

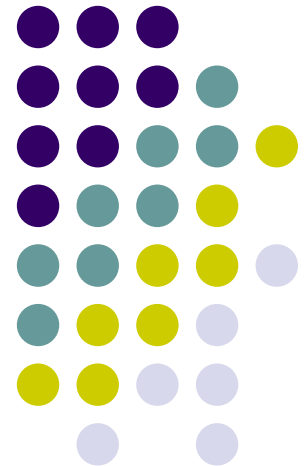
# Teaching and Learning Excellence: Technology and the Business School

Veronica Diaz, PhD

Manager of Eller Learning Technologies Center,  
Eller College of Management, UA

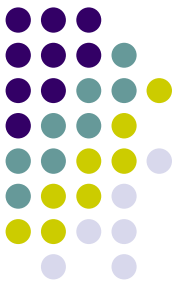
Paul Wieser, Director of Office of Learning Excellence,  
Carlson School of Management, UMN

Gita Govahi, Director of Experiential Learning Center,  
Marshall School of Business, USC





# Learning Technologies and the Business School Mission



## Competitive

- Strive to make our undergraduates more marketable by providing them with a competitive advantage over other students

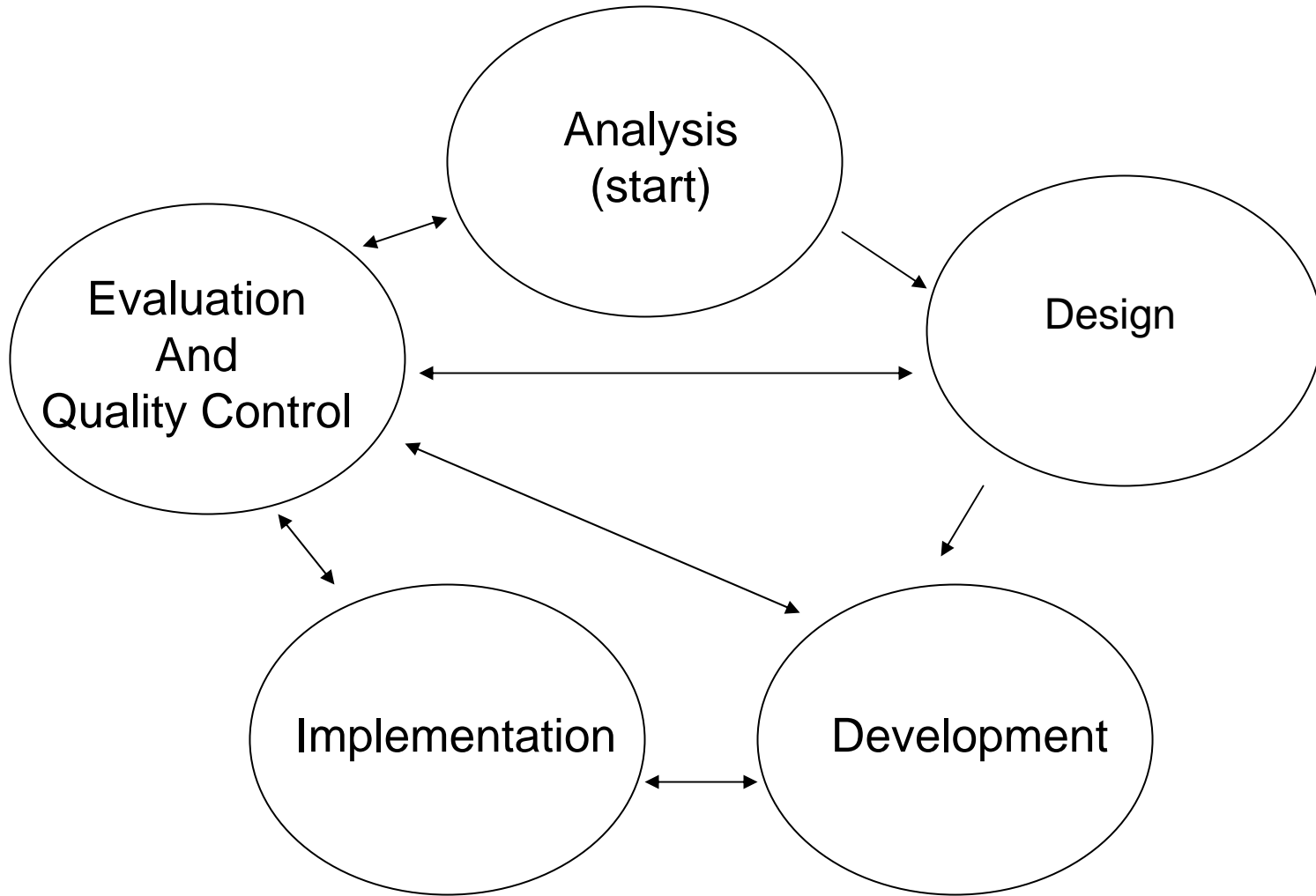
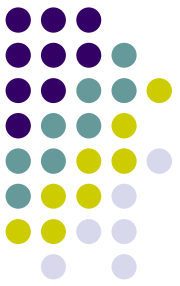
## Innovative

