

FCBE Online – Core Elements Checklist

Purpose of this material:

Below are detailed instructions for faculty teaching in the FCBE necessary to meet the minimum online content standards for fully online courses.

All FCBE M50 sections taught in the Spring 2015 semester are expected to meet these requirements.

Summary of FCBE “Core Elements”:

There are two general areas where these new standards apply:

- Course Home page with the inclusion of two required elements: (1) basic course branding information and (2) a news areas for communicating with students.
- Inclusion of a standard “Getting Started” content module as the first element in the “Content Area” of the course that includes six (6) required topics:
 1. Welcome Message from Instructor
 2. Course Description
 3. Syllabus for XXXX-XXXX (Semester/Year)
 4. Instructor Information
 5. Office Hours
 6. Policy on Academic Integrity

See below for additional details and examples of these required elements.

Item 1: Course Branding “News Item” on Homepage

NOTE: A standardized home page branding model for all of the FCBE is under development and may be ready in mid-December for use in the Spring 2015 semester. Contact Sandy Schaeffer for more information about FCBE standard course branding. ***Examples of “Branding” can be found on page 4 of this document.***

Short Description – An area on the course homepage that provides a consistent and clear identification of specific course currently being accessed by the student.

Location: Course Homepage

Minimal (required) elements:

- Course ID / Section / Semester / Year (e.g. “MIS-7620-M50, Spring 2014”)
- Course Title (e.g. “Intro to Business Intelligence”)
- Instructor Name

Optional (recommended) elements:

- Graphical or other visual image that further brands the course or otherwise assists the student in identifying the current course readily.
- Instructor contact information (email, phone, professional website URL, etc.)

Other notes on Course Branding item:

- It should always be visible to the students while the course is active and the student should not have to scroll to see it. (Ordered as first news item is recommended.)
- It may be combined with or immediately adjacent to the “Course Update” news item (see #2 below). In general, it should not be so large as to obscure other important information on the home page.

Item 2: Course Update Area on Homepage (D2L “News” Item)

Short Description – Use of the D2L (eCourseware) “News” tool on the course homepage as a readily-visible means of providing updates or other useful information to all students in the class in a consistent and public way.

Location: Course Homepage (adjacent to, or combined with “Course Branding” item)

Minimal (required) elements:

- Built using the D2L “News” tool.
- Use and content at the discretion of the individual instructor. For example, it could point to an external website or tool of choice by the instructor.
- Should be always visible to the students after navigating to the course homepage.

Optional (recommended) elements:

- Effective dates of any information provided.
- Links to assignment schedules, required course activities, or other important elements for students.

Item 3: **“Getting Started” module in Content Area**

Short Description – A standard module (top of list) in the Content Area of each course that provides students with essential information related to course navigation. Must include the six (6) required topics described below.

An example “Getting Started” can be found on page 5 of this document.

Location: Content Area (D2L) as the first (top) module in the list immediately under “Table of Contents”.

Minimal (required) elements:

(Note: each as individual topics under “Getting Started”. Details on each below.)

1. Welcome Message from Instructor
2. Course Description
3. Syllabus for XXXX-XXXX (Semester/Year)
4. Instructor Information
5. Office Hours
6. Policy on Academic Integrity

Optional elements:

- Individual instructors are welcome to include additional topics under “Getting Started” by adding on to the required list above as appropriate.

What to put in each of the six (6) elements under “Getting Started”:

- **Welcome Message**: Content is up to the discretion of the instructor, but should be used to provide a friendly introduction to the course and other information to help the student feel connected to the class or other information to help them get started effectively on the course.
- **Course Description**: This provides a brief description of the course and should be consistent with the course catalog description of the course, but can be extended at the instructor’s discretion (course goals, learning objectives, etc.)
- **Syllabus**: Structure and file format is up to the discretion of the individual instructor, but it is recommended that PDF or HTML (web page) format be used to ensure the syllabus can be readily viewed on a variety of platforms.
- **Instructor Information**: Content and format is up to the discretion of the instructor, but should provide students with professional and/or personal information about their instructor. Essentially a personal introduction. May contain background information, a recent picture, or links to external professional website.
- **Office Hours**: Must meet FCBE minimum standards for posting office hours, but might include additional information on alternate or preferred means of students being able to communicate with the instructor (email method, blogs, videoconferencing, telephone, etc.)
- **Policy on Academic Integrity**: You can author your own or use the provided template and customize for inclusion in your course. ***Also note the FCBE website for academic integrity (www.memphis.edu/fcbe/integrity)***

