

# Technology

## Class Recordings Go State-of-the-Art

**Move over VCR. Make room for the Apreso Classroom**, a new technology recently pilot tested and adopted at Temple University's Fox School of Business and Management in Philadelphia, Pennsylvania. Developed by Anystream, a Virginia-based software company, Apreso represents the latest generation of classroom content capturing software.

The advantages of Apreso are its ubiquity, immediacy, and ease of use, says David Feeney, director of digital education at the Fox School. Apreso can record not only video and audio, but also every presentation on the laptop, every keystroke and penstroke on a tablet PC, and every piece of visual material. In addition, students can view that captured content from the Web mere seconds after they leave the class.

The software works essentially unseen in the classroom and requires minimal instruction to use, Feeney adds. "It is essentially 'task-free,'" he says. "Faculty and students can be oriented in less than five minutes, and then every class meeting can be successfully captured with no change in classroom routine."

During the 2004 summer session, more than 2,200 minutes of content from the Fox School's undergraduate, graduate, and executive MBA courses were recorded per week. During its original pilot phase, five faculty members used the technology; this fall, 21 will be taking advantage of its benefits. Faculty are also using the technology to record presentations for students to view before class, as well as post-lecture presentations that go more deeply into certain facets of the material afterward.



Undergraduate business student Tamika Ingram shows an Apreso Classroom capture on her laptop. Behind her, David Feeney, director of digital education, stands outside the classroom where the recorded lecture is in progress.

"Our two 'capture rooms' are capturing 3,100 minutes of classroom audio and visuals per week, making them instantly viewable via any Web browser," says Feeney. "In addition, Fox faculty, staff, and students are using the rooms as studios when classes are out of session." In addition to the two capture rooms at Fox, three others are available in other areas of the university.

"Faculty are accustomed to coming into class and presenting their knowledge and experience to students, but all of that accumulated knowledge is lost when class is over," says John DeAngelo, associate dean for information technology at the Fox School. The Apreso Classroom allows faculty greater flexibility in presenting material, he adds, and

gives students the ability to replay and revisit that classroom experience as many times as they need.

Fox School administrators also plan to use the Apreso technology to create integrated coursework for the MBA program in 2005.

## New Resource for Job Seekers

With online career tools becoming a bigger part of the business school graduate's job hunt, a management consultancy firm based in Collegeville, Pennsylvania, recently launched a new online job resource to add to its arsenal. EliteGraduateJobs, a company specializing in the placement of recently degreed graduate and undergraduate students, now offers

# A World of Difference

Webster University's School of Business & Technology is pleased to announce that, for the ninth consecutive year, we awarded more master's degrees in Business, Management and Marketing to minority students than any other institution in America.

## TOP 100 MASTER'S DEGREE PRODUCERS 2004

Total Master's Degrees awarded to minority students majoring in Business, Management and Marketing

Ranking	Institution	Total
<b>#1</b>	<b>WEBSTER UNIVERSITY</b>	<b>1099</b>
2	Central Michigan University	480
3	University of Maryland-University College	394
4	Troy State University-Main Campus	379
5	Florida International University	344
6	Nova Southeastern University	343
7	University of Southern California	284
8	New York University	249
9	University of Phoenix-Online Campus	244
10	DeVry University-Georgia	225

SOURCE: *Black Issues in Higher Education* analysis of U.S. Department of Education reports of data submitted by institutions. Rankings are based on the reviews of 2002-03 preliminary data.



Benjamin Ola. Akande, *Dean*

*Webster University's School of Business & Technology*

For more information, go to [www.webster.edu/sbt](http://www.webster.edu/sbt)



services customized to MBAs at MBAGradJobs.com. It also offers similar sites at IvyGradJobs.com, LawGradJobs.com, and University GradJobs.com.

The company will mix technology with traditional screening techniques to qualify candidates and match them with prospective employers. These techniques include on-campus events, career fairs, advertisements in student publications, and work with college career services offices, explains Daniel Williams, the company's founder. Williams also founded the Web site OxbridgeJobs.com, which specialized in placing candidates from Oxford and Cambridge Universities.

In addition to its placement services, MBAGradJobs.com also includes an online career center with articles on resume-writing, interviewing, self-assessment, and salary negotiation, as well as career- and business-related articles that have been published in *The Wall Street Journal*.

## U of Maryland Picks BlackBerry

**This semester's incoming** MBAs at the Robert H. Smith School of Business at the University of Maryland in College Park got more than their course schedules when they came to campus. The Smith School provided full-time MBA students with Nextel BlackBerry 7510 wireless handheld devices to encourage them to explore and exploit the "always on" technology that has become so prevalent in business.

About 400 BlackBerry handhelds were given to MBA students, faculty, and staff. The devices will provide students with wireless access to the Internet and e-mail; calendar, address book, task, and memo pad functions; and Nextel's Direct Connect digital walkie-talkie service. Soon, students will also be able to



obtain course assignments, grades, class rosters, and other school information from anywhere on the Nextel National Network through an online course development tool.

The devices have been incorporated in select MBA courses this semester and may eventually be required in all core MBA courses.

Smith School faculty are currently developing research proposals based on the Nextel initiative, which will explore how the BlackBerry devices affect areas such as team dynamics, virtual group behavior, and creativity.

