Our Story: Gies College of Business
Online Programs

iMBA

iMSA

Coursera Certificates

stackable degree programs

Reimagine Education 2016/17: MBA & Professional Education Silver

Kreher, Yin Wah B., Ph.D., & Hasan Tahir, Ph.D. Candidate (April 18, 2018), University of Illinois at Urbana-Champaign
Rationale

Opportunity to interact with on-demand MOOC instructors & learn about degree programs

Diffuse educational innovations

Folk production; wisdom of the crowd; participatory culture

Kreher & Tahir, U of I at Urbana-Champaign
AMA with Your Professor: A Disruptive Innovation

Live interactive event broadcast via remote conferencing software; managed on different social media platforms

Support staff channel questions to AMA hosts

Recordings available for later viewing

Kreher, Yin Wah B., Ph.D., & Hasan Tahir, Ph.D. Candidate (April 18, 2018)
Progress Update

Video clips of AMAs will be shown

Kreher, Yin Wah B., Ph.D., & Hasan Tahir, Ph.D. Candidate (April 18, 2018)
Questions

How do we model a process that is more learner-centered?

How do we make the project a viable and sustainable practice?

What makes a “hot” AMA? What are hot topics? Hot “edu-celebrity”? What is the best platform?

Besides the AMAs, what other cost-effective methods are available to diffuse innovations?

Kreher, Yin Wah B., Ph.D., & Hasan Tahir, Ph.D. Candidate (April 18, 2018)