MBA ELEARNING Design and Instructional Technology Management

Program Description
The MBA in ELEARNING Design and Instructional Technology Management prepares education practitioners to lead their institution in the adoption of ELEARNING, remote education, and technological practices. Graduates of the program will have the instructional design, technology, and administrative skills necessary to become change makers in a variety of educational institutions. With three concentration tracks for Administrator, K-12, and Higher Education levels, students can choose the best path based on their experience and future goals.

MBA Courses

MBA Core Courses (21 cr.)
- ELD 6000 Instructional Design and Learning Theory (3 cr.)
- ELD 6010 Technology and the Online Classroom (3 cr.)
- ELD 6020 Assessment and Feedback Strategies (3 cr.)
- ELD 6030 Online Media, Tools, and Engagement (3 cr.)
- ELD 6040 Universal Design and the User Experience (3 cr.)
- ELD 6050 Creativity, Innovation, and Research in Development (3 cr.)
- ELD 6600 Implementation Plan Project (3 cr.)

Administrator Concentration Courses (9 cr.)
- ELD 6110 Leading through Change and Resistance (3 cr.)
- ELD 6210 Implementing New Technology and Systems (3 cr.)
- ELD 6310 Strategic Planning, Mapping Outcomes, and Tracking Data (3 cr.)

K-12 Concentration Courses (9 cr.)
- ELD 6120 K-12 Gamification and Learning Styles (3 cr.)
- ELD 6220 Cloud-Based ELEARNING Systems (3 cr.)
- ELD 6320 Implementing and Transforming Curriculum Standards (3 cr.)

Higher Education Concentration Courses (9 cr.)
- ELD 6130 Higher Ed Gamification and Learning Styles (3 cr.)
- ELD 6230 Leading and Training Faculty (3 cr.)
- ELD 6330 Projects and Processes in Design (3 cr.)
Course Titles and Descriptions

ELD 6000 - Instructional Design and Learning Theory
This course is designed for the exploration of traditional and newer instructional design models. You will also investigate the progression of learning theories from the early 1900's to current technologically-enhanced models. You will spend time examining the roles of modern instructional designers and elearning developers and the potential career options that are available.

ELD 6010 - Technology and the Online Classroom
This course is designed to help you bridge the technological gap in online learning and prepare to integrate technology into the online classroom. You will examine the types of current technology used in education and how that technology is accessed by a variety of users. Special attention will be paid to the ethics of online learning and digital tools.

ELD 6020 - Assessment and Feedback Strategies
This course focuses on the types and uses of assessment in an online classroom as well as the delivery of actionable feedback. You will explore formative and summative assessment strategies to gauge learner understanding at multiple points in the learning experience. You will also explore outcome and rubric based design to create specific, measurable feedback as the result of assessments.

ELD 6030 - Online Media, Tools, and Engagement
This course is designed to explore the creation and strengthening of student-teacher and peer to peer connections in an online environment. You will practice design methods to help create an open dialogue and feedback loop for instructors and learners. You will explore methods to integrate new media and diverse perspectives to engage a variety of learners.

ELD 6040 - Universal Design and the User Experience
This course is designed to help you create courses from the ground up that are inherently accessible to users of all abilities and learning types/styles. Through an understanding of universal design principles you will build content for all learning types. You will also explore the role of color contrast, accessible hyperlinks, images and captioned videos to create a user design that is accessible through different platforms and mobility aids.

ELD 6110 Leading Through Change and Resistance
In this course, you will gain the skills to lead through barriers and resistance to the implementation of an online learning plan. You will practice mapping a plan that will assist your organization through the transition from a traditional on-ground curriculum to engaging, online curriculum. You will also utilize adaptive leadership strategies to create an environment that removes fear from the process of change.
ELD 6210 Implementing New Technology and Systems
In this course you will explore relationships with vendors, IT collaboration, and system-wide integration strategies that come with adapting educational technology and learning management systems. Successful implementation takes a dedicated team, plan, budget, and timeline, and this course will explore all of those factors in the process of integrating design processes and educational technology into your company.

ELD 6310 Strategic Planning, Mapping Outcomes, and Tracking Data
This course focuses on the planning of assessments, outcomes, and data tracking that are necessary to effectively utilize and report out on online learning practices. You will start by exploring strategic plans to implement institution and companywide assessment strategies and outcome mapping. You will then explore exactly how you can use the data you collect to create change and improve processes in your work environment.

ELD 6120 K12 Gamification and Learning Styles
This course focuses on student engagement through the gamification of lessons and courses. You will explore the ways gamification creates a reward-based system of feedback rather than a failure/fear-based system in K12 education. You will also explore the developmental milestones that occur at certain ages and how they affect online learning styles and abilities.

ELD 6220 Cloud-Based ELearning Systems
In this course, you will use an investigative approach to explore specific Learning Management Systems (LMS), such as Google Classroom and other cloud-based systems commonly used in K-12 education. This is an opportunity to practice placing content in different systems and experimenting with different features. You will complete a comparative study using your current learning environment to determine the best-suited software(s) for your school.

ELD 6320 Implementing and Transforming Curriculum Standards
In this course, you will examine how to translate your state-level curricular requirements to the online classroom. You will be challenged to investigate the types of activities and learning models that will help you translate your core curriculum to your online environment. Drawing from the skills acquired in previous courses in this program, you will be able to take content from your lesson plans and mold it to fit into an online learning style for your students.

ELD 6130 Higher Ed Gamification and Learning Styles
This course focuses on student engagement through the gamification of lessons and courses. You will experiment with higher education gamification strategies designed to increase student retention and to give immediate feedback to learners. You will also investigate the developmental milestones that occur at the university level and how they impact the design and teaching methods involved in higher education instruction.
ELD 6230 Leading and Training Faculty
In this course you will gain the skills needed to overcome barriers and resistance to the implementation of online learning systems. You will explore strategies to help existing and new university faculty translate college curriculum to an online environment. You will practice mapping a plan that will assist with faculty buy-in, retention, and empowerment during times of educational flux.

ELD 6330 Projects and Processes in Design
In this course, you will gain the skills and experience necessary to manage timelines and create measurable deliverables. You will practice working with subject matter experts to create content, push deadlines, and shape existing knowledge into outcomes and assessments; further refining your ability to work with other professionals.

ELD 6550 - Creativity, Innovation, and Research in Development
This course is designed to cover the design process from beginning to end. You will be challenged to utilize your skills, knowledge of design, and inherent creative instincts to create meaningful and relevant learning experiences. You will practice the quality research necessary to ensure you meet your objectives and also interpret the research of others.

ELD 6600 - Implementation Plan Project
In your final course of your degree program, you will develop an implementation plan for the adoption of a learning management system, new method of elearning, instructional design, or training plan for your current position. This course is focused on individual projects and research that will allow you to leave the program with an actionable plan to present to both the university program committee and your current place of work.