

Developing an Online Course

A “Self-Help” Approach!

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This presentation is available at:

- <http://faculty.coba.unt.edu/ganesh>
- Scroll down to BMTC 2009
- UserID = ggcolleague
- password = goodluck

- You may also print this slide show

This presentation requires.....

- Internet Explorer or Firefox as the browser
- Adobe reader 7.0 or better
- MS Office 2007

For all links to work properly!

How to Navigate?

- Internet Explorer
 - To go forward, use V or >, page down, enter or space bar
 - To go back, use ^ or < or page up
 - Most links will open in the same window
 - Back arrow at the top will return you to the presentation
- Firefox
 - To go forward, use V or >, page down, enter or space bar
 - To go back, use ^ or < or page up
 - Links will open either in the same window or a new tab
 - If same window, back arrow will return you to the presentation
 - If new tab, just delete that tab, using the X, to return
- Some links, e.g., Excel 2007 xlsx, will open in a new window, which maybe closed when done

This approach.....

- Uses a html PowerPoint presentation as anchor of each lesson
- Implemented first in my online Marketing and Money (M&M) class
 - Undergraduate marketing math
- Then implemented in the online MBA Marketing Research class
- Is flexible! Has worked well on three different platforms
 - Blackboard
 - McGraw-Hill PageOut, a variation of Blackboard
 - Plain vanilla site on COBA W: (web) drive
 - Easy multiple language implementation
- Even runs off self-contained CD/DVD(s)
- How well has it worked?
- Collected some data from M&M Spring 2004 – Fall 2007
- Take a look at [this chart](#)
- One more advantage: Did it all myself! You too can!

This presentation

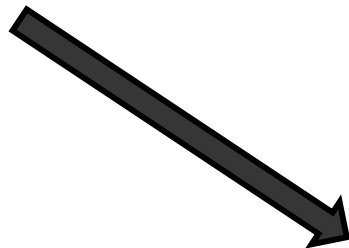
- Deals exclusively with Course Content aspects
 - i.e. how to create lessons
- Email and Bulletin Board (discussion areas)
 - Use built-in tools
 - In Blackboard
 - In PageOut
 - Use Yahoo or Google groups in the plain vanilla format.
 - Here, students email me direct
- Do not administer online tests in MKTG 3700
 - Have the flexibility of on campus tests
 - Issue is not “could?”, but “should?”
- Do use online testing in MKTG 5250
 - Required for the “online MBA” program

The step-by-step procedure

- First.....
- Identify the topics for the course
- Group these into logical “chunks” or online modules
 - To fit length of semester
 - e.g. 12 chunks for Fall or Spring, one per week,
 - Complex topics = > 1 week
 - Example from Marketing and Money
 - Example from MBA Marketing Research

The step-by-step procedure

- Next.....
- Prepare your lecture outline for each “chunk” as a slide show, using PowerPoint
 - Start with a title slide
 - Mostly bullet slides
 - max 5-6 bullets per slide, if all main bullets.
 - Chart slides as necessary
 - Add Footer to identify course, authorship, copyright...



Critical Resource: Adobe Acrobat

- You need the Acrobat, not the free pdf reader!
 - \$150-\$200 educator price at my campus book store
- Acrobat is typically installed on faculty machines
 - Once installed, it adds Adobe pdf as a printer
 - Simply print to Adobe to create the pdf file
 - Adobe pdf is the digital printer!
 - Anything you can print, you can print to Adobe!
 - » In full, brilliant color + other enhancements!

Including pictures

- This is very easy
- Say you have a digital camera shot
- Usually a jpg file
- Insert file into PowerPoint then resize to fit with clarity
- Use text box to add comments to slide
- Print to Adobe pdf. Comments maybe added here also!
- Then hyperlink the Adobe pdf in your course slide show.

Including screen captures

- Using Snag-It! from TechSmith
- Very easy to do
- Capture area of interest
- With or without cursor
- Output to jpeg file format
- Insert-Picture-File into a blank PowerPoint slide
- Adjust picture as necessary
- Use text box to add comments to screen capture slide
- Print slide to Adobe pdf
- Then hyperlink the slide in your course slide show.

