# Business as usual
## but blended with a digital twist

**Ed Tech 2018 – Alice Childs**

## 12.10 am Friday 1ˢᵗ June

GRIFFITH COLLEGE

The Education Awards 2018 — Best Online Learning Experience — FINALIST

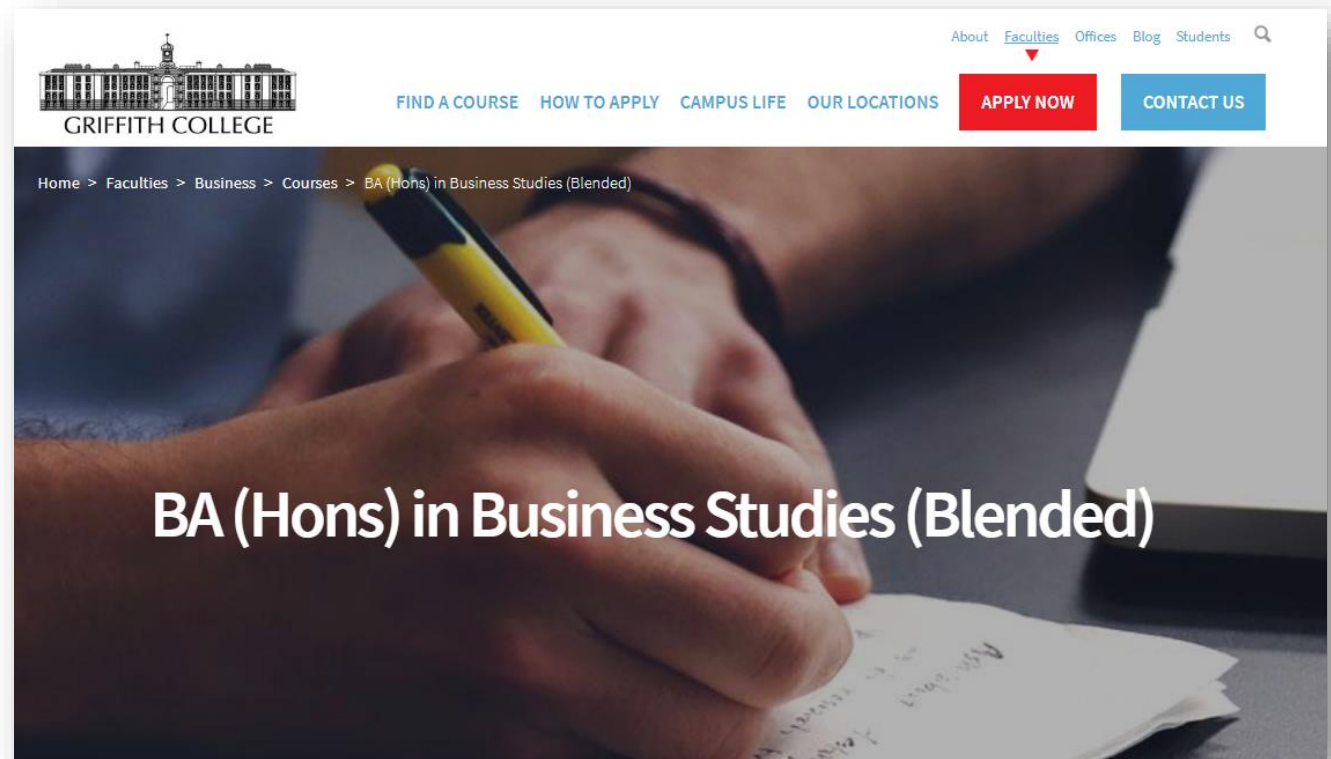# Extension of the F/T and P/T Business Degree

- Stage 1 : 2016-17
15

- Stage 2 : 2017-18
40



- Stage 3 : Two intakes    Sem 1 and Sem 2 intakes

# Overview

- Marketing and What is Blended Learning

- Programme Design

- Training- rapid build electures (Camtasia), Zoom tutorials

- Induction-Moodle resources and actively, Zoom tutorials

- Student support – DLD, T&L

- Learning Analytics

- Assessment

- Review

- Evaluation Survey

- Future Innovation

# Marketing

- ## Why Online Learning?