By using the handhelds, students will develop a better understanding of how an information-driven world works, says Howard Frank, dean of the Smith School. "Our MBAs," he adds, "will gain a greater understanding of how information technology can be maximized to create innovation and drive business growth."

## GW Teaches Students to Manage Innovation

**The Schools of Business and Engineering at** George Washington University in Washington, D.C., have partnered to create a new graduate certificate in knowledge and innovation management. The certificate is designed to prepare students to manage the creation, collection, and dissemination of intellectual capital that helps bring new products and services to market.

The four-course 12-credit program integrates management and engineering disciplines and will be taught by faculty from both schools, as well as by experts from industry. The courses will focus on how to help members of organizations capture and share their knowledge to create solutions for the market via knowledge capture systems and communities of learning. Students will enroll in one course per semester and complete the program in four semesters.

## TOOLS OF THE TRADE

### HBSP Puts Its Case Teaching Methods on CD-ROM

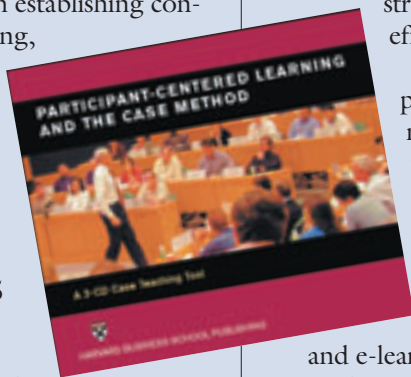
**Harvard Business School Publishing (HBSP)** has developed “Participant-Centered Learning and the Case Method,” a three-CD program that explores case teaching in depth. Created by Harvard Business School, the program is designed to help instructors build skills and confidence in teaching case-based classes, from establishing content flow and timing, to preparing assignments, to leading discussions by questioning, listening, and responding.

The three-disk set retails for \$225 for a single copy, with discounts for purchases of multiple copies. It includes “A Case-Study Teacher in Action,” which features Professor David Garvin teaching a case, as well as his commentary and teaching tools. In addition, its “Answers, Insights, and Advice 1 and 2” features HBS professors addressing various aspects of using cases effec-

tively in any classroom. The CD-ROMs include four hours of video footage—including a complete case study and more than 70 video segments—from actual HBS case discussions. The CDs mark the first time video footage of HBS case discussions has been made available to help instructors teach cases more effectively.

HBSP offers on-campus seminars on the case method four times a year, but demand usually exceeds the number of spaces available, says Maureen Bates, HBSP’s vice president for higher education and e-learning. Through the program, she says, “we’ll be able to share this method with a far greater audience, especially those overseas for whom travel costs to our in-person seminars would be prohibitive.”

For more information on “Participant-Centered Learning and the Case Method,” visit [www.hbsp.harvard.edu/educators](http://www.hbsp.harvard.edu/educators).



## NEWSBYTES

### WIRELESS SECURITY WORRIES

As wireless networks begin to grow in size and number, there will be more cybercriminals seeking to exploit them, say researchers at Gartner, a research firm in Stamford, Connecticut. So far, there are few reports of break-ins involving wireless technology, but the threat is very likely to grow. Attacks most likely will target not the network itself, but the unprotected wireless devices of users. Authenticating users and their equipment and preventing unauthorized access points may help to prevent the problem.

### DEPAUL EXPANDS DISTANCE LEARNING

The Kellstadt Graduate School of Business at DePaul University in Chicago, Illinois, has expanded its selection of online MBA courses. Twelve MBA core courses will be offered each quarter, including all MBA core courses and some electives. Online students are linked to traditional, face-to-face DePaul MBA classes through Course OnLine, a synchronized streaming audio and video technology developed by DePaul’s computer science school. Course OnLine captures the entire class and downloads it to a site where online students can access it 24 hours a day. Students can access courses offered not only at DePaul’s Rolling Meadows campus, but also in its MBA programs in Bahrain and the Czech Republic. **Z**

### DATABIT

A survey of 335 CEOs and CIOs conducted by PricewaterhouseCoopers found that **76 percent** of respondents believed that a formal IT corporate governance committee could help them identify and resolve IT problems in their organizations. However, **42 percent** noted that they did not plan to put an IT governance committee in place.



**Q: Whose business students placed first in the nation?**

**The Raj Soin College of Business at Wright State University.** These three students placed first in the nation at the 2004 American Express Financial Planning Competition. And who is the only four-time winner of a national accounting competition? **It all adds up to Wright State.** Whose students have placed nationally at the Ethics Bowl Championship four years running? **WSU's.** Through real-world learning, caring faculty and academic excellence, Wright State's business students are competing with the best across the nation.

**A:**  
**WSU HAS THE ANSWERS**

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- First world-class graduate school of business and management in Asia
- Foremost authority on Asian business systems
- First graduate school of business and management in the world to be awarded the ISO:14001 Certification for its Environmental Management System
- First private graduate management institution in the world chosen by the World Bank as its strategic partner in the AIM-World Bank Global Distance Learning Center
- Foremost Center of Excellence chosen by the Asian Development Bank to deliver relevant activities that cultivate progress in Asian societies
- First Beyond Grey Pinstripes Award for Business School Innovation in Social Impact Management

AIM offers a unique learning experience, enriched by cross-cultural and multi-country dynamics from both developed and developing economies. Programs are multi-disciplinary, made possible by the range of offerings in business, entrepreneurship, and development management or public sector policy-making. Courses are taught by an international faculty from both private and public sectors.

