

BLENDED LEARNING

Experiences from an Msc curriculum in Business studies

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What it is

- Integration of traditional and e-learning approaches
- Hybrid learning forms

How it unfolds

- Autonomous learning
- (digital) collaboration
- Synchronous and asynchronous sessions

Why we need it

- Self-paced learning
- Positive learning experiences
- Higher learning outcomes
- Higher learning satisfaction
- Increased learning effectiveness
- Overcoming expertise reversal effect

Challenges student side

- Student interaction and collaboration during synchronous sessions across several time zones
- Intercultural barriers during collaboration
- Two preferences represented:
 - 1) More synchronous elements and student- lecturer interaction;
 - 2) purely online without synchronous elements
- Lack of socialization compared to traditional in-class programs

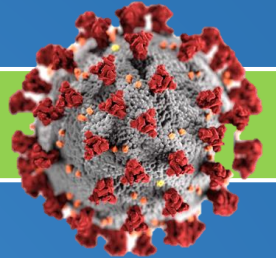
Challenges lecturer side

- Time intense preparation of video units and scripts
- Production of professional video material to keep attention levels high
- Adapting contents to very heterogeneous student groups (i.e. strongly differing previous academic and professional experience)
- Conveying lecture contents in extremely compact ways of delivery

Internationalization of student groups

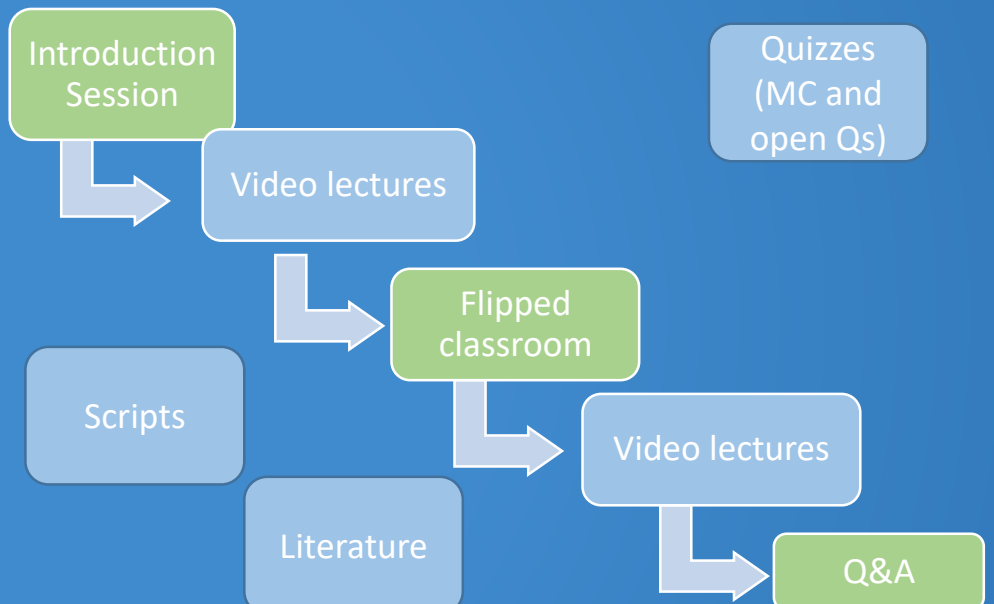


Online only form of blended learning



Case: Elements of one online blended learning unit in the curriculum

Synchronous element
Asynchronous element



LESSONS LEARNT

Learning elements

Script is needed for successful learning processes

Quizzes questions support learning process

Platform tool needed for more structured learning experience

Synchronous sessions needed more extensively to level out heterogeneity

Didactic approach

Precise and attainable learning goals needed

Flipped classroom approach very fruitful ('create' level of blooms taxonomy)

Blended learning approach is more suitable for workshops or other compact formats of education

Skills

In preparation for learning in intercultural groups: Sessions on intercultural competence (e.g. through serious game approach)

Lecturer training for online education and professional video production