BU Bournemouth University

The 'I' in Induction

The Business School, Bournemouth University

Abstract: Comparing two different approaches to under-graduate Induction; face-to-face (on-campus students) vs. online delivery (fully online students), and how we 'Make it Personal'.

Our Students:

- Under-graduate / Level C induction programme
- Face-to-face / Campus-based Students
- Online / Distance Learning Students

David Hopkins, Learning Technologist
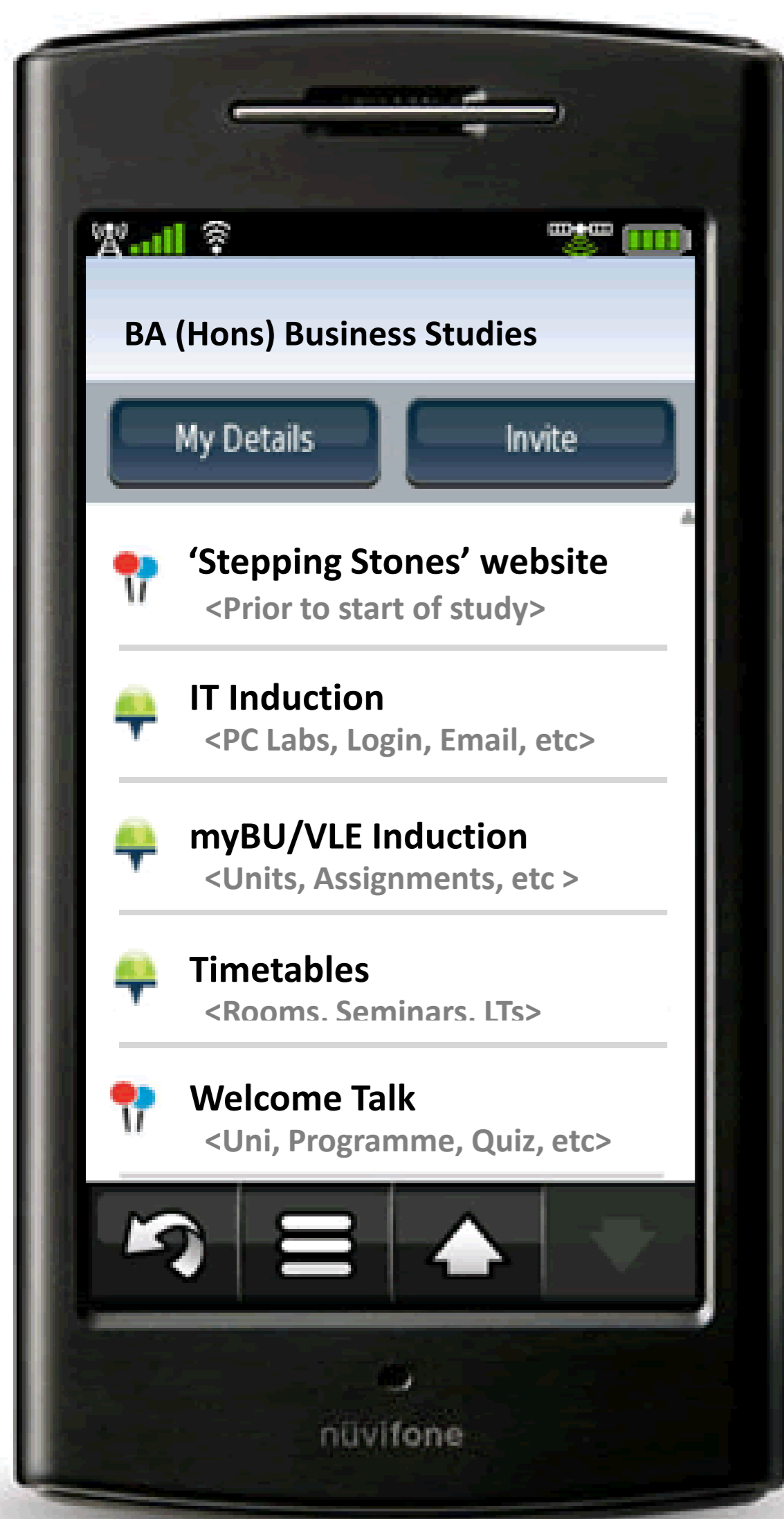dhopkins@bournemouth.ac.uk
Dr Milena Bobeva, Senior Lecturer
mbobeva@bournemouth.ac.uk
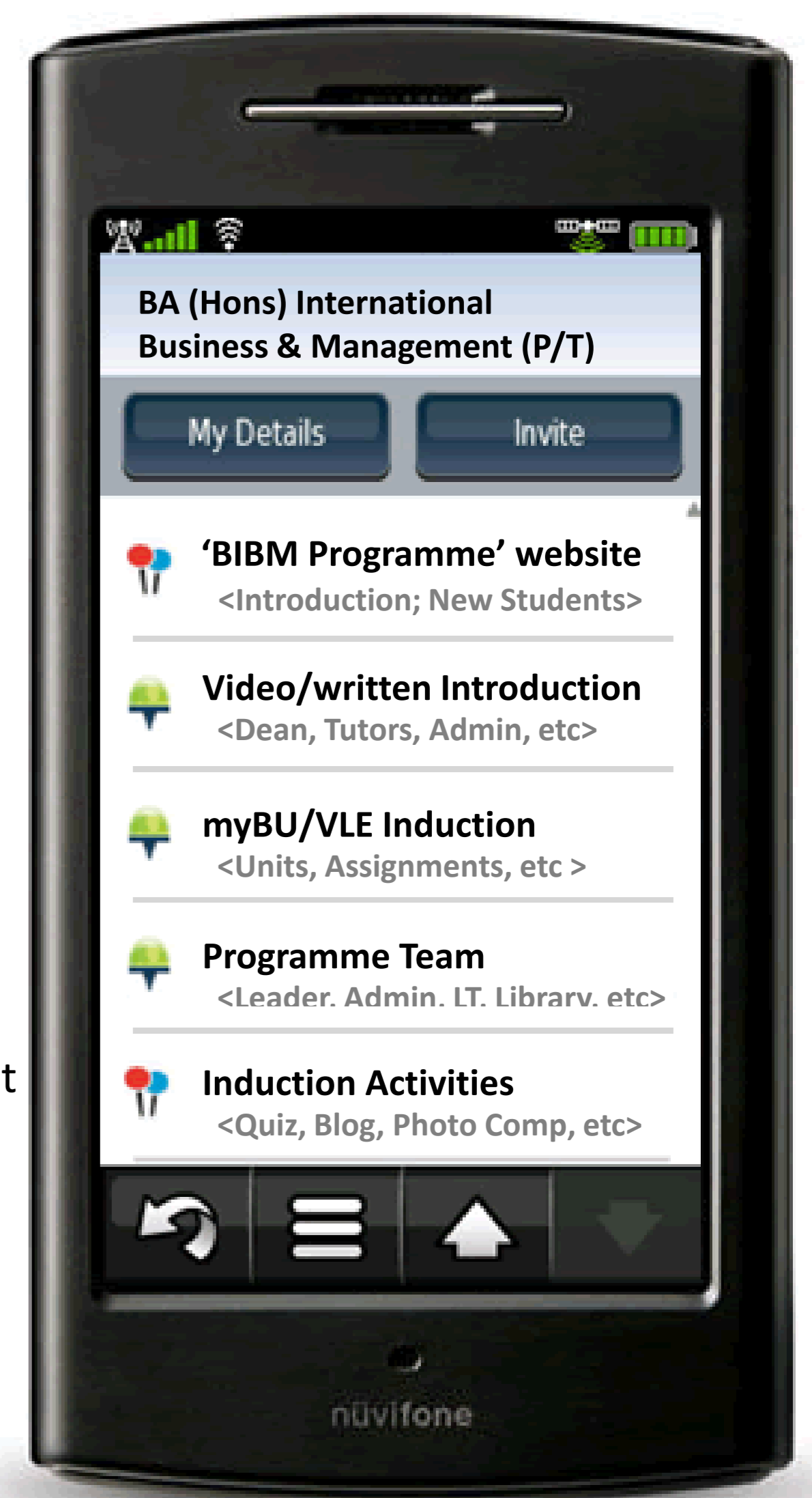**Dr Gelareh Roushan**, Senior Lecturer
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Personalising Induction:

