

Case Study: Executive MBA, Videoconferencing and One Touch

Queen's School of Business offers three MBA programs nationally and internationally using video conferencing, and student interactive keypad technology. For students, distance-learning technology means being able to enroll in an MBA program of their choice while still working, without disrupting their family lives.

At the Queen's University School of Business in Kingston, a professor prepares to teach a class. Instead of standing before a roomful of students he is alone in a television studio.

In the adjoining control room, a producer monitors a bank of controls, superimposing the instructor's image on a live view of University Avenue in the centre of campus and switching to a guest speaker on video. Students in nine cities from Vancouver to Montreal look on at other studios — most owned and operated by Queen's.

The university offers three MBA programs nationally by video conferencing — Friday through Monday, except for a couple of weeks that students spend on campus in Kingston.

For students like them, distance-learning technology means being able to enroll in an MBA program of their choice while still working, without disrupting their family lives. And by extending their reach to cities across Canada, universities such as Queen's can reach a broader audience.

In the university's class of 2010, there are 85 students in the one-year Accelerated MBA for Business Graduates, 81 in the 16-month National Executive MBA and 99 in the 16-month Cornell-Queen's Executive MBA, offered jointly with Cornell University in Ithaca, N.Y.

All three programs are designed for mature students who have worked for at least a few years and want to keep doing so while they pursue their degrees.

At Goodes Hall on its main campus, Queen's has two fully equipped video-conference studios. From Friday through Monday the facilities are busy, as the distance-education MBA programs run through the weekend to minimize students' time away from work.



“Every student will have a One Touch Systems viewer response keypad (soft or hard keypad) that can be used to ask a question or respond to electronic polls during a class.”

Al Sedgewick, Director,
Videoconference Services
Queen's School of Business

At each remote boardroom learning centre, students gather around a table and watch two displays. One shows the professor's slides or the display from a document reader — an overhead camera that can pick up a preprinted document or handwritten notes on a pad. The other shows the professor when he or she is speaking. When a student at any location asks a question or makes a comment, the camera switches to that location.

An emerging technology is going to allow a cohort of students to learn virtually through desktop videoconferencing clients. *“To accommodate a virtual student response system, One Touch Systems agreed to develop a new virtual keypad to allow the desktop participants to participate and integrate to the existing hard keypad users in the boardrooms. This was critical to Queen's ability to move in this new direction of content delivery.”* according to Al Sedgewick, Director, Videoconference Services at Queen's School of Business.

Every student will have a One Touch Systems Viewer Response Keypad — either a Virtual Interactive Keypad on their desktop or the small response appliance in the remote boardrooms — that can be used to ask a question or respond to electronic polls during a class.

*“We are excited with the renewal of our partnership with Queen's School of Business. Our commitment to develop and delivering our new Virtual Interactive Keypad by mid-summer will help Queen's School of Business in expanding their current Executive MBA programs to the desktop home participants, **where accountability matters.**”* according to Larry Speckels, CEO, One Touch Systems.



About

One Touch Systems Inc. is a privately held company, helping organizations in delivering distance learning, corporate training and communication reaching thousands of disbursed participants at hundreds of locations simultaneously with fully integrated accountability features with true interactivity using Live Business Television, Internet media streaming networks and videos conferencing systems. For further information please visit us at www.onetouch.com or call us at (800)721-8682.



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