Development and Implementation of an online class from a TA’s perspective

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BA 365 FAMILY BUSINESS MANAGEMENT

Course Description
- 4 Credits
- On-line version of BA 463
- COB Management Elective
- Open to all students
  - Business
  - Campus Wide
- Offered Year-round

Becoming the TA
- OSU COB Graduate
- 1st year of MBA program
- Search for GTA position
- Interview with Dr. Robin Klemm
- Interest in teaching
- Several years of online classes

Agenda
- Course Description
- Becoming the TA
- Course Organization
- Development over time
- Course Today
- Challenges
- Lessons Learned
- Questions & Answers

Course Description
- Family Business Focus
  - Opportunities & Problems
  - Structure & Life Cycles
  - Conflict
  - Succession
  - Strategy, Innovation, & Planning
  - Leadership, Management, & Non-Family
  - Financial & Estate Planning
  - Governance, Boards, & Stewardship
  - Family Offices & Resources

Course Organization
- Weekly Readings
  - Textbooks (7 books)
  - Blackboard (PDF Files)
- Group Discussion Board
  - Weekly Topics
  - Post/Reply
- Weekly Quizzes
  - 10 questions (7 m/c, 3 short answer)
- Applications
  - 4/5 total
  - Every other week
Development Over Time

**Winter 09**
- Basic Structure
- Assignments Tab
  - Readings
  - Quizzes
- Communication Tab
  - Weekly Discussion Boards

**Spring 09**
- Organized Tabs
- Added Tab
  - Group Pages
- Organized Discussion Boards

**Summer 09**
- Added Introduction Tab
- Changed up Applications

**Fall 09**
- Tabs Added
  - Syllabus
  - Quizzes
  - Exec in Residence
  - My Grades
- Quizzes Changed

**Winter 10**
- Added Discussion Group
- Reorganized Tabs

**Spring 10**
- Continued Layout

Challenges
- Student Confusion
- Student Communication
- Repeat Students
- Course Number Change
- Recruiting Students

Lessons Learned
- Organization
- Readable Files
- Timely Feedback
- Develop Quiz Bank
- Provide Resources
- Continual Communication
Questions?