Investigación en Tecnología y Educación

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Agenda

1. Why technology in education?
2. "How To:" Solutions

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Let's go back in time

...and then back to the present

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Today's Classroom Challenge:
Getting students to pay attention and be interested in your subject

….think about when you were a student

What did you like?

There was not the technology we have today, but you probably appreciated any "cool" teacher that came up with something innovative that you felt allowed you to escape the routine school days

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Old School VS. New School

20th Century	21st Century
Time-Based	Outcome-Based
Textbook-Driven	Research-Driven
Passive Learning	Active Learning
Teacher-Centered	Student-Centered
Fragmented Curriculum	Integrated Curriculum
Printed Assessments	Multiple Forms of Assess.
Print	Multimedia
Isolation	Collaboration
Facts & Memorization	Higher-Order Thinking

21st Century Schools, 2010

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Part of the Problem

The Factory Method of Education

How to Effectively Use Technology

When technology initiatives fail:

- Teachers think they are going to be replaced

- Teachers are not capacitated to use the technology

- No follow-up involved

How technology initiatives succeed:

- "User Experience" in education: Teachers should talk to students to identify gaps

- Technology should be seen and designed as a teacher's assistant and be used as "support"
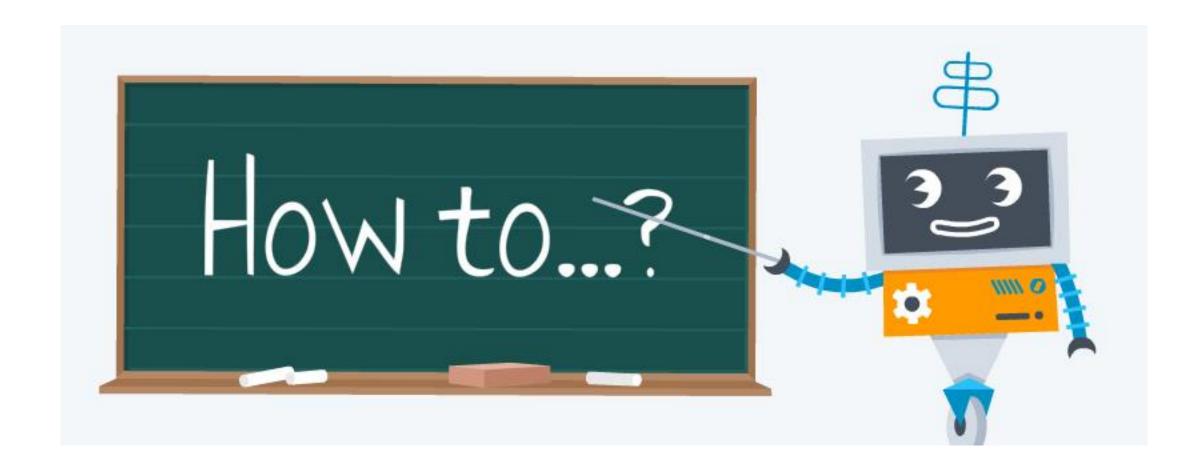
How Using Technology can Help

- **"First aid" in curing attention deficit in the classroom:**
  - Turning students from consumers to producers of information
  - Turning professors from teachers to facilitators and coaches

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What can we do?

