

In an ongoing effort to enhance knowledge for aspiring knowledge leaders, U21Global, the world's premier online graduate school is delighted to present the second part of a two-part series of online conferences. This online conference aims to share best practices and research in e-learning to faculty, students and the U21 community.

U21GLOBAL ONLINE eLEARNING CONFERENCE 2008 (SEPTEMBER)



U21 Global Online eLearning Conference (Sep)

DATE: 30 September 2008

MODERATOR: Dr Wing Lam

TIME: 3.00pm
(GMT+8)

How to participate in U21Global's online eLearning conference ?

Please download and install this free application called **Illuminate** to get access to the online conference.

You are encouraged to enter the Illuminate session at least 15 minutes before the start of the event.

The link to the event is:

<https://sas.illuminate.com/m.jnlp?password=M.1287C86A5B31FC570834205B4D3A83>

After clicking on the link, you will be prompted to enter your name, and thereafter you will be brought into the session.

For more information on how to use Illuminate as a participant, please refer to the attached Participant Quick Reference.

Every session within the online conference will run for 15 minutes each, with 5 minutes of Q&A at the end of each session.

We hope that these sessions will stimulate your interest in eLearning and the use of internet technologies to enhance your elearning experience.

Do look out for more U21Global online conferences in the future.

SESSION 1

Factors Affecting Instructor and Course Evaluations in an Online Graduate Programme

By Dr Jason Fitzsimmons



This study uses data collected from ongoing student evaluations of faculty in an MBA programme in an online university to investigate the factors leading to student ratings of overall professor facilitator performance and overall satisfaction with the course. Using factor analysis, the team investigated the underlying factors related to the items on the survey which revealed factors relating to personal attributes of the professor facilitator, learning facilitation and feedback quality. Results from regression analysis revealed that evaluations of overall professor facilitator performance are predominantly driven by both the professor's attributes and learning facilitation while overall student satisfaction is largely derived from factors associated with learning facilitation.

Jason Fitzsimmons is an Assistant Professor at U21Global where he teaches Finance, Strategic Management and Entrepreneurship. Prior to joining U21Global, he was a Senior Lecturer at the Brisbane Graduate School of Business (BGSB). He has had significant industry experience and has been involved in several successful startup ventures. During his time at the BGSB, he was Chairperson for the Faculty Learning Environments Group, Acting Head of School for the BGSB as well as Acting Director of Postgraduate Studies for the Faculty of Business.

Dr Fitzsimmons has developed and taught subjects including entrepreneurship, data analysis and decision making, venture capital, business planning and new venture funding. His primary research interests are in entrepreneurship particularly in the areas of new venture financing and growth and profitability in SMEs. He has a PhD (Physics) and an MBA from the Queensland University of Technology.

SESSION 2

Impact of Quality eFeedback as an Element of Social Learning Theory Applied in the Context of eLearning Communities of Practice

By Dr Evelyn Gullett



This chapter discusses the preliminary study of meaningful quality efeedback as an element of Social Learning Theory applied in the online learning environment. The study compared the depth of efeedback given by online facilitators on case study and discussion board assignments, how that feedback contributed to the learner's social learning, development and growth, and how quality efeedback influences the virtual social learning environment. This study identified seven criteria of feedback depth tied to social learning. The criteria serve as a tool for online universities' Communities of Practice towards a base standard of efeedback that encourages social learning and development of each learner.

Evelyn Gullett is an Assistant Professor at U21Global for the following subjects: Organisational Behaviour, Human Resource Management and International Business. With more than 23 years of professional experience, she has taken on a variety of responsibilities including strategic business, HRM, corporate training and development, and organisational behaviour/development as well as marketing in both national and international settings. She has worked on projects in various industries ranging from international hotel and tourism management, airlines, retail, hospital administration and education as well as the federal government.

Dr Gullett's research interests include elearning, organisational behaviour, change and development, work relationships, leadership application, coaching, cultural diversity, training and development as well as qualitative research. She received her PhD in Human and Organisational Systems from The Fielding Graduate University, Santa Barbara, California. She holds an MBA with a concentration in HRM from Hawaii Pacific University and an MA in Organisational Development.

