



Online Teaching Academy: Mastering Online Teaching in Business Education High-level Syllabus

SESSION 1: Online teaching introduction, benefits and challenges

Format: Online (one week)

- Faculty introduction
- Introduction to online teaching
- The online teaching market for business education
- Online teaching formats (from MOOCs, SPOCs, to blended learning)
- Online facilitation: The professor's role, the materials, the infrastructure and the learning systems
- The benefits of online teaching
- Challenges in designing a blended program.

SESSION 2: An introduction to online course design

Format: Online (one week)

- A review of current teaching practices
- Reimagining education for digital transformation
- How students learn
- The OSCAR methodology
- Constructive alignment and Bloom's taxonomy for a digital age
- The importance of storytelling in online learning.

SESSION 3: Online teaching going in-depth: Challenges, interaction and application

Format: Face-to-face (three days)

- The challenges of online teaching and learning
- Teaching case studies online
- The support needed from your institution
- Interaction design and engagement
- Resources to design a great learning experience
- Application of concepts in an online programme
- Assessments and feedback
- Learning analytics
- Online course delivery
- Conclusions and final reflections
- Panel discussion & experience sharing.

SESSION 4 & 5: Final Assignment: Putting everything into practice: Designing a module for a blended or online programme from a face-to-face programme

Format: Online self-paced (two weeks)

- Application of concepts, structures and best practices
- Use of templates
- Peer-evaluations.