Application Details

Manage Application: Textbook Transformation Grant

Award Cycle:	Round 3
Internal Submission Deadline:	Sunday, May 31, 2015

Application Title:	134
Submitter First Name:	Jennifer P.
Submitter Last Name:	Pitts
Submitter Title:	Associate Professor, Management Information Systems
Submitter Email Address:	pitts_jennifer@columbusstate.edu
Submitter Phone Number:	706-681-6225
Submitter Campus Role:	Proposal Investigator (Primary or additional)
Applicant First Name:	Jennifer
Applicant Last Name:	Pitts
Co-Applicant Name(s):	Jacqueline Radebaugh
Applicant Email Address:	pitts_jennifer@columbusstate.edu
Applicant Phone Number:	706-681-6225
Primary Appointment Title:	Associate Professor
Institution Name(s):	Columbus State University

Team Members (Name, Title, Department, Institutions if different, and email address for each):

Jennifer P. Pitts, Associate Professor, Management Information Systems, Turner College of Business, Columbus State University, pitts_jennifer@columbusstate.edu

Jacqueline Radebaugh, Associate Professor of Library Science, Columbus State University, radebaugh_jacqueline@columbusstate.edu

Sponsor (Name, Title, Department, Institution):

Dr. Mark Flynn, Dean of Libraries, Columbus State University

Dr. Tina Butcher, Interim Provost and Vice President for Academic Affairs, Columbus State University

Proposal Title: 134

Course Names, Course Numbers and Semesters Offered:

MISM 3115 Principles of Information Technology Management

Required Area G Business Core offered every semester: (2) sections fall, (2-3) sections spring; and (1) section summer term.

Final Semester of Instruction:	Fall 2015
Average Number of Students per Course Section:	40-50
Number of Course Sections Affected by Implementation in Academic Year:	5-6
Total Number of Students Affected by Implementation in Academic Year:	200+
List the original course materials for students (including title, whether optional or required, & cost for each item):	Required Course Material: Management Information Systems: Managing the Digital Firm Plus MyMISLab with Pearson eText -- Access Card Package, 14/E Laudon & Laudon ISBN-10: 013405847X • ISBN-13: 9780134058474 ©2016 • Cloth, 672 pp • Suggested retail price: $111.00 (eBook) to $280.07 (Print)
Proposal Categories:	No-Cost-to-Students Learning Materials
Requested Amount of Funding:	$10,800
Original per Student Cost:	$111 to $280 per student
Post-Proposal Projected Student Cost:	$0
Projected Per Student Savings:	$280 per student (based on purchasing print copy)

Plan for Hosting Materials: D2L

Project Goals:

The primary goals of MISM 3115 textbook transformation project are to:

(1) Redesign the introductory management information systems course, MISM 3115, into a learner-centric environment that utilizes a no-cost, open access textbook,
(2) identify and integrate relevant and accessible complementary course material in a variety of formats to increase student engagement and performance,
(3) improve the value proposition for business students by offering a high-quality, no-cost solution for a required business course, and
(4) serve as a resource to other business faculty for the adoption of low or no-cost learning material for their courses.

Statement of Transformation:

MISM 3115 Principles of IT Management is a required course for all business and computer science students in the Turner College of Business, and is the course used for the Association to Advance Collegiate Schools of Business (AACSB) program assessment for the "Proficiency in Technology" learning goal. Because the course is often the only required technology-related course that non-MIS or Computer Science majors will take, it is important that the course material is both current and relevant.

Over the past several years, faculty teaching MISM 3115 have used a standard introductory Management Information Systems (MIS) textbook supplemented with online resources provided by the textbook publisher through a student companion website. The most recent edition of the textbook requires students purchase a separate code to access the online resources that were previously provided free, driving the total cost per student to over $280. Due to the high cost, students increasingly opt out of purchasing the textbook or purchase the less-expensive International or earlier editions that have different cases or outdated material. As a result, students do not have the correct cases for assignments and are often ill-prepared for in-class and online discussions.

The proposed transformation for the course is to combine a no-cost, open access textbook available through Saylor Academy with no-cost supplemental resources from GALILEO and other online hands-on learning resources (training videos, projects, etc.). Undergraduate students who are not familiar with organizational-level information systems can often be overwhelmed and intimidated by the amount of material and terminology presented in traditional MIS textbooks. For this reason, a solution that promotes active learning through a wide variety of open access learning resources should have a positive effect on student engagement and class performance.

Impact on Stakeholders

The primary stakeholders for this proposal are business and computer science students. Because MISM 3115 is a required course for both the BBA and BS in Computer Science, there are over 200 students per year who will be positively impacted by the transition to Open Educational Resources (OER). Students currently purchase a required textbook and access

code from the publisher at a cost of $280. Although there are less expensive alternatives (i.e, CourseSmart or rental), students must still purchase the access code regardless of how they obtain the textbook. The potential annual cost savings to students for the proposed solution assuming they purchase the required textbook and access code is estimated at **$56,000**.

