



# Minnesota eLearning Summit

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Minnesota eLearning Summit

2016

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Jul 27th, 11:15 AM - 12:15 PM

## 2 Specializations or 10 MOOCs: How Coursera Changed the Way We Create Online Learning at the Carlson School of Management

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Amie Norden, "2 Specializations or 10 MOOCs: How Coursera Changed the Way We Create Online Learning at the Carlson School of Management" (July 27, 2016). *Minnesota eLearning Summit*. Paper 75.  
<http://pubs.lib.umn.edu/minnesota-elearning-summit/2016/program/75>

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# 2 Specializations or 10 MOOCs: How Coursera Changed the Way We Create Online Learning at the Carlson School of Management



CARLSON SCHOOL  
OF MANAGEMENT

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UNIVERSITY OF MINNESOTA

Amie Norden, Dean Pedersen, Katie Brink  
July 27, 2016

# Amie Norden (a little bit about me)

- Carlson School of Management
- Ph.D., Curriculum & Instruction, Learning Technologies
- Director, Carlson School Instructional Design Team
- Lead Instructional Designer
- Coursera Liaison
- Instructional Design Production and Development
- Online Course and Flipped Classroom
- Interactive Design

# Coursera MOOCs Project Team

- Amie Norden
  - Project Management and Coursera Liaison
- Katie Brink
  - Instructional Design, especially MOOC slide design
- Dean Pedersen Instructional
  - Studio Videography





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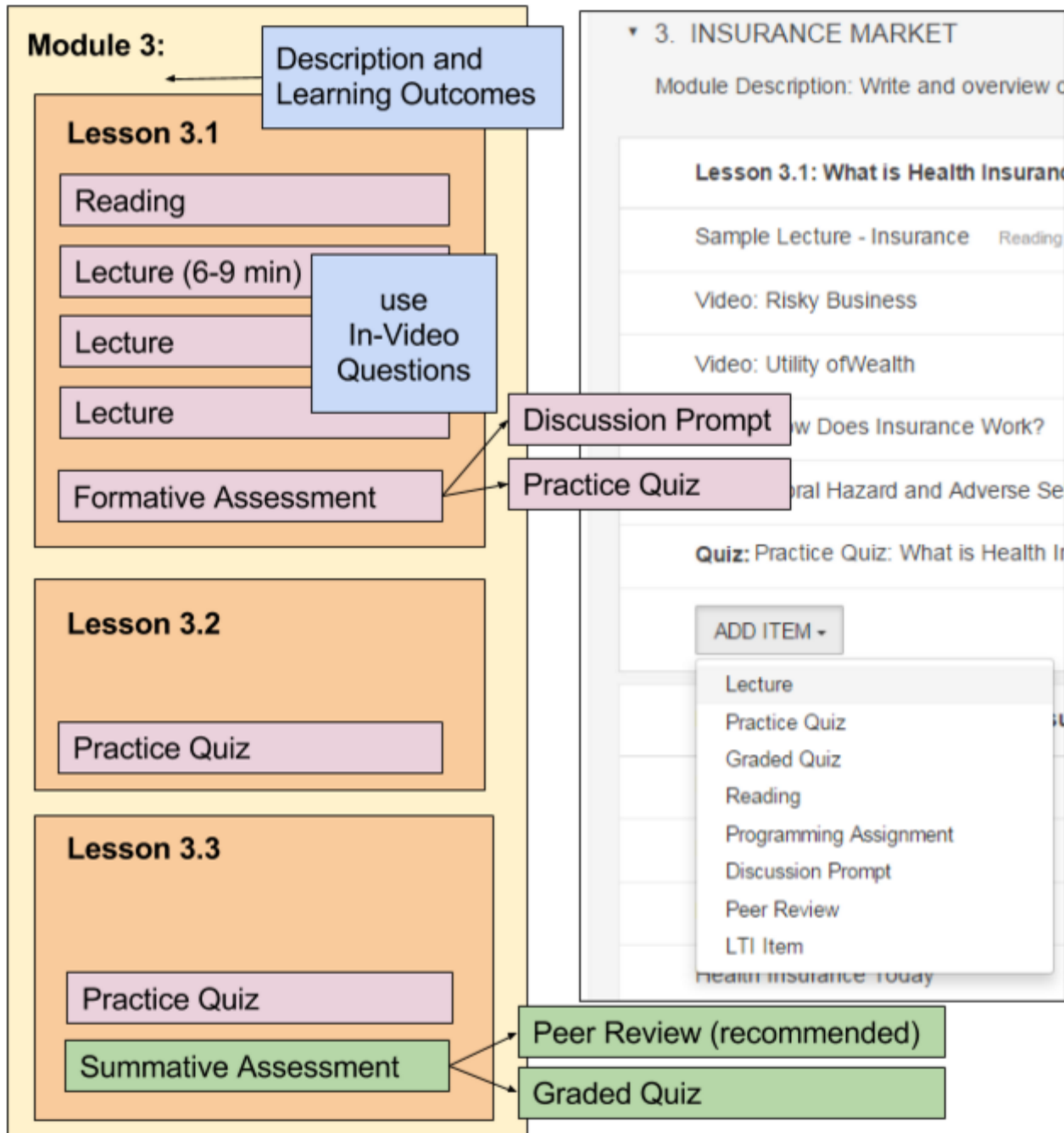




