

## PERSPECTIVES ON ONLINE LEARNING

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### ABSTRACT

Moderated by Richard Celsi, this session will provide a forum for the exchange and discussion of perspectives on online learning. First, Mary Curren will provide an overview of the current literature on online learning. She will also discuss her experiences with using a web-based simulation in her management course at California State University, Northridge.

Katrin Harich will then present a summary of several College of Business faculty members' experiences with teaching online. Her presentation will be based on reports that Mini Grant recipients in the College submitted to the Dean's Office as part of the grant requirements. Benefits and challenges of online learning will be discussed. The topic of assessing student learning in online courses will also be covered in her presentation.

Next, Deborah Cours will present her experiences with distance learning in an accelerated (PACE) class format. Her presentation will include the discussion of the following technology tools: HyperNews, online quizzes, online surveys, and websites for the dissemination of information (downloadable files, including lecture notes), and how they are used to "make up for" lost classroom time in the accelerated format. In a similar vein, Bruce Lammers will present his first-hand experience of teaching a Marketing Principles class at California State University, Northridge totally online.

Jim Jeremiah will present the University of Phoenix approach to online education. Discussion topics will include: Dealing with the differences of online and on-ground facilitating, preparation and training for faculty to teach online, the pros and cons of online education, as well as communication problems in the online environment.

Joy James will provide a graduate student's perspective on online learning. She is currently in the process of completing her MBA online at California State University, Dominguez Hills. Joy has already completed fifty percent of the program, including a core course in Strategic Marketing, where she collaborated with a group of students around the world to develop online case presentations using PowerPoint. Discussion topics will include the pros and cons of the online learning environment from the student perspective, as well as the perceived effectiveness of various course formats and technology tools.

Research demonstrates that student relationships with faculty and with other students mediate student learning outcomes, including persistence and satisfaction. Kristen Walker will review this literature and discuss findings and implications for online learning.