



Ms. Rowena Hennigan – TU Dublin, Ireland

Series Introduction

Fundamentals in online learning

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Series Summary

1 Fundamentals in online learning – Series introduction

2 Overview of online learning in business education

3 Pedagogies of online learning

4 Integrating Technologies to Add Value

5 Enhancing existing content and activities for online learners

6 Principles for creating effective screencasts

7 Principles for module presentation in online learning

8 Education resources and licensing for the online learner

9 Principles for conducting effective live webinars

10 Communicating effectively with online learners

11 Developments in online learning

12 The business of online learning

13 Case Study - Ibec Business Graduates Part 4

14 Case Study - Ibec Business Graduates Part 2

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Series Objectives

- **Context:** online learning in business education, present the pedagogies of online learning and how to integrate technologies effectively
- **Provide practical guides:** how to guides on key elements and activities
- Considerations in licencing and the use of existing education resources
- Communicating effectively online
- **An entrepreneurial view:** what is the business of online learning?
- **Looking forward:** future trends in online learning
- **Case-Study** – Ibec Global Graduates in two parts

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Series Subject Experts






Rowena Hennigan TU Dublin	Dr. Frances Boylan TU Dublin	Maébh Coleman TU Dublin	Pauline Rooney TU Dublin	Sarah-Jane Cashman Waterford Institute
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Intended Audience

-  Academics and educational support staff with a project in the area of online learning
-  Undergraduate and postgraduate students who are studying this area, who have been tasked with either creating online learning content or are conducting related research
-  Students from various disciplines may also be interested in pursuing a career in the growing industry area of online learning

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Introduction and Context

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Introduction and Context



Context

- Online learning in business education
- The pedagogies of online learning
- Integrating technology effectively


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Practical How-to-Guides

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Practical How-to-Guides



**Provide practical guides:
how-to-guides on key activities**

- Enhancing existing content and activities
- Creating effective screencasts
- Organising online modules

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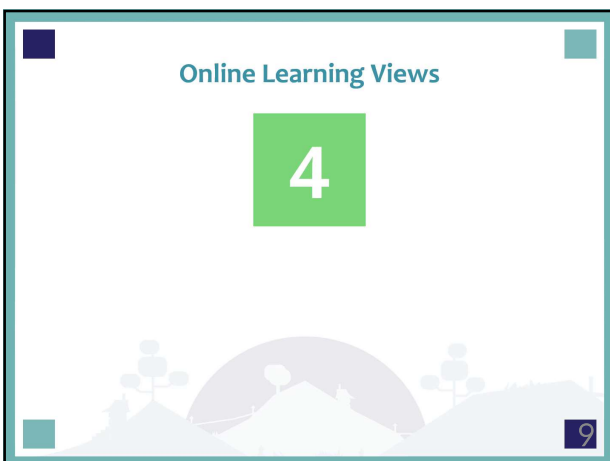
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Online Learning Views



**Future view
and opportunities**

- Trends in online learning
- The business opportunity in online learning

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Case-Study: Ibec Global Graduates

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Case-Study: Ibec Global Graduates



Case-Study

- Ibec Global Graduates Case-Study - Two parts

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