questions, outside evaluation of papers and exams will form the basis of our direct evaluation of learning outcomes. The indirect evaluation will include a satisfaction survey with attention to the quality of the course and the experience with on-line learning. Our outcomes will inform us of ways to continuously improve the student experience with the courses and the effectiveness of the learning outcomes. We will also be comparing the student experience and outcomes of the on-line courses to the same measures used in the more traditional large lecture.

Future Plans
After these courses launch we will evaluate the student learning outcomes. We will also evaluate the time devoted to developing and teaching the courses. We will then measure the cost/benefit of the delivery modality in attracting additional learners to our program. If we are simply diverting existing learners to a more expensive modality there may be a limited future in on-line courses for our program, unless a pricing model is developed to off-set the cost of the course. If we can use these courses to attract place bound learners (new customers) we will continue to grow our offerings.

May 2011