Example “Branding” – Basic format

News | ▾

MIS-7620 Test Branding ▾
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Posted May 2, 2014 3:00 PM


Introduction to Business Intelligence

MIS-7620-M50

Summer 2014

S. J. Schaeffer, III: Instructor

Branding example (w/Graphical element):

<p>Welcome to MIS-7620-M50 Spring 2014 Intro to Business Intelligence</p>  <p>Instructor: Dr. S. J. (Sandy) Schaeffer, III URL: http://tinyurl.com/sjsiii</p>	<p>Things for First Week of Class</p> <ul style="list-style-type: none"> • Getting Started: If you didn't receive the "Welcome" email I sent last week through standard campus email, you can access it here: Welcome to MIS-7620.html • Assignments: The best way to get off on a good foot in this course is to complete the "Getting Started" module in the content area of the course. In particular, you should review the "Syllabus" and "Assignments Summary" topics. • General Notes on Narrated PowerPoint in this course: Note that for all six modules in this course, there are accompanying narrated PowerPoint videos (see below in this topic). They are all designed to complement the Turban textbook and provide additional perspectives on the reading materials. You can study these materials in one of two ways: (1) Downloading the native (Standard) PowerPoint files and switching to "notes" view in your desktop Powerpoint application or (2) playing the narrated "movie" versions of them. The essential content is identical between the two versions and you can choose either method to review these sets of module presentations. (See Module 1 Lecture Topic for additional information.) • First Discussion Topics: Be sure and get started on two discussion activities: (1) introduce yourself through the Personal Introductions / Course Reflections topic and (2) begin thinking about the module 1 discussion (Module 1 / Topic #1: Observing BI in the world around us) as soon as you get started on the readings.. Not only are they required and part of your overall score, they are also designed to help you engage in the content and connect with your other students. <p>Wondering What is Due & When? Refer to the Assignments Summary under Getting Started.</p> <p>Need to schedule an appointment? Refer to my Office Hours Page for the variety of methods for direct contact with me.</p> <p>Professor Schaeffer</p>
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Example of "Getting Started"

The screenshot shows the Blackboard interface for the course MIS 7620 Business Intelligence. The navigation bar includes 'My Home' and 'MIS 7620 Business I...'. The course title is 'MIS 7620 Business Intelligence sschaffr Dev'. The main navigation menu includes 'Content', 'Dropbox', 'Quizzes', 'Surveys', 'Discussions', 'Chat', 'Blog', 'Classlist', 'Groups', and 'Grades'. A search box is present for 'Search Topics'. The 'Getting Started' module is highlighted in the 'Table of Contents' on the left and in the main content area. A callout box explains that 'Getting Started' must be the first module and lists six required elements: 'Message from Instructor', 'Course Description', 'Course Syllabus', 'Instructor Information', 'Office Hours', and 'Policy on Academic Integrity'. Another callout box points to 'Assignments Summary' and 'Expectations and Success Factors' as optional elements.

My Home > MIS 7620 Business I...

THE UNIVERSITY OF MEMPHIS

MIS 7620 Business Intelligence sschaffr Dev

Content Dropbox Quizzes Surveys Discussions Chat Blog Classlist Groups Grades

Search Topics

Getting Started

Add dates and restrictions...

Add a description...

New Add Existing Activities

Message from your instructor

Course Description

Course Syllabus (MIS-7620-M50, Spring 2014)

Instructor Information

Office Hours

Policy on Academic Integrity

Assignments Summary

Expectations and Success Factors

Table of Contents

Getting Started

Module 1 - Introduction to Business Intelligence

Module 2 - Establishing a Data Warehouse

Module 3 - Managing / Improving Organizational Performance

Module 4 - Mining Knowledge from Data

The "Getting Started" module must be the first thing under Table of Contents in the Content area. There are six (6) required elements ("Message from Instructor" through "Policy on Academic Integrity").

Examples of optional additional information you might include under "Getting Started"