1   **Online Learning Platforms**

2   **Case-Based Learning**

3   **Project-Based Learning**

4   **Simulation-Based Learning**

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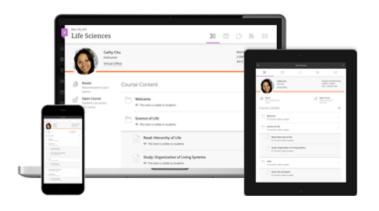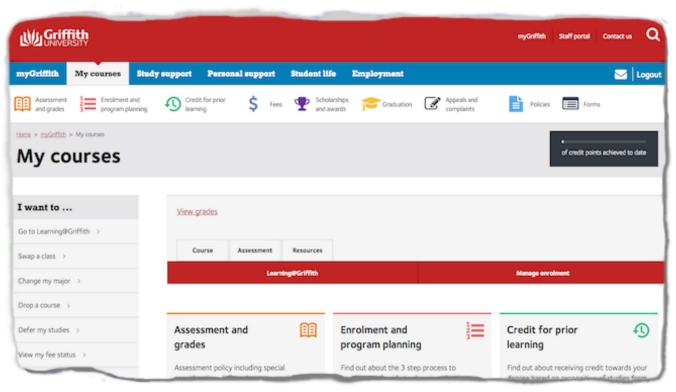MANAGEMENT
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1

Online Learning Platforms customized by teachers to facilitate and improve communication with students and to ease students' preparation before classes by pre-uploading all materials ahead of time.
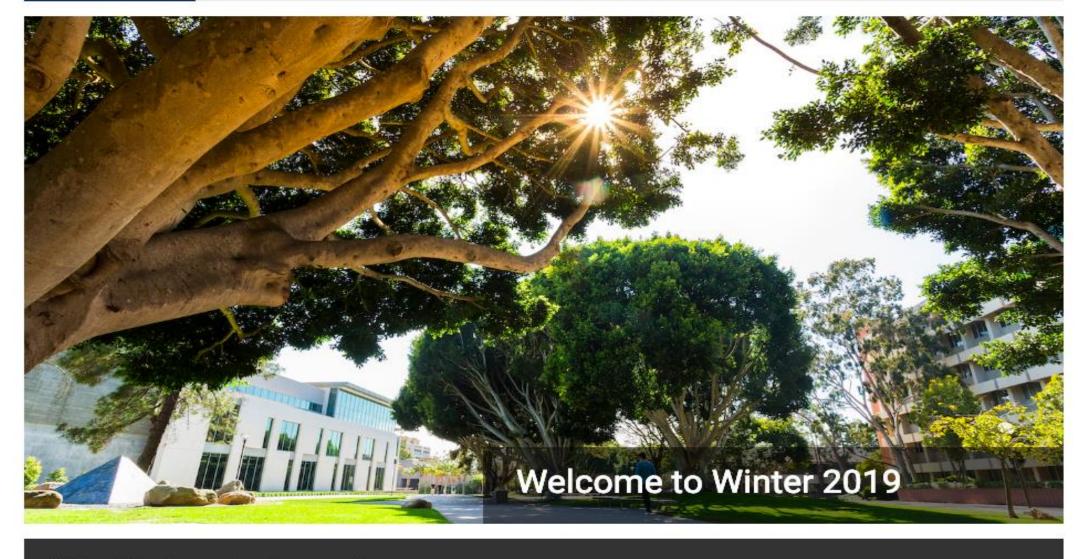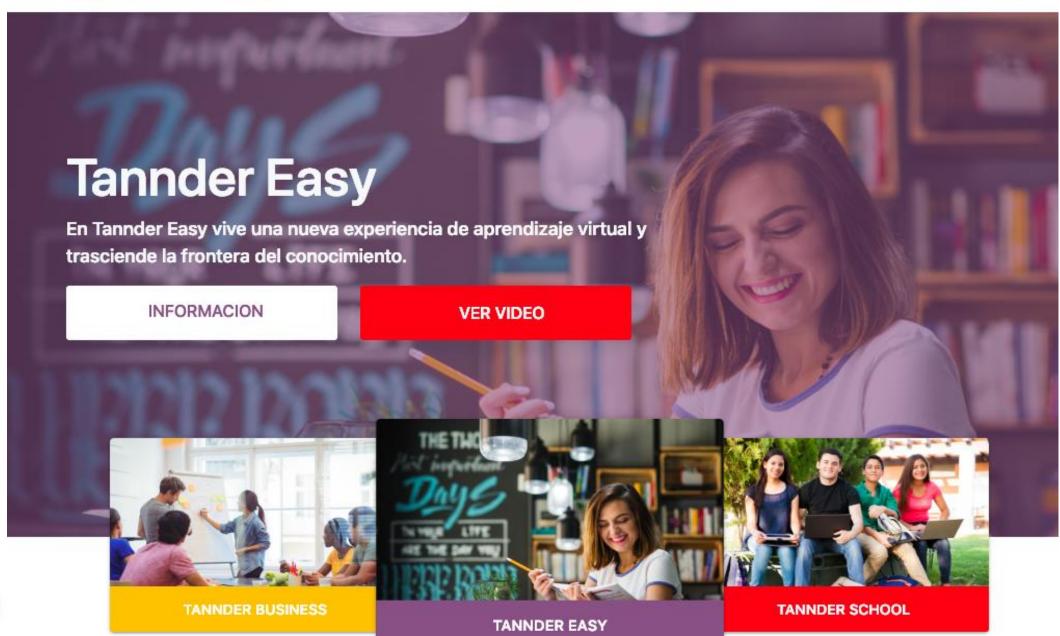
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Welcome to Winter 2019

