Overview of School of Business Learning Processes

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School of Business

- Over 13,000 annual registrations in undergraduate business courses during 2001
- Over 10% per year compounded growth over last five years
- About 20 full-time and 10 part-time faculty, 20 professional/technical/administrative staff, 40 part-time academic experts and markers
Study Options

• Individualized study using print-based material, but evolving to

• Individualized study in a Web-based environment
  • Electronic learning material and paper-based textbooks
  • Online library services, assignments, exams
  • Video streaming
  • Simulations
Study Options – con’t

- eClass® study in a Web-based environment
  - 15 week, paced online courses
  - September and January start dates
  - Instructor-guided, mostly online instructional material
  - More interactive components, like group-based activities and assignments, and discussion groups.
Learning System Evolution

Traditional Tutor Model

- Direct access to tutor
  - via telephone and e-mail
- High Cost
  - Tutors handle administrative calls
- Limited access times
  - up to 6 hours per week
- No tracking of student service
Learning System Evolution Con’t

Call Centre Model

- Low Cost
  - Student support costs reduced by $70,000 annually
- Increased access times to students
  - 60 hours of telephone/e-mail assistance per week
- Indirect access to academic experts
SB Learning Environment

FAQs ➔ Students ➔ Exams

Student Queries ➔ Facilitators ➔ Assigns.

Academic Experts ➔ Professors ➔ Production ➔ Support Services ➔ Markers
SB Learning Environment (Cont.)

• Student query tracking system
  • selective view of unresolved queries
  • all queries tracked
  • history of individual student queries
  • central maintenance of FAQs
Student Query Tracking System

Incident Management - Open Tickets

By Group/Rep

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Incident Management - Open Tickets

My Tickets

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SB Learning Environment

FAQs

Student Queries

Students

Facilitators

Exams

Assigns.

Academic Experts

Professors

Production

Support Services

Markers

May 29, 2002

Athabasca University
SB Learning Environment

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May 29, 2002
<table>
<thead>
<tr>
<th>Assignment</th>
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<tr>
<td>Assignment 2</td>
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Exam System Objectives

- Provide a complete online learning experience
- Streamline administrative processes
- Notes-based, Web-enabled
- Development by Sanbox Systems commenced in early 2001
- Close liaison with Registry
- Integration with existing systems
1. New or Updated Exam
2. Student wants to write Exam
Conclusions

- Integration of administrative processes and teaching model is critical
- Online processes should add value, streamline, or automate
- All post-secondary institutions will need to grapple with these issues
Contact Us

- SB website
  http://business.athabascau.ca

- Exam demo
  http://eclass.athabascau.ca

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