Our online and blended courses employ flipped and online classroom techniques, high-end video lectures, online activities and state of the art digital technology, to provide students with a quality learning experience. We engage with students from their initial enquiry and induction to online mentoring, regular face-to-face sessions and round the clock support from our dedicated eLearning team.

# What is blended learning?

# Programme Design

- eLectures : Camtasia with Power Point and speaker picture-in-picture
  - Weekly 20 – 30 minutes duration

- Tutorials : Zoom Pro online classroom
  - Bi-Monthly 1 hour synchronous sessions

- Campus classes : Live Lectures/Workshops
  - Bi-Monthly 3 hour real-time flipped classroom sessions

- Office Hours : Zoom Moodle Plug-in
  - Weekly 1 hour availability

- Moodle activities : Quizzes, discussion forums, glossaries, wikis
  - Weekly VLE activities devised and scheduled to avoid learner overload

Assessment is exactly as validated for the F/T and P/T programmes

# Training

- ## Digital Learning Department (DLD)
  - o Learning Technologist Manager – Alice Childs
  - o Learning Technologist – Greg O'Brien



- 1:2:1 training on Camtasia screen casting software in our eLearning labs (see photo above)
  - ° Illustrated handbooks and slide Template made available in advance of training sessions
- Zoom online classroom staff training
  - ° Instructional videos and Illustrated handbooks made available in advance of training sessions
- E-learning (DLD) team support a Griffith college training Moodle page
  - ° Over forty instructional video guides to software and Moodle activities used on the programme
- Training workshops on request for faculty groups

