

Quality Matters Certification of a Business Analytics Course: Online, Asynchronous, and Using Moodle

Dr. Rick Jerz
The University of Iowa
Iowa City, Iowa, USA



1

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1

Presentation Overview

- What is **quality** online education?
- What are **Quality Matters (QM)** and their **"certification"** process?
- What was **Moodle's role** in the Business Analytics course?
- What were my **greatest obstacles** to achieving certification?
- What were my **results**, and my plans for **continued improvement**?

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Covid-19 and Online Education

- Everyone is **"online"**
- Is **quality** the same?
- Online is different from face-to-face
 - A different **approach**
 - Different **technologies**
 - A different **interaction model**
 - Different ways of **assessing student outcomes**

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Administrator's Statements

- "...simplify assignments and exams..."
- "Be a little easier on the grading..."
- "We just need to help students cross the finish line, particularly those who are planning to graduate."

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Rick's Perspectives

- Online education has been around for a while
- Schools want high quality online education
- Quality assessment **external**
- What is quality online education?

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MBA - Business Analytics

- Face-to-face
- Hybrid
- Online
- MBA Online Program
 - Business Analytics to be taught online
- My Business Analytics course is high quality

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What is Quality Matters?
www.qualitymatters.org

- Non-profit organization
- Began around 2005
- **Goal:** to measure and guarantee the quality of online courses
- Course design standards **rubric** and **peer-review process**

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8 Categories of 42 Standards

1. Course Overview and Introduction
2. Learning Objectives
3. Assessment and Measurement
4. Instructional Materials
5. Learning Activities and Learner Interaction
6. Course Technology
7. Learner Support
8. Accessibility and Usability

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An example...

- "Learners are introduced to the purpose and structure of the course."

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QM Process

- Pay your fee
- Three reviewers, one who is the team leader
- Rigorous interactive process
- Standards worth between 1 – 3 points
- You are awarded with two of the three reviewer scores
- Goal is to “pass” with 85 points
- If you do not pass, you are given about 3 months to improve

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What was Moodle’s Role?

- QM not LMS specific
- A “course shell” is required
 - No students
 - Everything showing
- Reviewers were giving “student” role
- Simple course structure, with depth
- Navigation is simple
- New topics added each week
- Activity completion
- Grade book

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Other Moodle Features

- Each topic emphasizes course objectives
- Right-side blocks
 - Upcoming Events and Calendar
 - Checklist
 - Forum search
 - Online users
 - Video blocks

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What were the major obstacles?

- My syllabus needed revision to include **Bloom's verbs**
- Reviewer familiarity with Moodle
- Where is the course's "Home" icon?
- "Where do you tell students..."
- Course map
- Pick a good textbook
- "Your course does not have any student **interaction!**"
- A course shell does not have students

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Results, Surpassing QM, and Future Plans

- Results
 - 50-hour investment
 - My school's Online Education department not involved
 - I failed, achieving only 79 points
 - With more effort, I passed with a perfect 100-point score

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QM Team Leader

"In my professional opinion, your course presents the model for non-traditional online learning. It has been a pleasure reviewing your course and interacting with a professional such as yourself that puts the student learner first and foremost in their teaching. I wish that my MBA Business Analytics professor had been as thorough as you are in teaching the importance and utility of business analytics."

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Results, Surpassing QM, and Future Plans

- **Surpassing QM standards**
 - Moodle is very **mobile-friendly**
 - Responsive in smartphone's browser
 - Mobile app
 - Moodle discussion forums are **powerful**
 - Read and grade posts, in **context**
 - Moodle's **powerful grade book**
 - Bonus points
 - **Videos highly edited**
 - Time-Warped
- **Continuous improvement**
 - Title attributes to all hyperlinks on web pages
 - "Chapters" added to videos

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Results, Surpassing QM, and Future Plans

- **Future**
 - Moodle improvements
 - H5P
- **Technology is always improving**

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Success!

- **The only online instructor at Ulowa with Quality Matters certification**
- **University support not involved**
- **QM benefits all**
 - Student – receives a better course
 - Instructor – professional development
 - University – can advertise online quality

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Conclusion

- Thanks for watching!
- Rick@rjerz.com
- www.rjerz.com/professional/work/Presentations/MoodleMoots2020/qm.html

19

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