

MBA (Executive) renewal project

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Graduate School of Business and Law

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Strategic objectives addressed:

Global, Urban and Connected. It addresses the strategic priority of redesigning sustainable programs for onshore and offshore delivery, including flexible delivery. It supports staff to use new knowledge, educational techniques and technologies effectively.

Internal order number: 360489

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Funding scheme	LTIF contestable	
	Program Development Fund	X
	RMIT Vietnam Program Development Fund	

1 Executive summary

The project undertook a renewal of courses in the MBA (Executive) program in 2015. The renewed courses were Accounting for Business Decisions (BUSM 4126), Marketing (MKTG 1276), Creating Business Strategies (BUSM3922), Managing Business Operations (BUSM 4525) and an additional fifth course was completed Managing Technology and Innovation Strategy (BUSM 4528). The project provided students with engaging learning designs, objects and extensive video resources to improve student learning, engagement and satisfaction. Learning designs, objects and video resources are being used across modes and locations in fully-online, intensive and blended modes of delivery.

In 2013-14 student feedback identifying low satisfaction regarding learning objects in various MBA (Executive) courses delivered through Open Universities prompted this program development grant renewal project. The aim of the project was to develop improved resources, particularly video and assessment to promote student engagement. In each course various resources have been developed including topic video lectures, improved topic notes, tutorial questions and case studies. This last initiative includes Harvard case studies.

The developed project materials are being used in multi-locations in Melbourne, Open University and Vietnam classes. An example is the MBA (Executive) Marketing course. All course offerings of Marketing will use common, newly developed resources, including video lectures and the filming of guest industry speakers, renewed topic notes and improved choices of online tools. Resources are being used to augment intensive delivery of Marketing in Melbourne and Vietnam thereby adopting a blended learning approach. Renewed assessment in this course requires students to engage in the peer review of marketing plans developed by Melbourne, Open University and Vietnam student cohorts. The media adopted for peer review is "google hangouts" and through this online tool students are able to reflect on the feedback provided by domestic and international students on their marketing plans.

Online tools such as discussion boards have been used in each of the courses and Managing Business Operations includes an online simulation. Assessment was renewed to be authentic and a new MBA assessment guide developed. Staff engaged in professional development on teaching with technology provided by the College of Business Academic Development Group and new induction material was developed to assist with online teaching.

2 Outcomes

Provide a brief overview of the project's outcomes and impacts including:

- 5 courses renewed in the MBA (Executive) with approximately 30 students in each course.
- Approximately 150 students benefit from the project.
- Student feedback on project deliverables/changes in GTS or OSI is not yet available as roll out of these courses is in 2016.

A poster presentation has been prepared and internal RMIT dissemination has occurred. The project will inform a journal article for Australasian Journal of Educational Technology.

3 Project outcomes and impacts

The project has exceeded the stated aims in the application as an additional course was renewed and also an assessment guide and induction material were produced as part of the project. Two of the courses that are for delivery in second semester ie Creating Business Strategies and Managing Technology and Innovation Strategy have not been finalised as videos still require editing. These courses will be ready for second semester 2016.

4 Dissemination strategies and outputs

The outcomes for this grant were disseminated in a College of Business Academic Development Group Professional Development session on 1st December 2015 entitled “Sharing LTIF and GLBD Project Outcomes”. The outcomes were also canvassed on the 11th February 2016 at the MBA Learning and Teaching Professional Development session. A poster presentation has been developed (see Appendix).

5 Evaluation of project outcomes

Project outcomes will be gathered in 2016 with the roll out of courses in first and second semester 2016.

Appendix - Poster presentation

MBA (Executive) Program Renewal Project

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Our Project

The project undertook a renewal of four courses in the MBA (Executive) program. It provided students with engaging learning designs, objects and extensive video resources to improve student learning, engagement and satisfaction. Learning designs, objects and video resources were used across modes and locations in fully-online, intensive and blended modes of delivery.

Innovative

Authentic

Blended

Multi-location

Funding

Program Development Grant

Deliverables

Enhancements to topic notes, learning activities and online resources

Content-specific rich-media such as video lecturettes and demonstrations

Peer review of assessment and interaction with Vietnam students

Project Team

Associate Professor Kathy Douglas, GSBL
Associate Professor Terry Boulter, GSBL
Rod McCrohan, ADG