- Employ innovative methods in our teaching/learning approach
- Challenge the status quo and continually search for new opportunities

## Strategic Instruction

- Use highly “learner-centric” approaches in teaching/learning
- Evaluate outcomes and curriculum on a regular basis
- Create new learning opportunities that don’t otherwise exist
- Bridge the gap between theory and practice

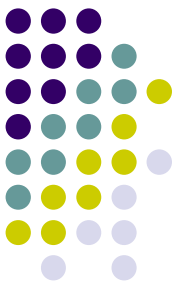
# Instructional Systems Design





# Eller Learning Technologies

<http://ltc.eller.arizona.edu/>

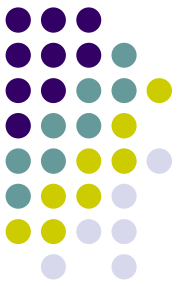


## Mission (formed in 2004)

- Serve faculty and students
- Program development
  - Technology literacy assessment (students/faculty)
  - ePortfolios
  - Faculty innovation teaching and learning grants
  - Blended learning initiatives
  - Eller Protégés
  - High tech classroom/multimedia development
  - Learning technologies strategic planning
    - Learning Technology Committee

# Eller Learning Technologies

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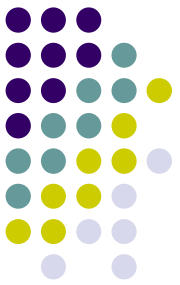


- Introduction to Business Problem Solving and Analysis (Excel Certification)
  - Blended learning course
  - Skill building and technology literacy
  - 04-05: 1600 students
  - 05-06: 2500 students
  - 85/96% pass rate



# Eller Learning Technologies

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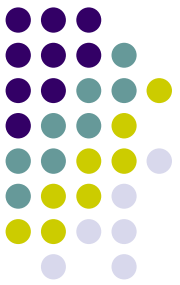


## Core Curriculum Integration Project

- Create a collaborative first semester core faculty community
- Revise single course semester project
- Redesign overlapping, redundant curriculum
- Assess content and instruction quality in the undergraduate business core
- Identify instructional support needs (TAs, technology)
- Address minimal student interaction in large classrooms
- Implement problem-based and active learning

# Eller Learning Technologies

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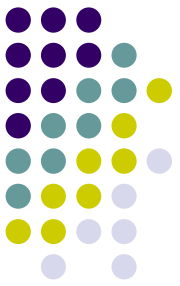


## Current and Future Projects

- Innovation Grants and Awards
- Laptop initiative
- Education Innovation Sabbatical
- Learning technologies business cases seminar
- Eller Protégés
- Summer Learning Technology/Teaching Laptop Academy

# Carlson School of Management

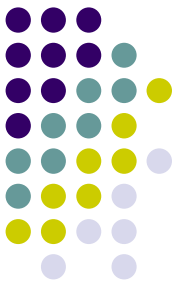
<http://www.csom.umn.edu/ole>



- Mission:  
“To establish learning excellence as a hallmark of the Carlson School of Management.”
- History
  - Discussions began in 2001
  - Instructional Technology Learning Excellence
  - Office Established in 2003
- Staff
  - Director
  - Instructional Designer
  - Technology Integration Manager
  - Graduate Assistants (2, adding another 2)

# Carlson School of Management

## Major Initiatives



- Instructional Support Services
- Establish a “Managed Learning Architecture”
- Learning Management System

