To: All Faculty in Moody College of Business Administration

From: Mr. Bob Viguerie, Associate Dean for Graduate and Executive Programs

Date: Monday, April 24, 2017

Subject: Request for Applications to design courses for MBA online

All faculty members interested in developing and designing graduate business courses for accelerated (8-week) online delivery are invited to respond to this request for applications by reviewing the guidelines and completing two components of the application process:

    a. An application form with required signatures.
    b. A proposal not to exceed one page in length with 12-point font and 1-inch margins describing your credentials to design the subject matter and your ideas and interest in designing the online course you selected.

In addition to meeting the online certification requirements, faculty members must meet the college's and university's minimum faculty qualifications (stated in guidelines) at the time of submitting an application and designing the course.

Course design awards are available for an individual or a group of course designers as follows:

- Full Course Design: $2,500 (one designer or divided across a team)
- Full Use of OER Materials: $1,500 (one designer or divided across a team)

The MBA Program is not obligated to assign designers as faculty of record for online courses. Conversely, selection and commitment to design an online course does not obligate a faculty member to teach the course online.

The deadline to complete the application is **Wednesday, May 10, 2017 at 5:00 pm.**

A scanned copy of the completed proposal and signed application can be emailed to mbaonline@louisiana.edu, or one signed hard copy may be returned to the MBA Office on the 3rd floor of Moody Hall.

Applications must be endorsed and signed by the department head. Email any questions to mbaonline@louisiana.edu or call 482-5882.

Important Note: This solicitation is for courses to be offered in fall 2017 and spring 2018. Another request for applications for courses to be offered in summer 2018, fall 2018, and spring 2019 as well as the foundation courses will be posted soon.

Moody College of Business Administration
Online Course Design Application
Submission Guidelines (Spring 2017)

Overarching Goals

★ The program will use a "design once, deliver many" strategy to ensure consistency of information being taught to students and lead to more consistent student success in the initial online course offerings and in subsequent course offerings of the same course in future semesters.

★ The designer will develop one "model" course for a specific course number in the MBA online curriculum. The Department will require assigned faculty, regardless if full-time or adjunct, to use this model course design for multiple sections of the course being taught by multiple faculty members.

    a. A model course is a fully developed teachable design with fully developed learning materials, assignments, and assessments aligned to Department and College approved learning outcomes including instructions for the faculty member assigned to the course.

★ Students **may not** be asked to purchase textbooks, simulations, or other instructional materials. Hence, course designs should incorporate free and open source instructional materials to the fullest extent possible. Use of a publisher textbook should be viewed as a last resort and only with prior approval from the MBA Program Director and the Director of Distance Learning. An extra award will be rewarded to designers for courses that fully incorporate the use of free and/or open resources. For purposes of this request for proposals:

    a. Open is defined at this link http://opencontent.org/definition/.

    b. Free is defined as "free to the student" in which the University may incur a cost (e.g. library journal or set of case studies or Harvard Business Review), but the cost of instructional materials is not directly charged to the student.

Incentives Available

Course design awards are available for an individual or a group of course designers as follows:
- Full Course Design: $2,500 (one designer or divided across a team)
- Full Use of OER Materials: $1,500 (one designer or divided across a team)

Policies for Designing an Online Course

1. All faculty must meet the college's and university's faculty qualifications at the time of submitting a proposal and designing a course. At a minimum, non-terminal degree faculty must have completed 18 graduate hours in the field of study for the course being designed or a graduate degree and extensive work experience in the field. Faculty with a terminal degree in the field of study for the course being designed must have published a minimum of three peer-reviewed journal articles (listed in Cabell's Directory with 40% or less acceptance rate, listed in ABDC, ABS, or other appropriate journal rating list) in

the last five years and be actively engaged in the profession.

2. A faculty member who is awarded a stipend for course design is required to be ULearn certified or agrees to become ULearn certified before course design begins.
    a. Only one stipend will be awarded for the same course number per department.
    b. The Department Head will determine whether to advance a proposal for the same course from more than one faculty member.
    c. If a Department Head approves and submits multiple applications for the same course number, the MBA Director will decide between the proposals.

3. A faculty member receiving a course design award will:
    a. Work with instructional designers in the Office of Distance Learning for adherence to quality standards and incorporation of best practices.
    b. Collaborate with a member of the Dupre Library faculty to source, select, and integrate high quality open education resource(s) into the course design.
    c. Develop a course that will meet predetermined course learning outcomes and module/unit objectives. In the case of a new (previously not taught at UL Lafayette) course, the designer will work with the Department Head and MBA Director to develop course learning outcomes and module/unit objectives prior to course design.
    d. Develop a complete and robust course design that can be delivered by any appropriately credentialed faculty member.
    e. Design the course using the College provided preferred course layout.

4. Payment of the stipend will be made upon completion of identified benchmarks.

5. A faculty member who is awarded a stipend will be required to have the course initially "certified" or recertified according to the guidelines adopted by the Distance Learning Leadership Council within one year after the course is initially taught. Credit for the certified course will be granted to the designer.

6. If two or more faculty members are working in collaboration on developing an online course, the stipend will be split evenly among all designers.