What is GauchoSpace?

GauchoSpace is the learning management system for UCSB courses and projects built using Moodle, an open source learning platform. Instructors can create online sites for posting course materials, creating student assessment activities and to communicate with students. *Read more here.*

2 **Case-Based Learning** by actively involving students in the analysis of company rooted scenarios to help them develop and/or improve crucial decision-making skills.

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Case Study

2

Harvard Business School   9-898-210

Siebel Systems (A)

Research suggests that even the best salespeople often...

Harvard Business School

Interep National Ra...

As he looked out over Park Avenue in New...
Guild, president of the marketing group at Interep, p...

Harvard Business School   9-396-245
January 22, 1996

Palm Computing, Inc. (A)

November 1991

HARVARD | BUSINESS | SCHOOL

E. SCOTT MAYFIELD

NetFlix.com, Inc.

In July 2000, Reed Hastings, chairman and CEO of NetFlix.com, In...
Three months earlier, following one of the worst episodes on record...
NetFlix had submitted its S-1 filing for its initial public offering (IPO).
downturn, many Internet companies had been forced to withdraw thei...
indicated to Hastings that NetFlix would need to show positive cash f...
horizon in order to have a successful offering. Hastings knew that N...
With revenues doubling every six months, NetFlix was enjoying tremen...
success depended on the company's ability to sustain triple-digit growt...
Soon, Hastings would have to decide whether or not to proceed with the...

Hastings asked Barry McCarthy, the chief financial officer, to...
requirements of the company's current business plan, to suggest modif...
the company's projected cash flows, and to make a recommendation on...
go forward with its planned offering. As McCarthy reviewed the existin...
considered possible changes that might allow the company to proceed...
sustain the type of future growth that would be necessary for the com...
objectives. McCarthy was acutely aware of the company's current fina...
about the effect that changes to the business plan might have on the comp...

The Company

NetFlix.com, Inc. was founded in 1997 by Reed Hastings and Marc...
an Internet-based unlimited rental subscription service for digital v...
movies. The DVD provided a new technology for storing and playing m...
quality exceeding that of traditional videocassettes. A DVD was similar...
disc and was capable of holding an entire feature-length film, as well as...
as subtitles in different languages, additional shorter videos about the...
related subject matter, and information about the actors, director, an...
quality and additional features, the new DVD technology provided...
traditional videocassettes for the home video market. By combining the...

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THOMAS EISENMANN
STEVEN CARPENTER

RealNetworks Rhapsody

Rob Glaser and Larry Jacobson, the chairman/CEO...
respectively, sat in the boardroom of the company's...
Glaser opened a playlist, titled "Proto-Grunge," that he...
online subscription music service. He cranked up the v...
was superb as Screaming Trees' "No One Knows" rattle...
one knows what this business will look like in a few ye...
room for a dozen more online music services."