# Carlson School of Management

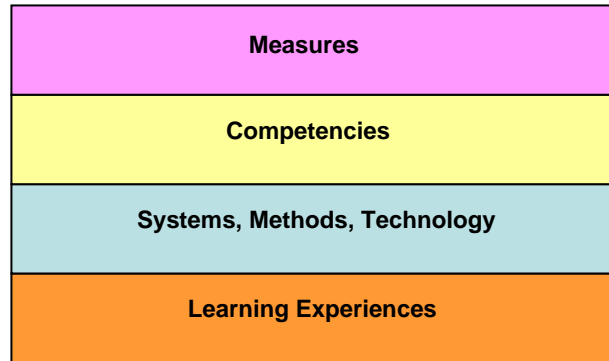
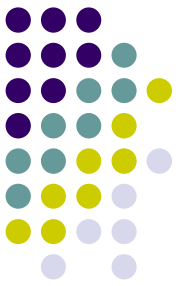
## Instructional Support Services



- Media Production
  - Video/audio digitization and compilation
  - Visiting Speakers
  - Undergraduate yearbook
- Instructional Design Consultation
  - Individual Faculty
  - Faculty Groups: Entrepreneurship
- Learning Community
  - Workshops and Brown Bags
- Technology Integration
  - Vista
  - Breeze

# Carlson School of Management

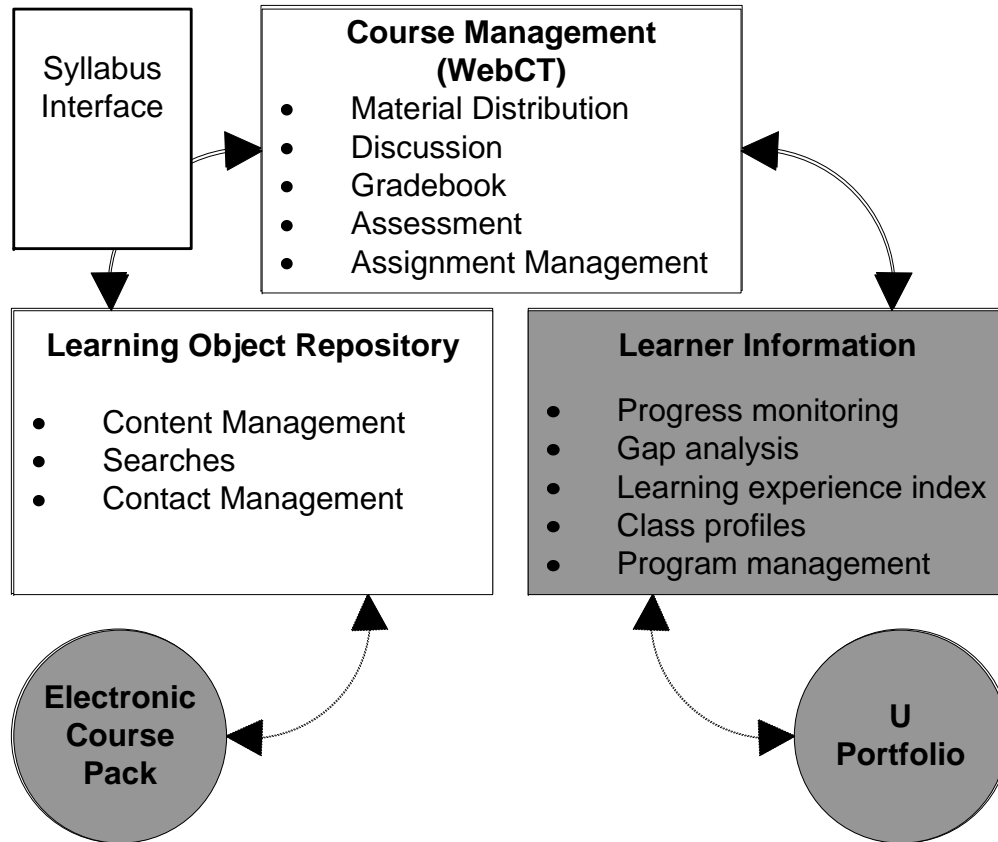
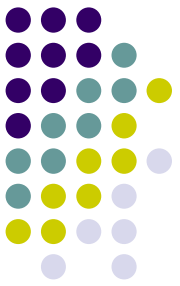
## “Managed Learning Architecture”



Goal: A common understanding and aligned efforts focused on continuous improvement