Course Design Priorities

Course designs will align with predetermined and previously approved course learning outcomes and module/unit objectives. In the case of a new (previously not taught at UL Lafayette) course, the designer will work with the Department Head and MBA Director to develop course learning outcomes and module/unit objectives prior to course design.

Fall 2017

ACCT 526. Analytical Methods for Planning and Control. Elements necessary in an organization for effective administrative control are covered. Emphasis is on the "use" rather than the supplying" of accounting data.

BSAT 518. Management of Information Technology. Administration of the information systems function. Includes impact of the function, control of information systems resources, and evaluation of projects (cost/benefit analysis).

ECON 528. Managerial Economics. Application of microeconomic tools to business decision making; topics include theoretical and empirical demand and cost functions, pricing under various market conditions and regulatory constraints, short run and long run planning, and domestic and international conditions influencing the firm's profitability and growth.

HCA 503. Health Care Information Systems. Information management, systems, and technology related to strategic positioning and day-to- day administrative, financial, and clinical operations of health care organizations.

MGMT 525. Organizational Behavior and Leadership. Theory and practices including individual behavior, motivation, group dynamics, organizational structure, quality management, and leadership skills.

Spring 2018

BSAT 510. Data Analysis. Business application of multivariate methods, non-parametric methods, factor analysis, logistic regression, cluster analysis, and data mining procedures using a computer statistical package.

ECON 530. Health Care Economics & Finance. Public policy/regulations and principles of finance and financial decision making applied to health services. Public and private mechanisms for financing the treatment of illness and needs of special population groups.

FNAN 505. Security Analysis and Portfolio Management. Analysis of investment objectives. Performance and desirability of alternative portfolios. Financial management policies utilizing valuation models.

FNAN 522. Advanced Financial Management and Policy. Application of analytical techniques to the firm's investment, financing, and dividend decisions in keeping with the objective of maximizing shareholder wealth.

HCA 520. Organizational Behavior in Health Care. Management theories describing human behavior applied in health care settings. Emphasis on professionalism, medical/staff relations, governance, stress, job attitudes, motivation, leadership, decision-making, communication and teamwork.

MKTG 524. Marketing Management. Provides guidelines for developing marketing plans and programs while emphasizing the application of marketing concepts, tools, and decision making processes.

MGMT 555: Project Management I. Introduction to the fundamentals of project management and the behavioral skills required to efficiently manage a project. This course provides a foundation of concepts related to planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project.

MGMT 560: Operations and Project Management. This course provides students with the fundamental concepts involved in operations and project management. Students will learn to assess the current state of operations; identify new strategic opportunities for enhancing the operations of an organization; recognize the key issues involved in the management of

operations; and understand the key challenges of operations management that will have profound impacts on organizations in the future.

MGMT 565: Human Resource Management. In-depth analysis of the function and administration of the human resource department in the organization, including employee selection, training, development, and planning for intermediate and long term personnel needs.

Moody College of Business Administration
Course Design Application
Due Wednesday, May 10, 2017 at 5:00 PM
Please submit one application per course.

Name and Department of Faculty Member(s):

_____

Name   *Department*   *ULearn Certification (Yes/Type or No)*

Course Name and Number:

_____

Please initial that you understand and agree to the following statements:

_____ Develop one "model" course for a specific course number in the MBA online curriculum.

_____ Selection to design the course does not indicate selection for teaching the course.

_____ Design the course using free and open educational materials and resources unless previous approval is given in writing.

_____ Compensation for a completed design is as follows: $2,500 (one designer or divided across a team) for a full course design and an additional $1,500 (one designer or divided across a team) for full use of OER materials.

_____ Meet the college's and university's faculty qualification requirements at the time of submitting a proposal and designing a course as defined by University and College policy.

_____ Become ULearn certified before course design begins.

_____ Work with instructional designers in the Office of Distance Learning for adherence to quality standards and incorporation of best practices.

_____ Collaborate with a member of the Dupre Library faculty to source, select, and integrate open education resource(s) into the course design.

_____ Develop a course that will meet predetermined course learning outcomes and module/unit objectives or for new courses, not previously taught at UL, work with the Department Head and MBA Director to develop course learning outcomes and module/unit objectives prior to course design.

_____ Develop a complete and robust course design that can be delivered by any appropriately credentialed faculty member.

_____ Design the course using the College provided preferred course layout.

_____ Receive payment upon completion of identified benchmarks.

_____ Have the course initially "certified" or recertified according to the guidelines adopted by the Distance Learning Leadership Council within one year after the course is initially taught. Credit for the certified course will be granted to the designer.

Proposal

Attach a proposal not to exceed one page in length with 12-point font and 1-inch margins describing your credentials to design the subject matter and your ideas and interest in designing the online course you selected.

Faculty Endorsement

I agree to achieve the statements initialed and to work with the Office of Distance Learning on the design of the proposed course. I understand the policies and expectations.

_____	_____
Faculty Member Signature	*Faculty Member Signature*

Departmental Endorsement

I have reviewed and approve submission of this proposal. I will schedule and code the course as online during the semester selected.

_____
Department Head Signature

College Endorsement

I have reviewed this proposal and endorse its submission.

_____
Academic Dean Signature