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Business Education in the Information Age:
Using IT to Reengineer
Learning/Teaching Processes

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Although our economy and corporations have made a transition into the information age, information technology (IT) has not really changed the core processes of learning and teaching in business education. On the other hand, business schools and educational institutions in general are under increased pressure to deliver more and higher quality education with fewer resources. Advanced information and telecommunication technologies are viewed as a key resource in enabling new and effective learning processes and educational innovations. A fundamental key question in this context that needs to be addressed is what role can/should IT play in business education.

This workshop focuses on innovative and dramatically different approaches to learning and course delivery enabled by the recent progress in technology and economics of computing and telecommunications. More specifically, technologymediated learning in an electronic classroom, and different models of interactive distance learning will be discussed and illustrated through computer and video demonstrations. The concept of an electronic classroom consists of a specially equipped classroom with computer workstation for each student and for the instructor. Software capabilities of an electronic classroom and the impacts on student learning will be demonstrated and discussed. Distance learning refers to a learning environment where the instructor and students are not colocated in time and/or space. Use of advanced IT capabilities (e.g., interactive Q&A software, videoconferencing, and asynchronous groupware) for support of distance learning will be discussed.

The specific topics to be covered in the workshop include:

- Background and introduction: Learning/teaching modes
- An overview of the electronic classroom at Maryland
- Hardware/software capabilities, a demonstration
- Efficiency gains in the classroom
- Effectiveness gains in the classroom
- Transformation in the learning process
- value added partnerships in distance education