# Induction
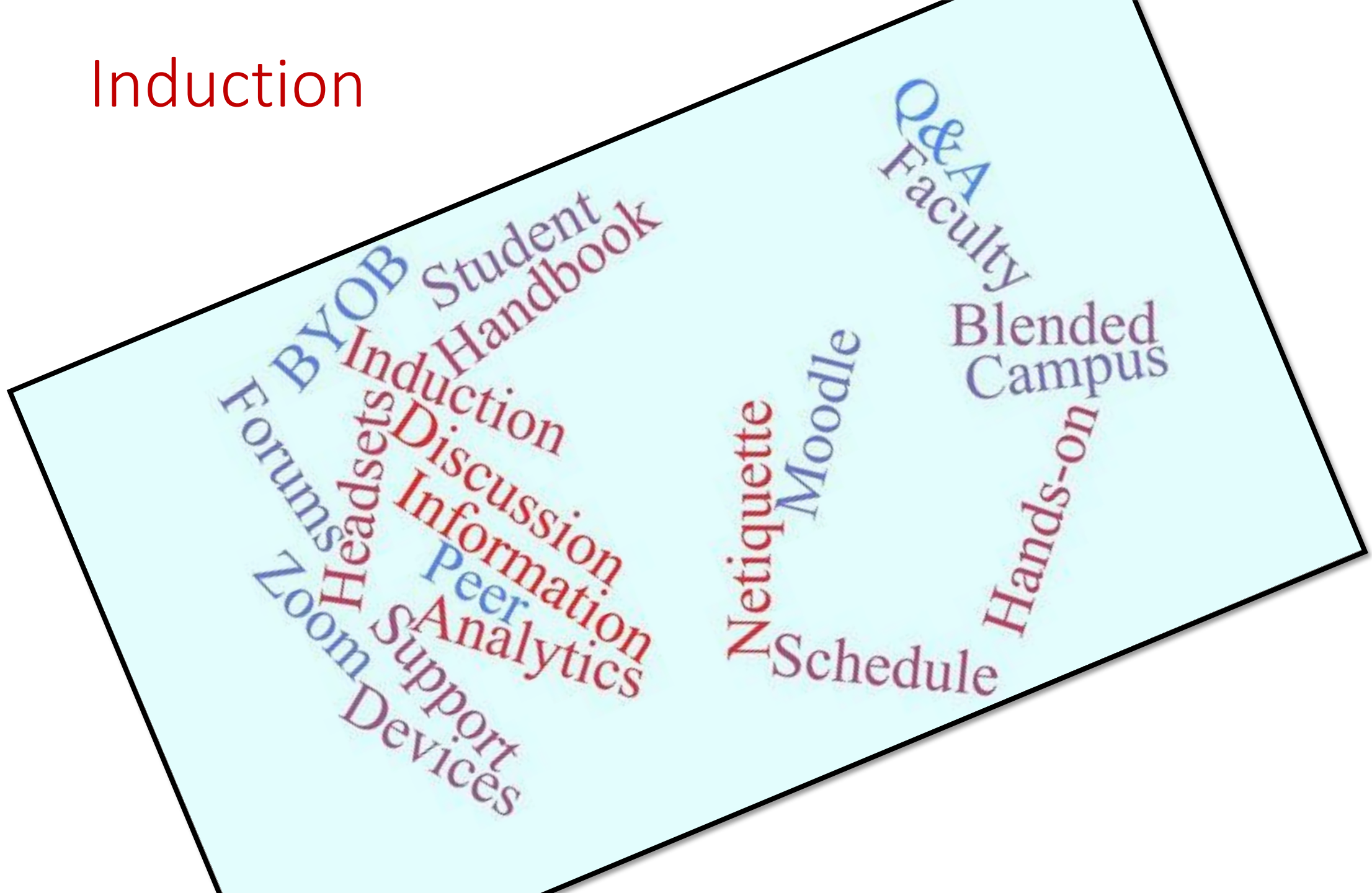
# Student support



**ALICE CHILDS**

**Alice Childs**  Rm D205

Learning Technologist Manager

alice.childs@griffith.ie

*Mon - Friday 9 am - 5.30 pm*

Phone:  + 353 1 416 3**312**

- Quality Control for e-lectures

- Moodle activity set-up

- Online classroom support

- Team communications

- Student go-to support



**GREG O' BRIEN**

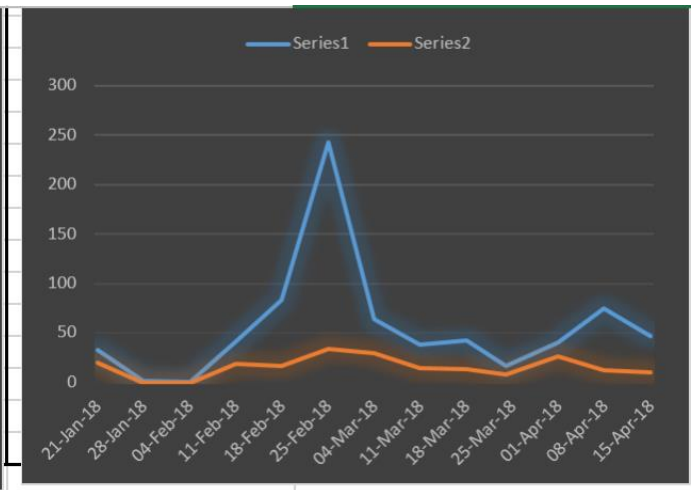**Greg O'Brien** - Rm D205
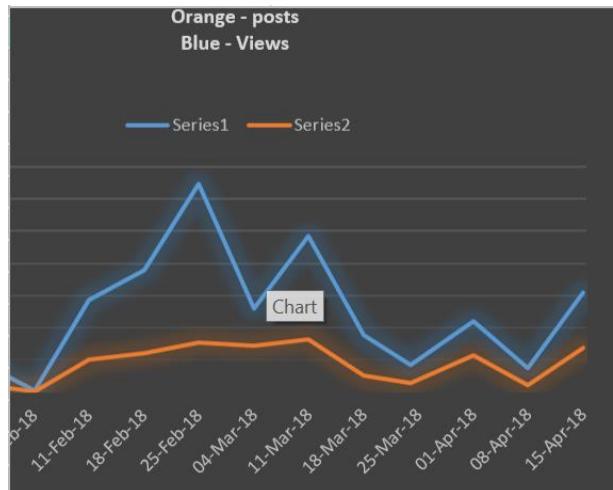
Learning Technologist