In addition to the direct cost savings, it is anticipated that students who are more engaged with the course material will be perform better on assignments and exams, and thereby more likely to succeed in the course. As a required course in the business core, students must have a grade of "C" or better in the course to progress. Ensuring students have access to the required course material should reduce the number of students who repeat the course due to insufficient grades, and have a positive impact on retention, progression, and ultimately graduation rates which benefit both the College and the University.

Transformation Action Plan:

As an initial step, the team members will work together to review the no-cost textbook options available through Saylor.org and begin to identify open access content to supplement the key topics in the course. Open access supplemental material will be identified and reviewed for each chapter and include a combination of TEDTALK videos, trade publication and scholarly articles accessed through Galileo, links to online resources, and existing University technology resources including Atomic Learning and Microsoft Office 365. The course will be developed using a course sandbox in the BrightSpace Learning Management System which will serve as the initial respository for the collection and curation of the course materials. A standard course template currently used in the Turner College of Business will be adapted and updated for the new course learning modules.

To ensure easy access for students, the course syllabus and course modules within BrightSpace will include URLs that correspond with all required and supplemental material. The information will also be included on a reading list available on Columbus State University's LibGuide that will be developed for the course. The course will be structured for use with any course delivery mode and also be available for other faculty to adopt and re-use the content modules developed for the course.

Quantitative & Qualitative Measures:	The Turner College of Business requires regular assessment reports to measure student performance against program-level learning goals and objectives. MISM 3115 is currently the assessment course for AACSB accreditation for the "Proficiency in Information Technology" program learning goal.
	Quantitative Analysis: All previous sections of the course for the past two years have utilized the Brightspace LMS for learning activities and grades using the current course textbook. Data is available for student performance, Drop, Fail, Withdraw (DFW) rates, participation, and satisfaction which should provide a significant amount of comparison data for the redesigned course for each delivery modes.
	Qualitative Analysis: A survey will also be given at the end of the course to obtain student feedback on the course and learning materials.

Timeline:

July 13, 2015: Required kickoff training/implementation meeting

July/August 2015: Revise syllabus; Identify and select open-access learning material for course modules; Complete course redesign and integrate course material into BrightSpace Course; Create course shell in LibGuides and add course materials as they are identified and adopted or adapted for the course.

August 2015: Review of possible copyright issues and online course content usability/sustainability.

August 10, 2015: Begin using redesigned course for (2) sections of MISM 3115

October 2015: Interim status report/ Midterm grade analysis

December 2015: Analyze quantitative and qualitative data; Prepare final ALG Project Report.

Budget:

Dr. Jennifer Pitts $5,000 for the review, selection and adoption of nocost open-access materials, course and content redesign, and collecting and analyzing quantitative and qualitative data.

Ms. Jacqueline Radebaugh $5,000 for the identification and selection of nocost materials, editing and testing course modules, creation of LibGuides, and analysis of quantitative and qualitative data.

$800 – Travel expense for applicants to ATG Kick-off Meeting July 13, 2015

Sustainability Plan:

There are currenlty five to six sections of MISM 3115 offered each year (2-3 sections in fall/spring semesters and one section in the summer). The course is offered in both online and Face to Face (F2F) delivery modes and generally taught by one faculty member. The proposed plan is to introduce the re-designed course in fall 2015 in two sections of the course (F2F and online). The redesigned course will also be offered in three sections in spring 2016.

Links to the supplementary course materials, assignments, discussion forums, and assessments will be located in the course website in Brightspace and made available in the course LibGuides. Once the initial course structure is developed, the course template will be saved and made available to other USG faculty to adopt and or adapt for their courses. Under the new format, the supplemental learning material and assignments can be easily updated and varied by semester to keep the course current and interesting, and minimize the potential for academic integrity issues that are common with the current textbook.

FROM: Mark W. Flynn, Dean of Libraries
DATE: May 27, 2015

Dear ALG Colleagues,

I am writing in support of the Textbook Transformation grant prepared by Professor Jennifer Pitts from the Turner College of Business at Columbus State University and Jacqueline Radebaugh from CSU Libraries. This grant will seek to replace an expensive text book used in the College of Business required course MISM 3115, *Principles of Information Technology Management* with an open access text as a no cost alternative.

For this grant, the applicants will seek to use open access course materials to demonstrate a more "active learner" centric approach to course delivery.   In addition the applicants will use the grant funds to identify and integrate new up-to-date course materials from licensed content in GALILEO in an effort to increase student engagement and performance.

Having this grant will allow CSU to demonstrate the benefit for use of open access texts to other faculty and courses throughout the College of Business. I fully support this application to the Affordable Learning Georgia Grant program knowing the dedication and commitment of Dr. Pitts and Ms. Radebaugh to sustaining an open access approach to content delivery for this course.

Sincerely,

Mark W. Flynn
Dean of Libraries