The focus of this workshop is on online and hybrid learning. As more higher education institutions move towards online course offerings, it becomes crucial to explore the issues related to this type of learning. We will address the opportunities this type of learning offers, strategies to maximize success, and the challenges that go along with it.

Three faculty members, two from private liberal arts colleges and one from a state university, will conduct this workshop. They will begin by briefly providing an overview of their experiences with online and hybrid marketing, management, and international business courses. The use of different technologies to enhance student learning and virtual collaboration will be highlighted. An example of how one of the faculty members uses Wimba live classroom and wikis in a hybrid teamwork course can be found in Appendix A.

In addition, workshop attendees will be encouraged to participate by sharing their experiences. We are envisioning an interactive and lively discussion around issues pertinent to online and hybrid learning such as:

- Use of teams in online formats
- Types of deliverables for online classes
- How to ensure that students are really ‘learning’
- How to create a common culture
- Strategies to make the class interactive
- How to keep students engaged
- Different types of platforms and technology (e.g., blackboard, wimba, wikis, blogs)
- How to balance hybrid courses between in-class meetings and online time
APPENDIX A

In the course “Developing and Managing Work Teams,” students work on a semester long community based service learning project. The course is taught as a hybrid course in order to give the students the opportunity to not only experience what it is like to work in a face-to-face team, but in a virtual team as well. The pedagogy involves integrating online learning tools, such as Wimba Live Classroom and wikis, into the course.

Wimba Live Classroom, which is a tool in the Blackboard platform, is used to hold virtual team meetings. Each team is required to hold at least four meetings on Wimba. Two of these online meetings include the professor, one to present the team’s project proposal and one to present the team’s progress report. PowerPoint presentations are presented online in the Wimba classroom at these meetings.

Wikis are utilized in the course as both a collaborative tool throughout the semester and as a final portfolio of each team’s completed project. Each team is required to create a wiki where team members work together on project documents such as a team charter, project timeline, and communication plan. Meeting agendas and meeting minutes are uploaded to the wiki, as well as project photos and PowerPoint presentations.

In today’s global information based world where more and more employees are working on virtual teams, it is imperative for students to become adept at this type of teamwork. The use of Wimba Live Classroom, and wikis in the course “Developing and Managing Work Teams,” is enabling many students to do just that.