Over the past several months, many companies had...
including Dell, Wal-Mart, Sony, Microsoft, and Viacom....
in the rapidly growing online music market. The leader...
RealNetworks. Apple's early success was based on th...
service and iPod portable music player, which had bee...
design. However, iTunes still sold individual songs and...
By contrast, RealNetworks offered music on a subscripti...
cost $9.95 per month. Rhapsody subscribers had unlim...
songs in a 450,000 track catalog. In addition, Rhapsody u...
these tracks to CDs for $0.79, rather than the $0.99 charge...

RealNetworks' managers faced several strategic deci...
would require a fundamental change in consumer beha...
adoption? Could a first mover earn an acceptable r...
prospective customers, or would free-riding fast fol...
comarketed through several different types of channe...
retailers, broadband service providers, and PC manu...
subscription services, and what should RealNetworks...
Rhapsody be set apart from its many rivals?

STANFORD
GRADUATE SCHOOL OF BUSINESS

CASE: GS-57
DATE: 05/09/07 (REV'D. 04/24/08)

CROCS: REVOLUTIONIZING AN INDUSTRY'S SUPPLY CHAIN MODEL FOR COMPETITIVE ADVANTAGE

If the products sell extremely well, we will build more in season, and will be back on the shelves in a few weeks. And we'll build even more, and even more, and even more, in that same season. We're not going to wait with a hot new product until next year, when hopefully the same trend is alive.

—Ronald Snyder, CEO of Crocs, Inc.[1]

On May 3, 2007, Crocs, Inc. released its results for the first quarter of the year. The footwear company, which had sold its first shoes in 2003, reported revenues of $142 million for the quarter, more than three times its sales for the first quarter of 2006. Net income, at $0.61 per share was more than 17 percent of sales, nearly four times higher than the previous year.[2] These results far exceeded market expectations, which had been for earnings of $0.49 per share on $114 million of revenue.[3] As part of the earnings release, the company announced a two-for-one stock split. Immediately after the announcement, the stock price jumped 15 percent.

The growth and profitability of Crocs, which made funky, brightly colored shoes using an extremely comfortable plastic material, had been astounding. Much of this growth had been made possible by a highly flexible supply chain which enabled the company to build additional product to fulfill new orders quickly within the selling season, allowing it to respond to unexpectedly high demand—a capability that was previously unheard of in the footwear industry. This ability to fulfill the needs of retailers also made the company a very popular supplier to shoe sellers.

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[1] Quotations are from interviews with the authors, unless otherwise specified.
[2] Press Release, "Crocs, Inc. Reports Fiscal 2007 First Quarter Financial Results," May 3, 2007. Online at http://www.crocs.com/consumer/press_details/688244 (accessed May 4, 2007).
[3] Rick Munarriz, "Ugly Shoes, Pretty Profits," The Motley Fool, May 4, 2007. Online at http://www.fool.com/investing/high-growth/2007/05/04/ugly-shoes-pretty-profits.aspx (accessed May 7, 2007).

3 **Project-Based Learning** so that students can use their acquired new knowledge and skills for finding solutions to real-world problems and challenges.

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Project Presentation & Identification

Individual/ Team Research

Design Development

Building & Testing & Evaluation

Project Delivery

3

4

Simulation-Based Learning to improve students' knowledge and develop skills to tackle complex problems with the help of virtually generated scenarios.

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4 Steps for Designing a Learning Experience

1. **Engage** and interact with students and other faculty in discussions
2. **Dare** to experiment
3. **Assess** the learning progress of the students periodically
4. **Seek** support from other faculty and feedback from students

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Experiment: Blended Learning

What will we do?

1 **Online Learning Platforms**

2 **Case-Based Learning**

3 **Project-Based Learning**

4 **Simulation-Based Learning**

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GRACIAS

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