greg.obrien@griffith.ie

*Mon & Weds - 8:00 am - 4:30 pm*

*Tuesdays, Thurs, Fri  - 9:00 am - 5:30 pm*

Phone:+353 1 416 3468

# Data Analytics

# Assessment Overview – Stage 1 Semester 1

| Name of Provider | Griffith College | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Programme Title | Bachelor of Arts (Honours) in Business Studies | | | | | | | | | | |
| Award Title | Bachelor of Arts (Honours) | | | | | | | | | | |
| Stage Exit Award Title | None | | | | | | | | | | |
| Modes of Delivery (FT/PT): | FT / PT / ACCS / Blended | | | | | | | | | | |

| Award Class | Award NFQ level | Award EQF level | Stage | Stage NFQ Level | Stage EQF Level | Stage Credits | Date Effective | ISCED Subject Code |
|---|---|---|---|---|---|---|---|---|
| Major | 8 | 6 | 1 | 6 | 5 | 60 | Sept 15 | 344 |

| Module Title | Semester | Module | | ECTS Credits | Total Student Effort Module (hours) | | | Allocation of Marks (from the module assessment strategy) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Status | NFQ Level | | Total Hours | Contact Hours | Hours Independent Work | C.A. % | Proj. % | Prac. % | Final. % |
| Effective Learning and Development | 1 | M | 6 | 5 | 100 | 36 | 64 | 100 | | | |
| Quantitative Analysis for Business | 1 | M | 6 | 10 | 200 | 46 | 154 | 30 | | | 70 |
| Microeconomics | 1 | M | 6 | 5 | 100 | 34 | 66 | 40 | | | 60 |
| Business Management | 1 | M | 6 | 10 | 200 | 46 | 154 | 40 | | | 60 |
| Financial Accounting | 1 & 2 | M | 6 | 10 | 200 | 92 | 108 | 20 | | | 80 |

# Review

- Annual Programmatic review

- A.R.M. – Annual Moodle Rollover

- Student evaluation surveys Semesters 1 and 2

# Evaluation survey results



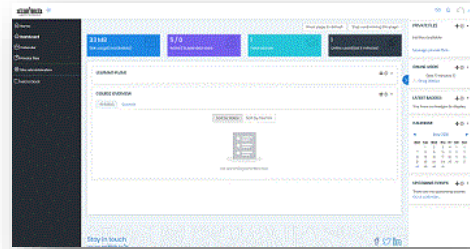## Q1 I find Moodle easy to use and accessible

Answered: 7   Skipped: 0
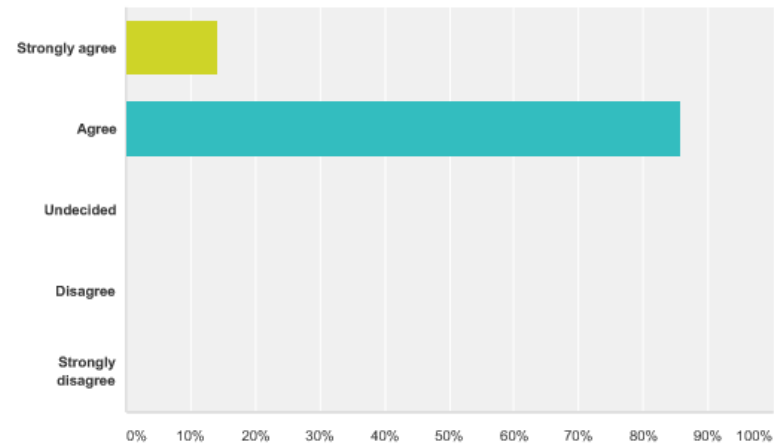
| Answer Choices | Responses | |
|---|---|---|
| Strongly agree | 14.29% | 1 |
| Agree | 85.71% | 6 |
| Undecided | 0.00% | 0 |
| Disagree | 0.00% | 0 |
| Strongly disagree | 0.00% | 0 |
| Total | | 7 |

# Future Innovation

- Ubicast

- Moodle re-design

- Moodle 3.4

- Interactive video e.g. Articulate Storyline e-lectures

- Animation e.g. Video Scribe

# Future plans

- Research paper Summer of 2019
- Consider comparisons of intake cohorts
- Collate Assessment Results over three years