

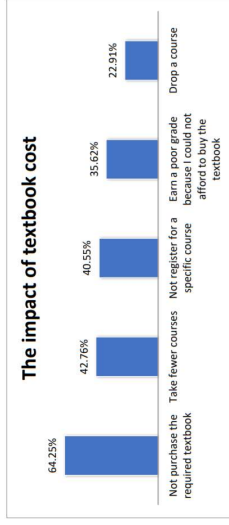
Embedding Open Resources in MBA 500: Environment of Business

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Since 2006, the cost of a college textbook increased by 73% – 4x the rate of inflation!

“Student Group Releases New Report on Textbook Prices.”

According to the 2016 Student Textbook Survey conducted by Florida Virtual Campus “the high costs of textbooks is negatively impacting student access, success and completion”. From affecting course enrollment, student performance and withdrawal rates, the financial burden of textbook costs on students is heavy.



“New Report Highlights Trends in High Textbook Costs and Impact of Student Success.”

It is imperative that university faculty learn about and implement Open Educational Resources (OER) to promote affordability and accessibility of textbooks. When redesigning the MBA 500 course, we used resources provided to us in the Open Textbook Summer Symposium and identified two OER textbooks and two public domain texts to eliminate most of the cost of materials to the students. Here are our tips for those interested in adopting OER materials into their courses:

> Create a Curriculum Map

A course map is a simplified overview of all components of the OER course. Course maps help organize the structure of a course around its learning modules. Each module is broken down into its learning outcomes, assessments, and activities which is then mapped to the corresponding course learning outcome to show alignment.

Why use a Course Alignment Map?

- Outlines the individual units of learning
- Aligns assessments to learning outcomes
- Builds and scaffolds lessons
- Establishes a roadmap for your course design

MBA 500 Course Alignment Map	Course Level Learning Objectives	Learning Activities	Assessment & Tool Used to Implement
By the end of the course, the student will be able to:	<ol style="list-style-type: none"> Examine and identify the components of the complex environment in which organizations function. <ol style="list-style-type: none"> Identify and relate these individual levels within the context of the Business Environment: <ol style="list-style-type: none"> Societal (culture) Media (consumers and influencers) Identify and define the 6 external environments of business Define and explain the levels and spheres of business power Identify and analyze the interaction of Government/Political, Social, and Media factors as they contribute to the Business Environment. Diagnose and examine business ethics through the lens of business decision makers. Apply analytical and other critical thinking skills to uncover and interpret relationships and negotiations in BSG. Critically examine relevant cases and current events, and their impact on BSG. 	<ol style="list-style-type: none"> Readings: <ol style="list-style-type: none"> Read: (ITB) Chapter 1 Read: (ISS) Chapter 1 Current Event Article posted Chapter Readings Review PowerPoints Produce and post introduction Present (V) in Blackboard Learn Produce and post Current Event Reflection V1. 	<ol style="list-style-type: none"> Introduction V1 in Blackboard Learn Complete Current Event 1.VT Discussion post

> Choosing the right OER

Finding the right open source educational resource can be a little daunting. However, the Textbook Affordability Summer Symposium and the knowledgeable CSU librarians will connect you to a plethora of resources to get you started. OER enables professors to curate the most customized, current and compatible class content. Not only can you find entire textbooks that are free to use (based on licensing) but there are also instructor resources such as instructor guides, test banks, PowerPoint presentations and supplemental resources that are constantly updated and available to faculty online at no cost.

Module Learning Objectives	Module Name	Learning Materials	Learning Activity	Assessment & Tool Used to Implement
<ol style="list-style-type: none"> Examine and identify the components of the complex organization function (ILO1) Understand and identify the 4 models of the BSG relationship (ILO2) Critically examine relevant cases and current events and their impact on BSG (ILO3) 	(Module 1) (ITB) Introduction to Business- introduction-business (IB) business ethics- introduction-business-ethics (SS) Stener & Stener- Business, Government and Society A Managerial Perspective	Readings: 1. Read: (ITB) Chapter 1 2. Read: (ISS) Chapter 1 3. Read: (ISS) Chapter 1 4. Current Event Article posted	Chapter Readings Review PowerPoints Produce and post introduction Present (V) in Blackboard Learn Produce and post Current Event Reflection V1.	Introduction V1 in Blackboard Learn Complete Current Event 1.VT Discussion post

Choosing the right OER can be a bit time consuming, and you may have to take a little bit from multiple open resources in order to meet your course’s learning outcomes. Do not let that discourage you. Implementing OER is its own reward because you can be creative in what you choose to use and to have fun with it. For the MBA 500 course, we are using two OER resources, two public domain resources and two movies in order to meet the course learning outcomes.

> Be clear about the use of OER in your Syllabus

The syllabus is the most important document in any college classroom. Not only does it set the tone of the class, but it also outlines the learning goals, the rules of engagement and the instructor expectations.

7 in 10 students chose not to purchase a textbook due to cost

By choosing to use OER materials in your course, you are conveying to students that you care about their financial burden. Faculty should be intentional about informing students about OER materials. You can use the syllabus to share why they have chosen to use OER resources versus traditional curriculum. And, of course, the syllabus should inform students where they can access these OER resources.

> Tip

Some students begin their semester with a visit the bookstore to acquire their textbooks before the start of class. Save your students time and share the syllabus to them prior to the 1st day of class. This will eliminate the frantic emails and calls to you to inquire about what textbook to buy. And, this upfront communication may even encourage some students to start reading ahead!

“I have never been so happy being able to access a textbook right away and in PDF form.”
(from an MBA 500 student, via e-mail)

> Students will thank you!

A recent article in the Chronical of Higher Education entitled “Let’s Add Compassion to Our Online Curriculum” reminds us that we need to be integrating empathy into our courses now more than ever (Head, 2020). We can show the capacity to be sensitive to the needs of others and feel called to ease their distress. College is expensive. Textbooks that are hardly used, cannot be returned, and seem to be ‘outdated’ every year adds stress and an unnecessary economic burden to students. By taking the time to redesign your courses using OER materials shows students that faculty cares.

Open Educational Resources Best Practices

- Have an organized end-goal plan
- Choose multiple affordable resources
- Share and promote the use of affordable resources
- Solicit student feedback on affordable resources
- Evolve and improve your plan with each semester

<https://www.chronicle.com/article/7-in-10-students-have- skipped-buying-a-textbook-because-of-its-cost-says-new-jrnl/>

Survey Chart 1: Impact of Textbook Costs on Students by Florida Virtual Campus is licensed under CC BY 4.0

<https://www.insidehighered.com/news/2014/01/28/textbook-costs-skill-crabbling-students-report-18345>

<https://www.chronicle.com/article/lets-add-compassion-to-our-online-curriculum/>