- Competency Models
  - Over-arching, synthesis competencies
  - Measurable
- Measurement
  - Direct evidence
  - Parallel rating

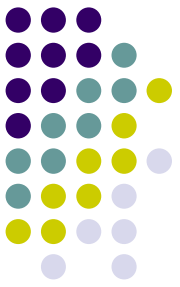
# Carlson School of Management Learning Management System



- Managing learning, not just a course's materials and activities
- Central point of contact for all questions related to learning
- Providing support for our “managed learning architecture”

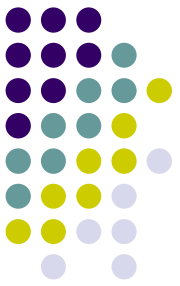
# Marshall School of Business

[http://www.marshall.usc.edu/web/ELC.cfm?doc\\_id=940](http://www.marshall.usc.edu/web/ELC.cfm?doc_id=940)



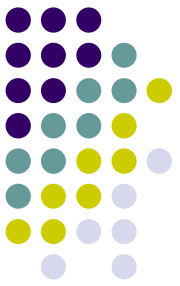
- Experiential Learning Center
- Capture room
- Electronic class rooms
- E-learning
- Computer class rooms and training
- Computer labs and the digital library

# Marshall School of Business Experiential Learning Center



- Mission
- History
- Roles
- Method
- Use of technology
- Strengths
- Future Plans

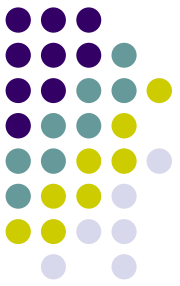
# Marshall School of Business Experiential Learning Center



## ELC Mission

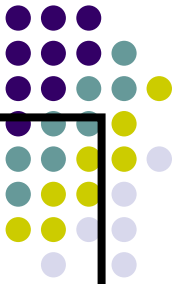
“To provide students with experiential learning opportunities that augment and enhance the traditional teaching methods and help them develop effective “leadership”, “decision-making” and “critical thinking” skills

# Marshall School of Business Experiential Learning Center



## Roles

- **Faculty**
  - Provide input, actively observe
  - Integrate learning outcomes
- **Trainer**
  - Researches and designs experiential materials
  - Conducts experiential activities and Debriefs them
- **Technician**
  - Videotapes activities
  - Provides video clips for the debrief