# Project Management & Details

- 2 Specializations
  - 10 Courses
  - 10 Instructors
  - 2 launched courses every month for about 6 months
- Project Management
  - Carlson Team
  - Coursera requirements
- Complexity
  - Studio Produced vs. Self-Produced
  - Timeline
  - Coursera Requirements





# Coursera Algorithm

- **Module = 3 to 5 Lessons**
- **Lesson**
  - **3 to 5 Lecture (videos)**
    - Goal: 6 to 9 minutes
    - Minimum one In-Video Question or about one for every 5 to 7 minutes of video
  - **1 Practice Quiz**
    - 1 to 2 Practice Quiz Questions per video
    - or about **formative** Practice Quiz questions per 20 minutes of video.
  - **And 1 Formative Assessment (optional)**
    - Discussion Prompt
- Every Module concludes with a Summative assessment (Peer Review, recommended)
  - For Specializations, summative assessments



# Video Lecture Recipe

For every video lecture, write:

- 1 In-Video Question
- 2 Practice Quiz questions

+ 0 or 1 Graded Quiz question

3 to 4 Quiz Questions per lecture video

Module 2		In-Video	Practice Quiz	Graded Quiz
Lesson 2.1				
<input checked="" type="checkbox"/>	2.1.1	Poll		
<input checked="" type="checkbox"/>	2.1.2	Poll	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.1.3	Poll	<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	
Lesson 2.2				
<input checked="" type="checkbox"/>	2.2.1	MC	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.2.2	MC	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.2.3	poll	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.2.4	MC	<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	
Lesson 2.3				
<input checked="" type="checkbox"/>	2.3.1	Poll	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.3.2	MC	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.3.3	M/C	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	2.3.4	M/C	<input checked="" type="checkbox"/>	
			<input checked="" type="checkbox"/>	
Lesson 2.4				
<input type="checkbox"/>	2.4.1		<input type="checkbox"/>	
<input type="checkbox"/>	2.4.2		<input type="checkbox"/>	
<input type="checkbox"/>	2.4.3		<input type="checkbox"/>	
<input type="checkbox"/>	2.4.4		<input type="checkbox"/>	
			<input type="checkbox"/>	
no videos yet.				

## Module 1 Developing Performance Management Systems

		PPT	Video	IVQ	IVQ Type	Lecture Handout	Practice Quiz Questions		Graded Quiz Questions	
<b>Lesson 1.1</b>										
1.1.1	Welcome and Course Overview	done	published	uploaded	TF	uploaded	x	Single-Correct	x	Single-Correct
1.1.2	About Larry Bourgerie	done	published	uploaded	TF	uploaded	x	TF		
1.1.3	Linking Performance Management	done	published	uploaded	Single-Correct	uploaded	x	Single-Correct	x	Single-Correct
1.1.4	Culture and Performance Management	done	published	uploaded	Single-Correct	uploaded	x	TF	x	Single-Correct
							1.1.4	Single-Correct		
								published		
<b>Lesson 1.2</b>										
1.2.1	Performance Management and Perf	done	published	uploaded	Single-Correct	uploaded	x	Single-Correct	x	Single-Correct
1.2.2	Purposes and Design Elements of Ef	done	published	uploaded	Single-Correct	uploaded	x	Single-Correct	x	Single-Correct
1.2.3	Characteristics of Effective Performa	done	published	uploaded	Single-Correct	uploaded	x	Single-Correct	x	Single-Correct
							1.2.2	TF		
							1.2.2	Single-Correct	1.2.2	Single-Correct
								published		
<b>Lesson 1.3</b>										
1.3.1	Strategic Performance Management	done	published	uploaded	Single-Correct	uploaded	x	Single-Correct	x	Single-Correct
1.3.2	Perils of Poorly Implemented Perfor	done	published	uploaded	TF	uploaded	x	Single-Correct		
1.3.3	Role of Training in Performance Mar	done	published			uploaded	x	TF	x	Single-Correct
1.3.4	Performance Management's Link to	done	published			uploaded	x	Single-Correct	x	Single-Correct
							1.3.1	Single-Correct		
								published		published
							15	written	10	written



# Lessons Learned

- Plan ahead
- Use tools to help you help others keep on track
- Be prepared to work hard and work long hours
- Have fun! At the end, it's worth it

# Thanks and Acknowledgments

- Sri Zaheer, Dean
- Alok Gupta, Associate Dean
- Bob Rubinyi
- Connie Buechele
- John Budd
- Larry Bourgerie
- Alan Benson
- Steve Parente
- Jay Lipe
- Kay Nelson
- Leah Dwinnell
- Karin Brown
- Katie's daughter, Jane
- All our Coursera learners!

# Questions





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