Including Audio + Video Content

- That is, Voice Audio, Computer Screen Video
- Useful for many purposes
 - Intro comments on topics
 - Detailed lectures on content chunks
 - “How to do this” topics
 - “Online overhead projector” for solving problems
- These resources can turn your office into a recording studio!
 - Camtasia software from TechSmith
 - Produces .camrec files, easily outputs to flash swf cluster
 - Other formats: ipod, mp3
 - Samson USB Mic from SamsonTech
 - Wacom Writing Tablet from Wacom

Examples of Audio+Video Content

- A few examples from MKTG 5250 the MBA-level Marketing Research class
 - Using the Electronic Library
 - Calculating sample size
 - The Legal Analogy to Alpha, the critical value
 - Using Web Surveyor, part 1 and part 2
 - SPSS orientation, part 1 and part 2
 - An illustration of factor analysis
- In these, I first recorded the AV to the default *.camrec file, output that to flash (swf) and linked the anchor .html file of the flash package here.
- Camtasia can also handle camcorder/digital camera output.
 - For obvious reasons!

Finally...Putting it all together!

- Hyperlink/attach cases, Excel worksheets etc to context-specific phrases in specific bullet slides.
- Cases
 - Adobe pdf of the case, hyper-linked to relevant bullet in slide.
- Numerical problems
 - Set up as Excel file, in xlsx (Excel 2007) format, hyperlinked to relevant bullet/slide.
 - Standard organization: Inputs and Outputs
 - Step-by-step, Q by Q approach to solution
 - Solutions and Formulae worksheets as pdf files
 - Controlling the difficulty level is easy!
 - Solutions and Formulae again!
- Comment on multiple languages

Finally...putting it all together!

- Print the b&w PPT without background to pdf (2 slides/page). Link that within presentation
- Next, add desired background and fix looks
- Setup the show (looping, pen color)
- Then save in webpage .html format, ensuring that the file name and “save in” location are correct
- Opt for Browser Colors and Preserve Animation

Finally...Putting it all together!

- Verify that the results of the save include (1) one .htm PPT file and (2) an accompanying folder of machine-readable files
- WinZip the htm PPT file, the folder and all other hyperlinked materials (pdfs, xlsx, Avs)
- Upload *.zip to Blackboard files area, correct folder
- Then unzip to Blackboard files area, same folder

Finally...Putting it all together!

- Link the .htm PPT anchor file to a Blackboard page under Course Content and edit description
- You can also place all hyperlinked materials (pdf, .xlsx, all AV) in the university's web server.
 - In this case, you need your own server folder
 - With a short-cut icon on your desktop
 - And change all hyperlinks to URLs that direct to the file located in the web server folder and sub folder.
 - In my experience, this results in faster loads of links
 - Password protection is an issue here
- You are done!

Assignments and Examinations!

- I require hardcopy assignments (electronic only if necessary) turned or mailed in to me.
- I prefer on-campus, traditional exams.
 - Until we have a national network of university-based reciprocal testing centers
- When I must test online (e.g. online Market Research), I.....
 - Use Respondus, a testing software that works with Blackboard
 - Standardize the format: e.g. multiple-choice, 5 answers, pick one
 - Create a MUCH larger test bank and then direct Respondus to select the required number of questions randomly from this pool for each student
 - Opt for random question order and answer choice order
 - Prepare test and save as Plain Text, .rtf format, with the correct answer marked with an asterisk in the margin as required by Respondus
 - Import into Respondus, then save to Blackboard as an Assessment
 - Fine tune and set release criteria within Blackboard

An alternative approach!

- Here, I create the anchor file as an enhanced Adobe pdf PPT using the built-in pdf maker that comes with Office 2007 PPT
 - That is, PPT to pdf PPT, instead of PPT to html PPT
- Advantage: The pdf file plays well in all browsers. html PPT works well only with Internet Explorer
- Disadvantage: linked material in the pdf file will only work if you place these in an URL-enabled external-to-BB location
 - Usually not a problem. I use the university web server
 - In contrast, html PPT can read all linked material locally i.e. uploaded to and accessed from within BB
 - Animations do not work with the pdf PPT file
- Caution: use Adobe Acrobat 9 in conjunction with Office 2007. Apparently, Acrobat 8 has a bug

A Resource Budget

- About \$850.00
 - MS Office Pro 2007: \$200 educational price
 - Adobe Acrobat: \$150 educational price
 - Camtasia 5: \$200
 - Wacom writing tablet \$200
 - Samson mic plus stand \$100
- About 1,000 students have benefited so far from the course materials for M&M
- Very cost effective!

We conclude....

- With a look at THIS presentation
 - using html PPT (requires IE as browser)
 - using Adobe pdf PPT