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4-20-2007

Strategies to the success of Online Course Development

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Recommended Citation
Citation Information: Chu-Weininger, Ming Ying L. PhD, MBA, MPH, "Strategies to the success of Online Course Development" (2007).
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Strategies to the success of Online Course Development, Ming Ying L Chu-Weininger, PhD, PhD, MBA, MPH. UH, Houston, TX, 77054.

Introduction

Online courses provide flexible access to education from a distance. However, learners may encounter frustration and disappointment in the learning process for various reasons. Faculties might not be familiar with adult learning principles. The online course developer may have no knowledge, experience, or the skills necessary for developing online courseware. Online course development can take longer time and more resources. It can also take longer time to deliver the course. It is, therefore, important that online course development be made efficient and effective for best student learning.

Objectives

The objective of this workshop is to discuss strategies of successful online course development, student characteristics, course support, and adult learning methods that contribute to the success of online learning.

Content

Developing online courses materials via a team approach might be strategic to course success. In this workshop, major roles of course developers such as course visibility, specialization in instructional design, course information architecture, and technological support will be established. Pros and cons of course management software and differences of delivering humanities versus “hard core” science classes will be discussed.

Why are some online courses more successful than others? Is it the course content, the instructor’s popularity, the way the course is delivered, technology, or other reasons that face-to-face classes are preferred to online course, or vice versa? The roles that the instructor plays and the characteristics that students demonstrate are associated with the outcomes of learning and course success in an online environment. Learn about student characteristics and what the instructor can facilitate to make online learning a better experience. A list of online instructional design and adult learning theories in an online environment will be explored and demonstrated with case examples.