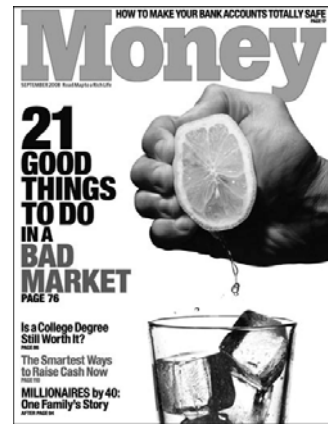


Teaching Professor Conference
Presentation:
Alternative Teaching Techniques
Saturday, May 22, 2010

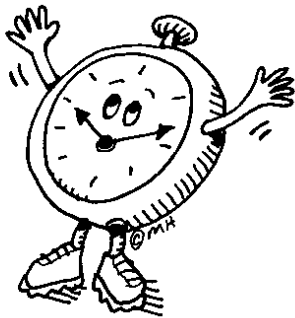
Lawrence Epstein
Associate Teaching Professor/Program Director
Drexel University
Philadelphia, PA



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2

Will these techniques prove useful?



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3

I guarantee you that you have heard
some of this before!



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Drexel University's Entertainment & Arts Management (EAM) Program

- Undergraduate Program
- Consists of:
 - General education requirements
 - EAM Core, including
 - Business
 - Overview of entertainment & arts
 - Non-profit cultural policy
 - Creative courses in media, performing or visual arts
 - 6 months of co-op/internship experience

Overview

- Electronic Polling
- Not Another PowerPoint!
- Breaking the ice - that first quiz!
- Student-run business
- Research papers = stimulating class discussion!
- Internships
- Individual & Group Presentations
- Online Office Hours
- A&Q

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Electronic Polling

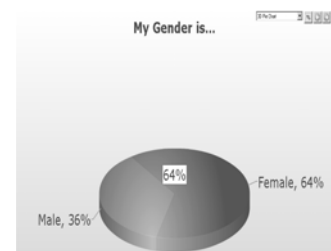
- What is electronic polling?
- How does it work?

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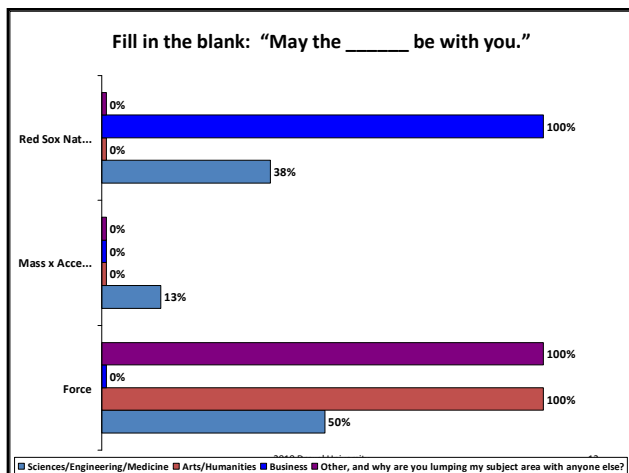
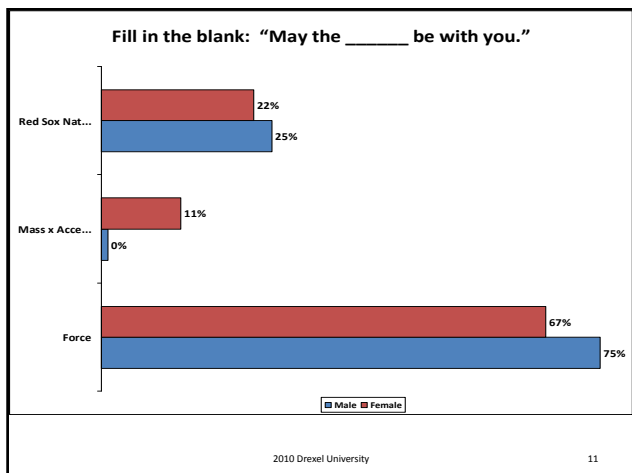
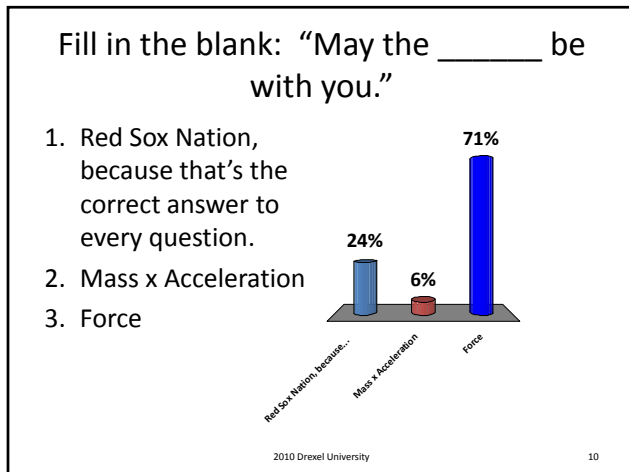
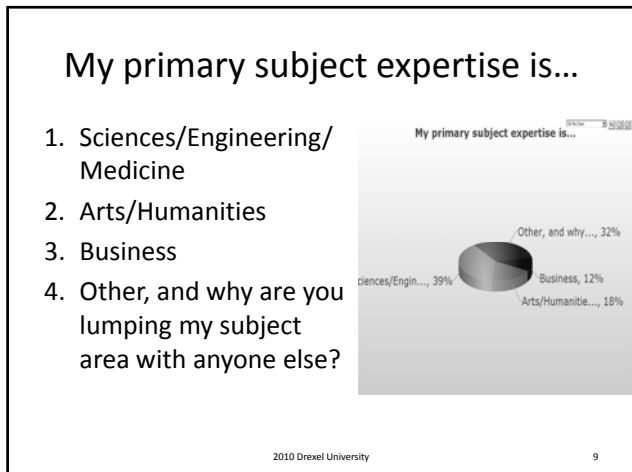
7