SESSION 3

Impact of Faculty Interaction in Online Education

By Dr Kanishka Bedi



The last decade has witnessed the evolution of elearning as a major force in higher education delivery. The role of faculty in an elearning educational environment is still debated. This presentation reports the findings of a study on the role of faculty interaction in a pedagogically rich online environment, grounded in a constructivist model of learning. The study examines the results from 145 sections of graduate management programmes in 2005, 2006 and 2007, and also covers quantitative, behavioural and hybrid subjects. The findings of this study support the arguments that faculty interaction adds value to learner perception and satisfaction, and may also positively impact actual learning outcomes as measured by student grades. It also showed that there is value placed on email communication by graduate learners. Finally, the study showed that both perceived and real value (in terms of grades) is derived by learners in both quantitative and behavioural subjects.

Kanishka Bedi is based at Nadathur S. Raghavan Centre for Entrepreneurial Learning (NSRCEL), Indian Institute of Management, Bangalore, India. He is Co-Director of the Management Programme for Entrepreneurs and Family Businesses which is jointly offered with U21 Global. As an Assistant Professor with U21 Global, Dr Bedi teaches Operations Management and Project Management Methods. He previously taught MBA courses at India's University of Lucknow, the Indian Institute of Management, Lucknow and Jaipuria Institute of Management.

Dr Bedi is the author of two books - Production & Operations Management and Quality Management - both published by Oxford University Press, New Delhi. In 2008, Dr Bedi received the Best Paper Award at the eLearning Excellence Forum, Dubai, UAE. He has also provided consultancy and training to organisations including Tata Motors, Indian Oil Corporation Ltd. and Steria. His research interests include quality function deployment and service quality management, particularly in education and healthcare. Dr Bedi has turned his attention in more recent times to researching the impact of faculty facilitation in online education, the utility of digital storytelling in online classes, the learning design of blended corporate training programmes and innovations in improving collegiality in the faculty.



SESSION 4

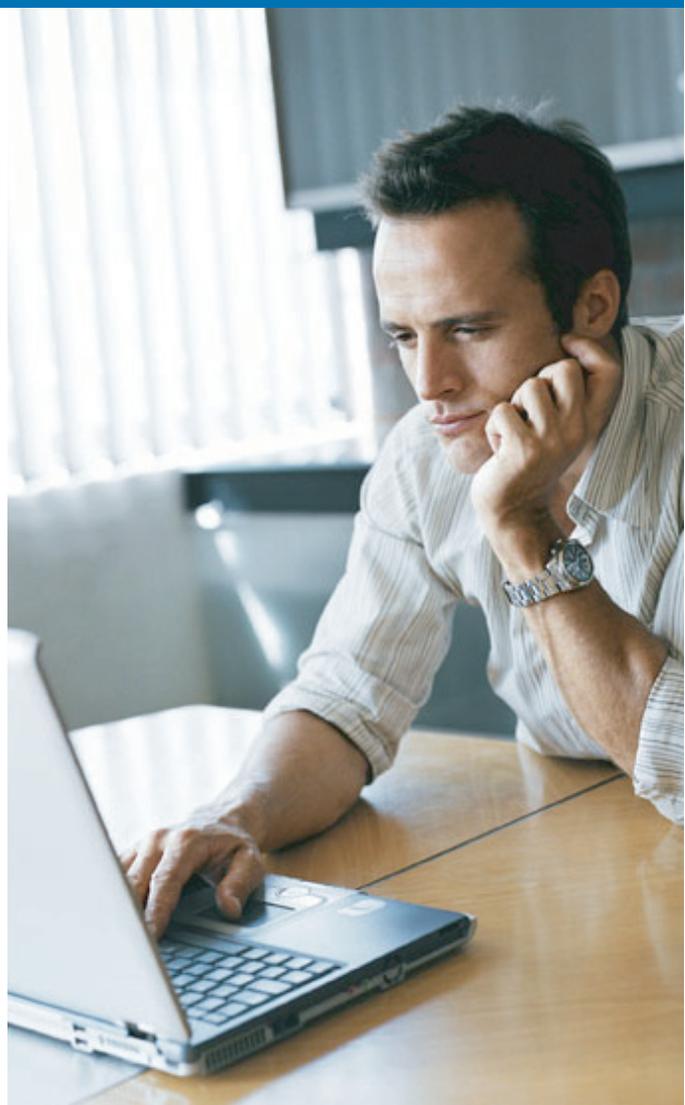
Enriching eLearning Experience through Effective Feedback and Assessment



By Dr Chinmoy Sahu

Assessment and feedback are integral parts of any learning experience. This paper makes an attempt to differentiate the approach of 'assessment for learning' from 'assessment of learning'. An effective assessment system should be appropriately linked to measurement of learning outcomes and facilitate 'deep learning' as opposed to 'surface learning'. The online learning medium has an advantage in the ability to use closely integrated computer-aided assessment in the form of pop-up interactive exercises and simulations. However, due to lack of face-to-face interactions, the task of communicating feedback to students for their performance in assignments and discussion boards also becomes challenging to some extent. This paper provides insights into making the assessment process more effective based on issues addressed by the literature.