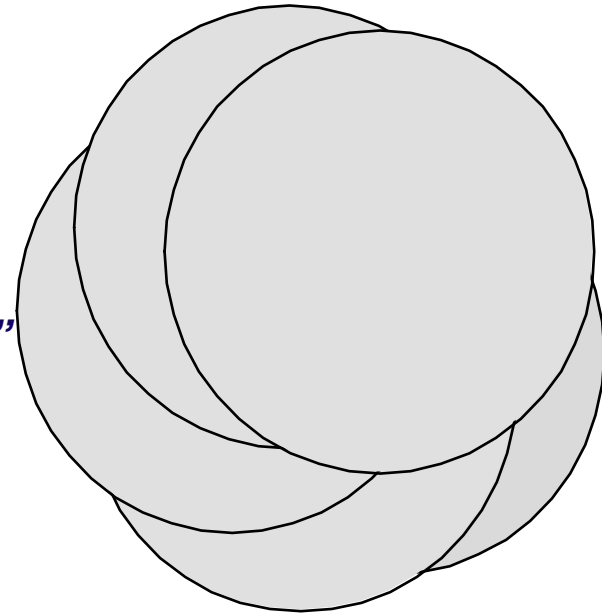


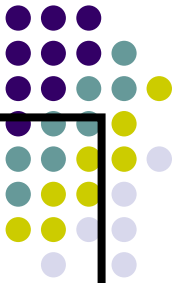
## *Experiential Learning Cycle*

*“I hear and I forget,*

*I see and I remember,*

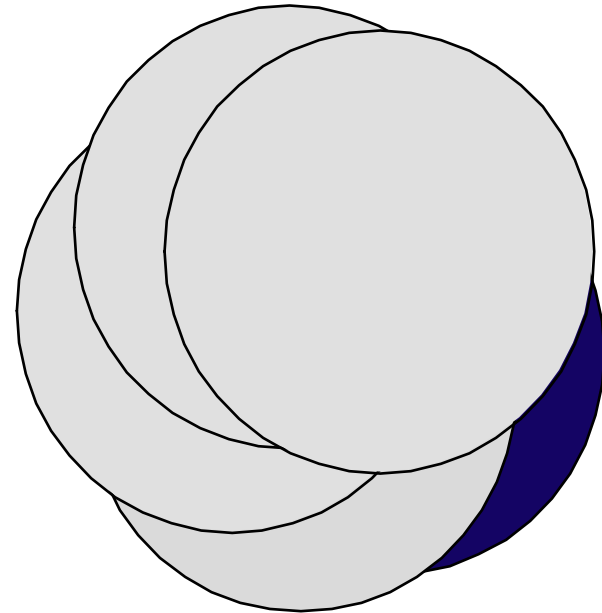
*I do and I understand”*

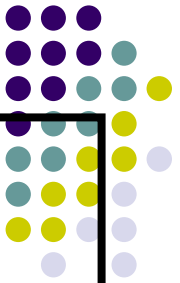




## *Experiential Learning Cycle*

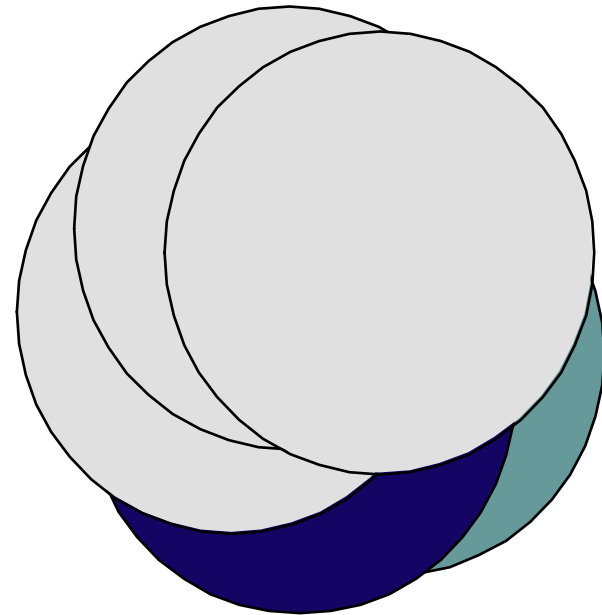
# •Experience

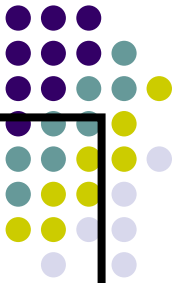




## *Experiential Learning Cycle*

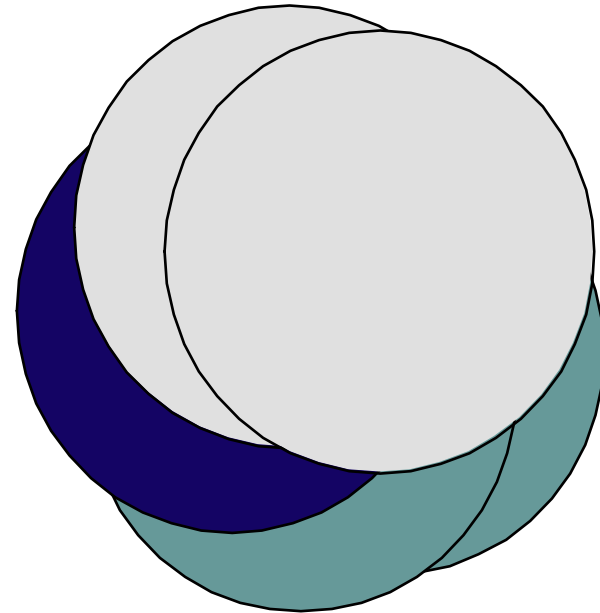
- Experience
- Publish

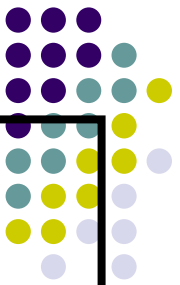




## *Experiential Learning Cycle*

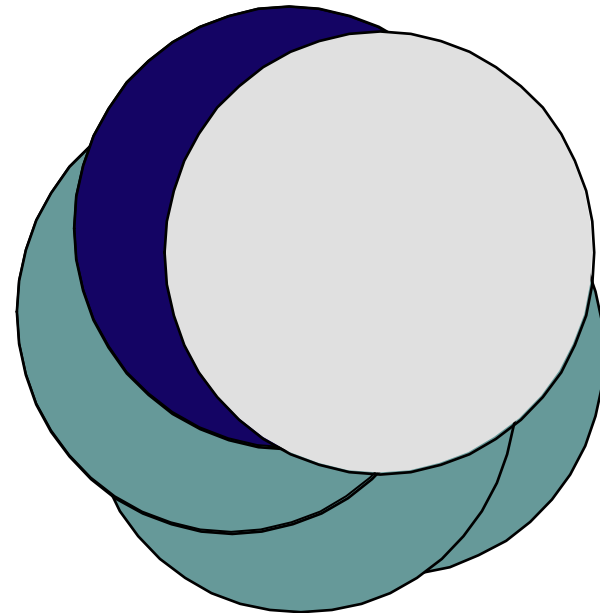
- Experience
- Publish
- **Process**

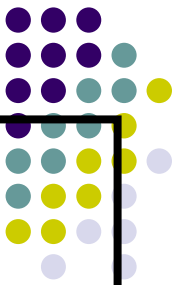




## *Experiential Learning Cycle*

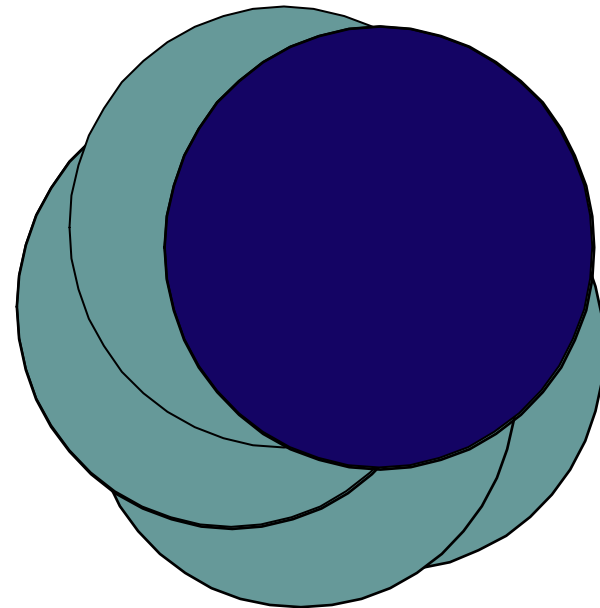
- Experience
- Publish
- Process
- **Generalize**



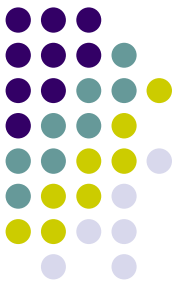


## *Experiential Learning Cycle*

- Experience
- Publish
- Process
- Generalize
- **Apply**



# Marshall School of Business Experiential Learning Center



## Physical Layout

- Multiple Centers
- Room division
- One-way observation

## Special features

- Connectivity and the “self-serve” system