My Gender is...

1. Male
2. Female



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How can Electronic Polling be used?

- Collecting demographic data
- Establishing baseline knowledge
- Finding out what optional topics might be popular
- Administering quizzes and exams

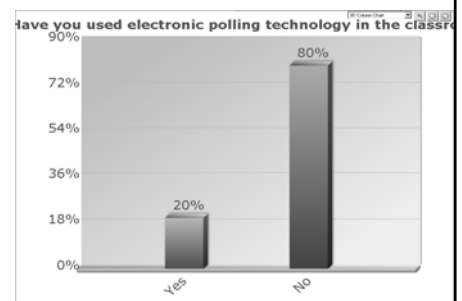
What can go wrong?

- Dead Batteries
- Software/Hardware issues
- Specific to quizzes/tests:
 - Cheating!
 - Limited question types - Numeric or text-based answers require more sophisticated devices/software
 - Students must all answer questions at the same time in the same order – no skipping & going back

What about you?

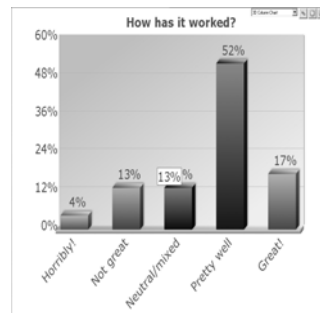
Have you used electronic polling technology in the classroom?

1. Yes
2. No



How has it worked?

1. Horribly!
2. Not great
3. Neutral/mixed
4. Pretty well
5. Great!



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Not another PowerPoint!

- The slides should not simply mimic what you say
- No typos!
- Make the slides readable, even in bright light:
 - Readable fonts
 - Not too small
 - Not too hard to read
 - Make sure backgrounds don't obscure the words

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Breaking the ice - that first quiz!



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Breaking the ice – that first quiz!

- Announce it in advance/put it in the syllabus
- Do it early in the term – 2nd or 3rd class.
- Keep it short – 5 minutes max
- At the end of five minutes, say....
- ...and watch the reaction!



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Student run enterprise

- Still in development in EAM, but exists in Music Industry Program
- Students participate in running a business/organization including:
 - Creative
 - Marketing
 - Finance
 - Legal

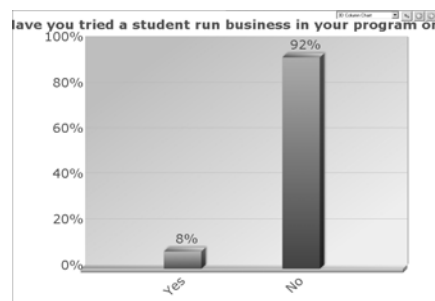
Student run enterprise (cont'd)

- Benefits
 - Real world experience integrated with coursework – built into course load
 - Teaches collaborative skills
 - Very attractive to incoming students, parents
 - Well regarded by employers
- Issues
 - Can create significant workload for faculty
 - Student turnover can disrupt operations
 - Requires \$\$\$

What about you?

