

# Open Education Resource

Challenges of using Open Education Resources  
in Introduction to Business course.

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# Outline

- Open Education Resource (OER) and On-line education
- Setting for Introduction to Business course
- Reflection of implementation
- Looking to the future

# OER and On-line education

- OER exists mostly online.
  - <https://www.oercommons.org/>
  - <https://www.merlot.org/merlot/index.htm>
  - <http://teachingcommons.us/>
- Resources includes
  - Textbooks (in PDF format)
  - Cases
  - Presentation Slides (sometimes)
- Wish list
  - Test bank

# Setting for Introduction to Business

- Part of the Gateway Initiative at Borough of Manhattan Community College (BMCC)  
Reduce the % of student earning D, F, or W
- Testing if owning the textbook has an effect on “passing” rate.
- Fall 2016, 1 class with 30 students.
- Control Group (3 other classes with an average of 30 students that used publisher’s textbook)

# Reflection on implementation

- Selected textbook
- Initial challenge
- Using CUNY Blackboard
- Presentation slides and testbank

# Selected textbook

- Exploring Business (2012)
- Author: Karen Collins
- Lehigh University, Department of Accounting

# Initial challenge

- Difference in background (author and myself)
  - Accountant vs Strategic Management
- Creative Common License
  - BY (attribution) SA (Share alike) NC (non-commercial)
- Content
  - Modify (addition of): Break-even, NPV, Inventory, Project Management, Scheduling
  - Re-Organize (moving): learning objectives, citations, re-ordering tables and charts

# Using CUNY Blackboard

- On-line teaching
- Posted / Time released
  - Textbook, slides, slides with notes, review, etc.
- Enabled Blackboard quiz
  - Playing with setup of quiz
- Early access problems...

Q: Does your student know how to download the last pop song from the Internet?



# Presentation slides and testbank

- None available
- Unable to rely on textbook content on some topic

Student had to rely on lecture slides

- Challenges when creating test questions
  - Finding the answer from blackboard sources

# Looking to the future

- OER community is growing
- More textbooks are available
- More educators are sharing their materials
  - Presentation Slides
  - Cases
  - Testbank
- No ideal textbook (or resource not available)?  
CREAT IT YOURSELF! (then Share)