



Online Teaching Academy
Syllabus
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Online Teaching Academy: Mastering Online Teaching in Business Education

High-level syllabus of fully online OTA

Length of the programme: 7 weeks (Induction week + 6 weeks of learning)

Course dates

Start: Monday, 12th October – Induction week

End: Friday, 27th November

Format and dedication: An estimation of **6 hours** of dedication **per week** including self-paced materials, individual assignments, group work and live interactive sessions with faculty.

Live sessions: In most of the weeks we will have **2 live sessions between 60-90 minutes** long. The typical schedule for live sessions will be:

- Induction week: on Thursday, 15th October at 6PM CEST / 5PM UK time
- On Tuesdays at 6PM CET / 5PM UK time
- On Thursdays at 6PM CET / 5PM UK time
- Weeks with a different live session scheme:
 - Week # 3: One live session on that Thursday
 - Week # 5: Group coaching sessions with the faculty.

Evaluation:

- a) Participation in online activities and submissions – **30%**
- b) Online course design – **70%**

Course Structure:

WEEK #0: Induction week

- Platform discovery
- Introduction and first readings
- Meet and greet & short live session
 - Meeting the faculty team: Sarah, Martin, Angela
 - Meeting the programme & EFMD team: Sophie
 - Expectations
 - Quiz by Sophie

WEEK #1: Online teaching introduction, benefits and challenges

- Introduction to online teaching
- The online teaching market for business education
- Online teaching formats (from MOOCs, SPOCs, to blended learning)



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- The benefits of online teaching
- Challenges in designing a blended program.

WEEK #2: Online teaching challenges, case discussion online, videoconferences and forums

- The challenges of online teaching and learning
- Online facilitation: The professor's role, the materials, the infrastructure and the learning systems
- The support needed from your institution
- Teaching case studies online
- Live sessions and forums
- Panel discussion
- From Emergency Remote Teaching (ERT) to high-quality online teaching

WEEK #3: An introduction to online course design

- A review of current teaching practices
- Reimagining education for digital transformation
- How students learn?
- The OSCAR methodology: Converting an on-campus course for online delivery
- Bloom's taxonomy for a digital age

WEEK #4: Interaction design and engagement: Designing a real learning experience

- Course design review
- Interaction design and maximising interaction
- Student engagement
- The learning experience
- Videos and multimedia resources
- Storytelling
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WEEK #5: Application of concepts

- Workshop on course design
- Team coaching sessions
- Preparing for the final assignment

WEEK #6: Assessments, Feedback and learning analytics

- Balancing synchronous and asynchronous online teaching
- Assessments
- Feedback
- Learning analytics
- Final Assignment Presentations: Your pitch!