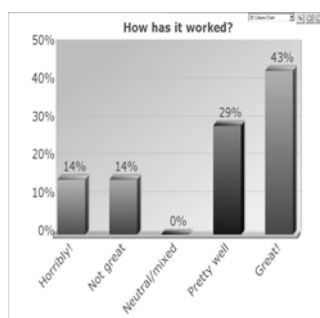
Have you tried a student run business in your program or class?

1. Yes
2. No



How has it worked?

1. Horribly!
2. Not great
3. Neutral/mixed
4. Pretty well
5. Great!



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Research papers

- Sophomore course: EAM 365 Media & Entertainment Business
- 50% of final grade
- Biweekly short papers on an assigned topic
 - 500-600 words
 - Current issues in media/entertainment
 - Small class (approx 12 students)
 - In-class discussion, occasionally with guest faculty
- Longer final paper
 - 1,000 words
 - Topic of their choice
 - Final presentation

Research Papers (cont'd)

- Benefits
 - Students very motivated
 - 100% participation in class discussion
 - Very positive feedback
 - Writing practice
- Issues
 - More difficult in larger classes
 - Full participation in class discussion can be difficult in allotted time
 - Time for final presentations
 - Workload to grade papers without teaching assistant support
 - Students may “re-use” final papers from other courses

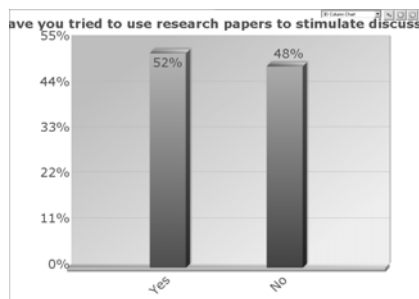
What about you?

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Have you tried to use research papers to stimulate discussion in the classroom?

1. Yes
2. No

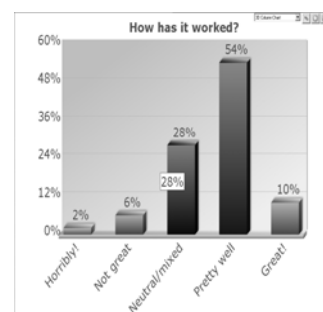


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How has it worked?

1. Horribly!
2. Not great
3. Neutral/mixed
4. Pretty well
5. Great!



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Part-time Internships

- Available to sophomores, juniors & seniors
- Employers are local companies & organizations
- Must be a learning experience (not just copies and coffee)
- Graded final work product required
- Student & employer must fill out application for my approval

Part-time Internships (cont'd)

- Unpaid
- Up to 3 credit hours
- Typically 10+ hours/week
- Benefits:
 - Students get to apply what they are learning, assess different career paths, find mentors
 - Builds program's relationship with potential guest speakers, part-time instructors, network

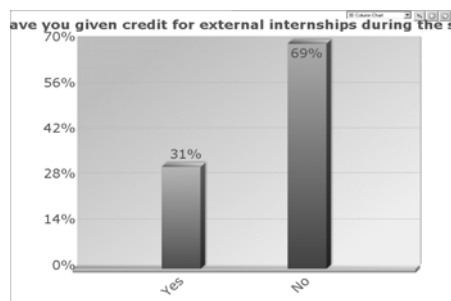
Part-time Internships (cont'd)

- Issues
 - Not all students can participate
 - Job may turn out to not be meaningful – how to grade?
 - Lots of hours of work for few credits

What about you?

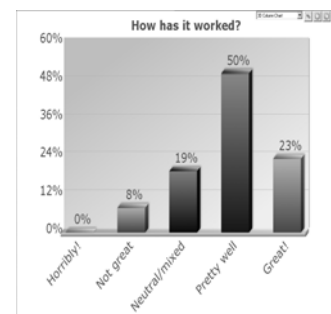
Have you given credit for external internships during the school year?

1. Yes
2. No



How has it worked?

