

**Status of The CUNY Hybrid Initiative**  
**Grant in the Department of**  
**Business.**

# Current Situation

- Accounting 101



- Accounting 101-Hybrid



# 2 birds with 1 stone

1. Internet is not a “new-fangled” technology that needs special treatment and/or evaluation.
2. Assessment is here to stay.

# Implementing and Achieving The Goals of The Grant

- Model Hybrid Online Course Syllabi.
- Model grading rubrics to assist you in course assessment and the evaluation of your Online Hybrid Course(s).



# **Proposed Assessment Model for The** **CUNY Hybrid Initiative**

- Every Course Leader, as determined each semester by the Chair of the Department, will be responsible for creating two assessment instruments each semester to be distributed to every faculty member teaching sections of that course.

# The Learning Objectives

- The ability of the students to name, define and relate key concepts covered in the course;
- The ability of the students to describe, discuss and explain the key concepts covered in the course;
- The ability of the students to interpret, apply and demonstrate by examples the key concepts covered in the course;
- The ability of the students to analyze, compare and examine the key concepts covered in the course; and
- The ability of the students to create, design and formulate strategies based on the key concepts covered in the course.

# The Assessment Metrics

- The Assessment Metrics must be designed to evaluate the success or failure of students in mastering each of the Learning Objectives. Accordingly, the Course Leader should key into the metrics specific tasks or questions by which comparative levels of student success or deficiencies are indicated.

# Key Concepts and Rationale

- There is nothing specific to hybrid classes which requires any particular assessment tool over those that might be chosen for a traditional class. In other words, if hybrid classes implement and achieve the same learning objectives as traditional classes, then nothing more needs to be said about it – it is just a matter of student and instructor preference.



# Deliverables

- An integrative syllabus/template for a generic hybrid course which implements the goals above **INCLUDING A DETAILED ASSEMENT PLAN**. The detailed assessment plan will describe the assessment metrics and rubrics on both the program-level and the course-level.
- A statement of specific guidelines for hybrid courses which mandate assessment goals without proscribing particular technological methods.
- A plan for data collection.
- A plan for data evaluation.
- A statement of Business Learning Goals for hybrid courses.

# Example

The City University of New York  
College of Technology  
DEPARTMENT OF BUSINESS

## I. INSTRUCTOR INFORMATION

Course: BUS 123 Management of Innovation and Technology  
Section: 001  
Instructor: V. Smart, Ph.D.  
Office/Conference hours: M, W 5- 6 PM  
Telephone: 718 260-5773  
Fax: 718 260-5774  
E-mail:  
Blackboard:

*Email access is essential in communicating with the instructor and your peers. Please activate your Citytech e-mail account.*

## II. RESOURCES

### Required Textbook:

Schilling, Melissa A. (2010). *Strategic Management of Technological Innovation*. New York: Irwin McGraw-Hill (Paperback). ISBN: 978-0-07-338156-5.

### Supplementary Reading or Research Materials:

*Industrial Research Institute*  
[http://www.irweb.org/Main/Library/RTM\\_Journal/Public\\_Site/Navigation/Publications/Research-Technology\\_Management/index.aspx](http://www.irweb.org/Main/Library/RTM_Journal/Public_Site/Navigation/Publications/Research-Technology_Management/index.aspx)

*Research and Technology Management*  
<http://www.encyclopedia.com/Research-Technology+Management/publications.aspx?pageNumber=1>

*The Journal of High Technology Management Research*  
[http://www.elsevier.com/wps/find/journaldescription.cws\\_home/620219/description#description](http://www.elsevier.com/wps/find/journaldescription.cws_home/620219/description#description)

Software or databases: none

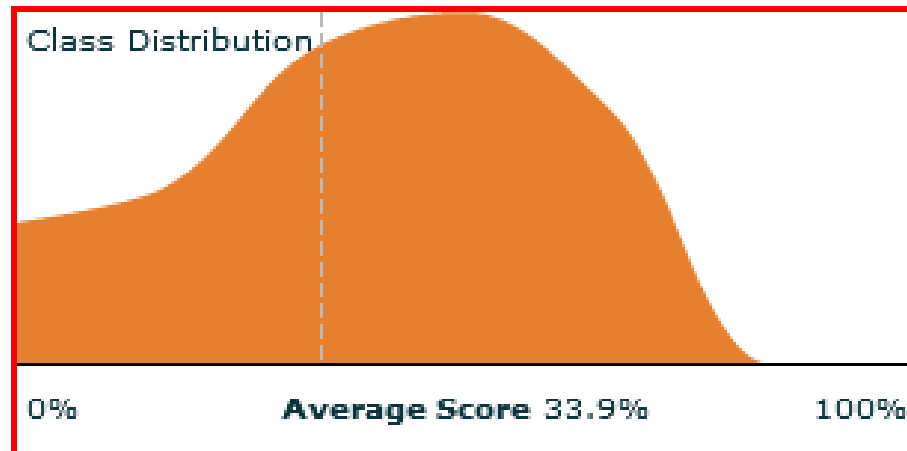
# Implementation Example

- Critical Course: Accounting 1101
  - *Online* assessment test consisting of 20 multiple choice questions.
  - Students access the assessment test on the *online* Wileyplus system.
  - **Students can take it online OR it can be distributed as an assignment.**
  - The department will use these examination grades complete the semester's assessment process. Results are forwarded to the course leader.

# Preliminary Results

- Financial Management – my own course, which I have taught both in hybrid and in fully in-class formats.

# Fully in-class format



# Hybrid - format

