IMPLICATIONS FOR EXECUTIVE EDUCATION

UNICON Workshop, July 23rd-24th 2014

Implications for Education?
Is Education Changing?
Is Executive Education Changing?
From “online learning is inferior to face-to-face education”...

...to “online learning (at a price) can be as good as face-to-face education”.

Personal Leadership (Online)
Fall Session begins on September 10, 2013

Space & Place
Minerva Aims to be an Online Ivy League University

Ben Nelson is audacious enough to try launching a university he wants to make as prestigious as Harvard. Nelson is CEO and founder of the Minerva Project, a for-profit university that promises an Ivy League-caliber education at half the cost. When the institution opens in 2015, students will collocate at dorms around the world and take online classes from top-ranked professors.
Minerva’s classes are live, discussion-intensive seminars directed in real-time by faculty using a proprietary interactive platform designed to maximize student interactions with the professor and with each other.

Minerva’s proprietary software will allow us to assess every student interaction (including in-class participation and group projects) to provide students and faculty immediate feedback on student learning and performance. Because the learning experience can be greatly enhanced by leveraging this feedback, all classes will take advantage of the interactive learning platform.
Affordances of Place
Blended learning... better than either face-to-face or online education alone?
Is it time to reimagine **the pedagogy** of executive education?
We can improve the quality of the education a student gets.

“I think we have an opportunity at… elite business schools to create an unrivaled educational experience for students, one in which they learn a lot of the rote subjects, the more mechanical subjects online... Then when they’re here (on campus) together, we challenge ourselves to give them an experience that they couldn’t get anywhere else. By doing so, we reinforce the value of them participating in the experience, and that helps us mitigate (against risks).”
(Ulrich, 2014)

Rethinking how the classroom is used is as important as intelligent experimentation with online technology.

“The natural tendency in experimenting is to conduct experiments in new areas—in this case, with online technology. But given the importance of getting blending right, there must be experimentation with the “core” as well—with what happens in the classroom. Even sophisticated thinkers sometimes miss this point when considering the future of the university.”
(Ghemawat, 2014)
Harvard “HIVE” Classroom
The answer to “why blend” is closer today then ever before to our core business: learning

In a world with 100% digital density… how will people learn?

“Pedagogical” Excellence: seamless integration of mode-appropriate methodologies to maximize impact relative to program objectives and context.

Learning Methodologies
- Cases
- Project work
- Coaching
- Simulations
- Experiences
- Etc.

Learning Modes
- Face-to-face
- Distributed