BA (Hons) Business Studies

| My Details | Invite |

- **'Stepping Stones' website**
  <Prior to start of study>
- **IT Induction**
  <PC Labs, Login, Email, etc>
- **myBU/VLE Induction**
  <Units, Assignments, etc >
- **Timetables**
  <Rooms. Seminars. LTs>
- **Welcome Talk**
  <Uni, Programme, Quiz, etc>

- Face-to-face delivery
- **1 Week / ~25 hours**
- 250 Students, 1 Cohort
- School Leavers (18 & 19 Y/O)
- VLE increasingly important for communication
- Mixture of VLE and printed Unit materials supplied

- 'Stepping Stones' website:
  - Study Skills
  - PDP
  - FAQs
  - Study Support
  - News

- Fully Online delivery
- **1 week / ~10 hours**
- 25 Students, 2 Cohorts (September & February Intake)
- Mature students & Armed Forces personnel
- Strong use of VLE for communication
- All Unit materials loaded to VLE

- 'BIBM Programme' Website:
  - New Students
  - Continuing Students
  - Induction Activities
  - Learning & Assessment
  - Resources & Downloads
  - Support (IT, ALN, etc)

BA (Hons) International Business & Management (P/T)

| My Details | Invite |

- **'BIBM Programme' website**
  <Introduction; New Students>
- **Video/written Introduction**
  <Dean, Tutors, Admin, etc>
- **myBU/VLE Induction**
  <Units, Assignments, etc >
- **Programme Team**
  <Leader. Admin. LT. Library. etc>
- **Induction Activities**
  <Quiz, Blog, Photo Comp, etc>

Induction Characteristics:

- Development investment to decrease delivery time
- Management endorsement
- SMART implementation plan
- eLearning/pedagogical underpinning
- Tutor participation and commitment
- Timely technical support
- Stable VLE for delivery
- Student engagement

Added value: The 'I' Factor

- Engaging and reusable Induction activities
- Personalised learning
- Feedback on VLE performance
- Developed 'good practice' guide for School & Institution
- Staff development through peer collaboration
- Enhanced course entry awareness

Images: Modified from screen display; Garmin NuviFone G60