- Effective use of technology

# Marshall School of Business Experiential Learning Center



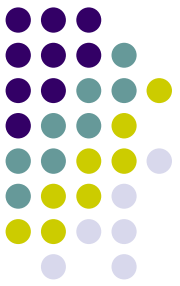
# Marshall School of Business Experiential Learning Center



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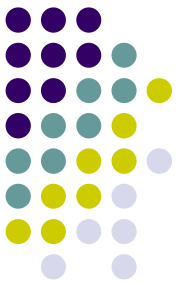
# Marshall School of Business Experiential Learning Center



## ELC Strengths

- Commitment to the learner-centric approach to teaching and learning
- Proper integration of technology into the teaching/learning process
- Strong support from faculty and positive feedback from students in supporting the teaching mission of Marshall
- Opportunities for many types of research
- Efficient use of limited resources
- Ease of use

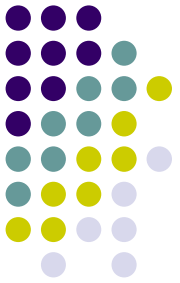
# Marshall School of Business Experiential Learning Center



## Future Plans

- Curriculum
  - Increase skill building and “hands-on” training
  - Focus on integration and interdisciplinary methods
- Technology
  - Digital recording, web casting
  - Standardization, integration
- New partnerships
  - Corporate Programs
  - Career Services
  - Development initiatives

# Contact Us



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