Chinmoy Sahu is based in Bangalore, India. As an Assistant Professor at U21 Global, his role involves teaching various finance and accounting courses across different academic programmes. In 2008, he received the Excellence in Online Education Award by U21 Global in recognition of his contributions to online teaching. He has more than a decade of experience in holding postgraduate courses in finance and accounting. Dr Sahu's research areas are in financial reporting, behavioural finance and cost management. As part of his previous assignments, he has also chaired the Finance academic area and headed an executive MBA programme. Besides an international conference, he has organised regular industry interaction events where CFOs of successful enterprises have shared their vision on specific themes. His work has been published in international scholarly journals from India and the US.



SESSION 5

Customised Management Education and eLearning



By Dr Kamna Malik

Educational institutions are experiencing a boom period as the need for continuous education which emerges from the dynamic business environment is generating volumes of learners seeking higher education. However, the traditional model of education with fixed time, place, curricula and limited seats is inadequate to serve these masses. Responding to the changing needs and individualistic profile of today's learner is a challenge facing the educational institutions.

To cater to such needs, business schools have been customising management programmes and packaging them as full-time, part-time, executive education, open programmes and distance learning in face-to-face as well as online settings. This paper, based on literature survey, discusses the essence of customisation as used in industrial products and as adopted in education. It then compares the offerings that elearning can provide to achieve customisation of management education and raises some issues and challenges that need to be taken up for further research.

Based in New Delhi, Kamna Malik is an Associate Professor with U21 Global. Before joining U21 Global as an Associate Professor, Dr Malik was with Institute of Management Technology, Ghaziabad India, where she successfully headed many initiatives and held academic offices including Associate Dean for Research, Chairperson of flagship postgraduate programmes, Head of Curriculum Committee and IT Area as well as Chairperson of IT infrastructure, Placements and Library.

Dr Malik has a wide range of industry experience spanning teaching, research and administration. At Food Specialities (now Nestle), Uptron and Hero Honda, she played a key role in IT management, handled software projects across different life-cycle stages and carried out requirements analysis and software implementation at end-user sites. She has conducted many management development programmes for middle- and senior-level management in public and private sectors on strategic information systems, software quality and testing, knowledge management and contemporary technologies such as case tools. Dr Malik has authored books and contributed papers to journals and conferences of international repute. Her teaching and research focus lies in enabling better use of information technology for improved business value. Her current research areas are in software quality and strategic information systems.

SESSION 6

Use of Blogs in Online Management Education

By Dr Mamata Bhandar



This presentation is on the use of blogs in online management education. Based on findings from a preliminary introduction of blogs in a U21 Global MBA class, some pertinent questions are raised. The discussion will delve into these issues and discuss how blogs can be used in online management education to achieve the desired learning outcomes. Some of the questions explore the difference of blogs from the traditional discussion boards, reasons for using blogs, a benchmark for assessing blogs, and private as well as public blogs. This discussion will form the basis for implementing blogs at U21 Global and studying their effectiveness based on an analysis of student feedback.

Based in Singapore, Mamata Bhandar has more than six years of experience in lecturing at the National University of Singapore (NUS). She also has industry experience in the software and manufacturing sectors. Her research interests are in knowledge management, specifically knowledge integration in the inter-organisational context and social capital.

Dr Bhandar obtained her PhD from the NUS in 2007. Her thesis examined the role of social capital in knowledge integration in three Singapore-based inter-organisational projects. Her work has been published in the Journal of American Society of Information Systems and Technology (JASIST) and has also been presented in prestigious conferences such as Academy of Management Meeting (AOMM Atlanta 2006), European Conference of Information Systems (ECIS Regensburg 2005), Information Resources Management Association (IRMA 2005) and Organizational Knowledge Learning Conference (OKLC Boston 2005).

As seats are limited, participants are advised to log in early to avoid disappointment. If you are unable to join us at the event, please visit our website at www.u21global.edu.sg on 15th October onwards to download the recorded webinar.

For more information, please contact us at **+65 6410 1333** or email us at studentcare@u21global.edu.sg

