

Wilkes' Integrated Management Experience: A Freshman Hybrid and Tablet-Based Experiment

Jeffrey R. Alves, Ph.D.

Dean, Jay S. Sidhu School of Business and Leadership,

Wilkes University

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Agenda

- The student
- The course
- Leveraging learning with technology
- Lessons learned


The Student

- 1st year business majors
- > 50% 1st generation
- > 70% local
- “average”

The Course

- 1st year required course launched in 2004
- 2-semesters & coordinated with PPD
- Teams
- Financial accounting, principles of business
- Entrepreneurial process – plan in fall, run in spring

Leveraging Learning with Technology

- Traditionally used learning management system (WebCT)
- Currently  *Desire2Learn*

Leveraging Learning with Technology



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Leveraging Learning with Technology



Quickoffice®
Mobilize Your World.™

Quizlet



Dropbox

Poll Everywhere



iMovie '11

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Lessons Learned

- Students perceived special attention (enrollment up 10%)
- Early adaptive learning together
- Students better engaged
- Note outlines provided, not PPTs
- Academic performance improved

Lessons Learned

- Favorite apps
 - Pre Doceri Flashcard + #1
 - Post Doceri, Doceri #1
 - Noteability #2
 - Instant research #3
- Student resistance to social media with faculty

Lessons Learned

- Committed pioneers vs other faculty
- Faculty engagement discipline
- Infrastructure support
- Faculty fear – steep learning curve
- 5 - 10% student resistance
- Adapting to student learning styles
- Opportunities almost overwhelming

Jeff Alves

Jay S. Sidhu School of Business and Leadership

Wilkes University

570 408 4702

jeffrey.alves@wilkes.edu

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