

Blogging in an MBA Classroom: Personal experiences

Paul W. Forster
Tony Tam

Information Systems & Management
Hong Kong University of Science & Technology

Maintaining interaction in online MBA teaching

- Interaction is critical to the MBA experience
 - Language to create identity
 - Language to create communication skills
 - Empowers students to make their own decisions
 - Interaction increases student-centred learning

What are weblogs?

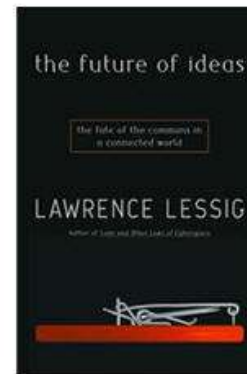
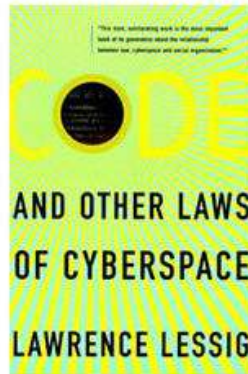
■ Characteristics

- Textual, visual, (voice?) entries
- Newest to oldest ordering
- Frequent updates
- Spontaneous
- Personal
- Asynchronous
- Draw upon analogies to logs, diaries and journals

■ Examples

- [Lawrence Lessig](#)
- [Photoblog](#)

lessig blog

[home](#)[blog](#)[content](#)[bio](#)[classes](#)[contact](#)[blog](#)[archive](#)[search](#)

Lessig Blog [XML](#) [ATOM](#)

more illegal (according to the RIAA) stuff you can do in Holland

Those radicals in Holland have **protected** the right of a search engine to search for MP3. (Thanks to Branko Collin)

posted by [[Lessig](#)] on [[May 15 04 at 6:28 AM](#)] to [[free culture](#)] [[1 comment](#)] [[post diffusion: No trackbacks + technorati](#)]

is it statistics that lie?

Alas, whether record sales have fallen (which is a different question from whether sales have fallen BECAUSE OF quote-piracy-unquote) continues to be



Creative Commons (support)



Electronic Frontier Foundation (support)



Public Knowledge (support)



Public

Affordances and constraints of weblogs

Design affordances enable action (Gibson, 1977).

The design of a technology affords action -- transforms design into action, extending the actor's capabilities.

- The technologies that support MBA education afford certain types of interaction
- What happens when we add a new technology to the mix?

Affordances of weblogs

■ Inherited from the internet

- Immediacy of expression and immediacy of response
- Worldwide public expression
- Connectivity with others

■ Unique to the weblog application

- Spontaneity of expression
- Self-reflection / biographical

Weblogs in education

- Student diaries
- Teacher journals
- Learning logs
- Travelogues
- Portfolios
- Research weblogs
- Course weblogs

Application 1: Course weblogs

e-blog

Here are some thoughts about things that have happened this semester - and what a semester it has been - war, SARS, university closures, the HK economy. It's a collection of random ideas and it would be very nice if you'd leave a comment on any of the postings! Thanks for visiting.

« [About that online case discussion](#) | [Main](#)

April 28, 2003

ARTHUR IN THE NEWS

Our very own Arthur Chow has some comments in [an article in the SCMP](#) about the increase in online shopping as a consequence of SARS.

I wonder how much of the increase will stick after SARS dies down?



Posted by pforster at April 28, 2003 06:59 PM

Comments

At the beginning of the SARS, every news sounded negative: dropping consumer markets, decreasing business in restaurants, cancellation of tours, etc. Certainly the biggest is not the SARS, but the loss of confidence of the Hong Kong. However, with the number of newly infections stably dropped every day (of course it is still too early to conclude anything as of now), people started to think more positively. This is e-commerce course, and I just want to mention about the related observations.

One of the benefits brought by SARS was of course e-commerce transaction, more particularly B2C. The figures told it already. Personally thinking, B2C will become more popular and SARS serves as a good chance for HK people to attempt it. Therefore it may drop later, but still will stabilize at the level higher than pre-SARS time.

Another benefit is for those IT consultancy companies who assist SME in "Work@Home" solution. The sense of crisis has been increased significantly. And SARS perhaps helps expedite Hong kong to transit to really the IT port, hence more competitive among the world market.

Course weblogs

■ Functions

- Materials, links, weblog
- weblog
 - Instructor posts, students respond
 - Current events, class progress

■ Issues

- Topics: dynamic, engaging, fresh
- Encouraging participation
- Connectivity outside UST
- Instructor time

Application 2: Case discussion weblog

ISMT532 Case Discussion

April 22, 2003

INTRODUCTION TO THE SIEBEL SYSTEMS CASE

This business case study describes Siebel Systems, Inc. situation in mid-1999, as CEO Tom Siebel guides his company along a path of furious expansion. We will use this case to discuss the convergence of CRM and the Internet.

In order to get the most out of this case please read [this article by Russell Winer in the California Management Review, 2001](#) (required reading). Further background on CRM metrics, software, costs, etc. can be found at [CIO magazine](#).

Please comment on the discussion point with your name. Try to build on previous comments rather than just repeating so the discussion is more engaging. Then follow the developing discussion over the next few days and feel free to contribute beyond your specific comments.

(Post general case comments here)

Posted by pforster at 12:34 PM | [Comments \(14\)](#)

DISCUSSION POINT 1

What is the "value proposition" (the target market, the benefits to the target market, and the price to the target market) of CRM? Are these expensive systems really worth the price to the target market? Is the target market benefiting from these systems?

CLASS: Kit Yee Kitter, LTH, Yukio, SH, David, ZHU, Yuming, LAM, Tak (China)

April 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Search

Search this site:

Search

Archives

case : Siebel Systems

Recent Entries

[Introduction to the Siebel Systems Case](#)

[Discussion Point 1](#)

[Discussion Point 2](#)

[Discussion Point 3](#)

[Discussion Point 4](#)

[Discussion Point 5](#)

[Discussion Point 6](#)

[Discussion Point 7](#)

[Discussion Point 8](#)

[Discussion Point 9](#)

Case discussion weblogs

- Organization
 - Case provided in print prior to online discussion
 - Structured questions, assigned groups, gave time frame for responses
 - Used incentive of class participation
- Analysis of student feedback through course weblog
 - Volume of material
 - Grading
 - Incentives
 - Amount of materials

Lessons learned

1. Weblogs are a simple, low-investment technology that can afford student-teacher and student-student interaction.
2. Class weblogs are effective for creating interaction during courses, extending learning beyond the classroom
3. Case discussion weblogs maybe useful for asynchronous case discussions but further attention to incentives and structure are required
4. Maintaining weblogs requires an investment in instructor time. This can somewhat be lessened by university support of weblogs (e.g. MIT UThink)

Further research

- Restructuring the incentives for case discussion weblogs
- Comparison of online case discussion weblogs with other case tools, e.g. chat, e-mail, tools