

The Case Method, Online

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- ❑ **First cohort of students: July 2011**
- ❑ **Highly selective admissions**
- ❑ **Partnership with 2tor, Inc.**
 - ❑ Online programs with other top schools
 - ❑ State-of-art platform
 - ❑ Support
- ❑ **My role: Curriculum and Faculty Support**

Personal Perspectives

1. Interactive Cases

- *cognitive load*

2. Asynchronous case discussion

- *Hard to get desired effects*

3. UNext: business scenarios

- Connect to student's own knowledge

- ❑ **Asynchronous, and Synchronous**
- ❑ **Synchronous class meetings**
 - ❑ **Webcams required**
 - ❑ **Maximum 15 students**

About MBA@UNC

The Case Method, Online

adobeconnect.com https://unc-onlinemba.adobeconnect.com/r34ehxbn04u/?launcher=false

William (Bill) Putsis - 's Room - (2NC-0000090) (Discussion)

Meeting Layouts Pods Audio

Stop My Webcam

Attendees (18)

- Hosts (2)
 - Mitchell Amoros
 - William (Bill) Putsis - Lead Professor
- Presenters (0)
- Participants (16)
 - Andrew
 - Ben
 - Brad 2
 - Lara
 - Nicole
 - Rachel
 - robert
 - 218xxx0282
 - 240xxx3083
 - 240xxx3095
 - 240xxx3920
 - 301xxx4118
 - 301xxx4133
 - 301xxx4138
 - 301xxx4328
 - 919xxx4275

Discussion Notes

Chat (Everyone)

William (Bill) Putsis - Lead Professor: Why do you think I have termed "distribution" as "points of access?"

Ben: I think the definition in a business sense has changed in recent years with the advent of the internet

William (Bill) Putsis - Lead Professor: Great ... we now need to access multiple segments via multiple nodes of contact

Poll

Prepare View Votes Close

How much was graphic designer Carolyn Davidson paid for the Nike logo?

- ☐ a) \$0 16.67% (1)
- ☐ b) \$35 66.67% (4)
- ☐ c) \$1,000 16.67% (1)
- ☐ d) \$55,000 0% (0)
- ☒ No Vote

☐ Broadcast Results

- ❑ **Asynchronous, and Synchronous**
- ❑ **Synchronous class meetings**
 - ❑ Webcams required
 - ❑ Maximum 15 students
- ❑ **Courses and cases**
 - ❑ Best practices
 - ❑ Team teaching model

- ❑ Coaxing the student down a path
- ❑ LMS platform capabilities
 - ❑ interaction
 - ❑ sequencing
- ❑ Making the most of the synchronous session

□ Atul Nerkar

Agenda

- Philosophy behind case method
- Online case teaching

Philosophy – Case method

- Inductive versus deductive
- Experience versus lecture
- Learning by doing versus learning by observation

Online Case Discussion

- The challenge of engagement
- The pros and cons of online discussion
- An example of a class
 - ▣ Corporate Strategy

Case Discussion - Flow

- ❑ **Part 1** – Students read case ahead of time and complete an online assignment before actual discussion of case.
- ❑ **Part 2** – Faculty read the responses and use the responses in developing presentation
- ❑ **Part 3** – Faculty run the discussion using the responses to evolve the underlying theory that is relevant for the case discussion. Discussion ends.
- ❑ **Part 4** – Students go online to see a summary of the discussion and read assigned articles and complete a homework assignment where they apply the framework that they evolved in the class discussion.

Case Discussion - Example

- ❑ **Case:** Coke versus Pepsi
- ❑ **Conceptual Framework:** Industry analysis – Porter's Five forces framework
- ❑ **Online assignment** – Provide one reason (only one!) why Coke has been successful. Explain the underlying rationale in one sentence.
- ❑ Powerpoint has individual responses which would be classified into 'buckets' that would evolved the final framework but also enable discussion.

Thank you!

- Q & A

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Q&A



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