1. Horribly!
2. Not great
3. Neutral/mixed
4. Pretty well
5. Great!



Individual/Group Presentations

- Used at all levels in all courses I teach
- “80% of success is showing up” – Woody Allen
- Students hate them
- Benefits - Teach valuable skills:
 - How to prepare
 - How to work in groups (some selected by students, some by instructor)
 - How to communicate effectively

Individual/Group Presentations (cont'd)

- Issues:
 - Some teachers feel that their courses should only measure knowledge, nothing else
 - Group Presentations:
 - Weak students benefit from work of others
 - Strong students suffer from the lack of work of others
 - Makes students very harsh critics of my lectures ☹
 - Did I mention that students hate them?
 - Can consume much class time

Games & Computer Simulations

- Used in three EAM courses
 - EAM 211 Strategic Management (“Great Cities”)
 - EAM 365 Media & Entertainment Industry (“Hollywood Mogul”)
 - EAM 322 Touring & Concert Promotion (The Booking Game”)

The screenshot shows a simulation interface titled "The Board Room". It includes a "What will the Largecap Foundation's Annual Spending Be?" section with sliders for "Foundation Principal" (set at 500.0) and "Annual Earnings" (set at 25.0). Below this is a "How will you spend your budget?" section with sliders for five categories: Education Programs (24), Marketing (2), Org. Effectiveness (30), Cultural Programming (14), and Facilities (19). The total allocated is 90, with a remaining budget of 0. The interface also features "action" and "information" buttons, and a "Submit Choices" button.

Action & Results

You have set your investment levels and allocated the funding across the five investment areas. Now, hit the Run button to see the results of your policies. The model will pause every five years so that you may revisit your policies or you can "let them ride" for the next five years.

action

- Run with these Choices
- Stop
- Restart Game
- Change Choices

information

- Learning Center
- Detailed Results

Greatness Index

- Great City (170)
- Mature City
- Livable City
- Emerging Edge City (start 100)
- BoomTown
- Anonymous Suburb
- Rust Belt
- Ghost Town

BUSINESS & COMMUNITY VITALITY

Performance Index (0.0-1.0)

Business Vitality Community Vitality

CREATIVE MILIEU AND INNOVATION

Performance Index (0.0-1.0)

Creative Milieu Innovation

CLICK ON EITHER GRAPH FOR MORE INFORMATION

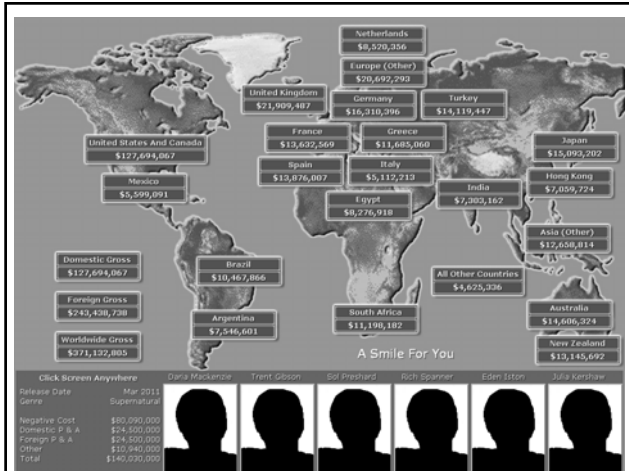
Available Annual Budget \$1.22

Foundation Principal 208.3

Siicon Valley Region Greatness Index Value: 11 YEAR 7

JUN 2011 Hollywood Mogul Studios \$975,263,708

HOLLYWOOD MOGUL™



The Booking Game

BOOKING CALENDAR
NAME: Sean O'Keefe

Calendar	City	Contracted Amount	Miles
HOME CITY	New York		
1	Los Angeles	11,000	2784
2	Hotel	-2,000	
3	Orcinatti	9,000	2184
4	Hotel	-2,000	

DATES AVAILABLE

Select any one OR two of these available dates: 9:30 OR 1:30

Games/Computer Simulations

- Benefits
 - Application of concepts and techniques
 - Introduction to experiential learning
 - Interrelationship between/amongst decisions and external factors
 - Millennial students
 - Fun!

Games/Computer Simulations

- Issues
 - Learning curve
 - For computer simulations
 - Hardware issues
 - Software issues

Online Office Hours

- Good alternative/addition to scheduled office hours.
- Set up an account just for your students – don't use your personal account!
- AOL Instant Messenger Screen Name: EAMTeacher
- Invite students to look for you online any time, day or night
- Remember to sign on!

A&Q



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Turning Technologies

www.turningtechnologies.com

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Contact me!

- Larry Epstein
- lle25@drexel.edu
- 215-895-1623
- AIM Screen Name: EAMTeacher