Columbia Business School
EXECUTIVE EDUCATION

UNICON @ CBSEE
2013 Annual Workshop
July 11-12, 2013
RIDING THE WAVE OF ONLINE EDUCATION

AGENDA

(Sessions may be subject to change)

THURSDAY, JULY 11	FRIDAY, JULY 12
8:00 am – 9:00 am ▸ **Registration & Continental Breakfast**	8:00 am – 8:30 am ▸ **Continental Breakfast**
9:00 am – 11:00 am ▸ **Pre-Workshop Lab** 　– Overview of Common Digital Learning and Collaboration Tools	8:30 am – 8:45 am ▸ **Debrief**
11:00 am – 12:30 pm ▸ **Lunch**	8:45 am – 9:45 am ▸ **Case Study: Converting an Existing Exec Ed Program to an Online Program**
12:30 pm – 1:00 pm ▸ **Welcome** ▸ **Overview of Online Learning in Executive Education: Implications and Opportunities**	9:45 am – 10:15 am ▸ **Group Idea Exchange**
1:00 pm – 1:30 pm ▸ **Table Talk** 　– What is the status of online program development at your organization?	10:15 am – 10:30 am ▸ **Break**
1:30 pm – 2:00 pm ▸ **Group Idea Exchange**	10:30 am – 11:45 am ▸ **Panel Discussion** 　– Measuring the Return on Learning: Testing Our Assumptions About Online Learning
2:00 pm – 2:15 pm ▸ **Break**	11:45 am – 12:00 pm ▸ **Closing**
2:15 pm - 3:00 pm ▸ **Concurrent Labs *** 　– Key Components for Planning an Online vs. Traditional Program 　– Social Selling Strategies 　– Strategies for Faculty Engagement 　– Financial Implications of Developing and Running Online Programs 　– Intellectual Property and Online Learning 　– Meeting Online Learning Demands of Custom Clients *Sessions will be repeated at 3:15 pm and 4:15 pm.*	12:00 pm – 1:00 pm ▸ **Lunch** 　– Box lunches will be available
3:15 pm – 4:00 pm ▸ **Concurrent Labs**	
4:15 pm – 5:00 pm ▸ **Concurrent Labs**	**Workshop Description**
5:00 pm – 7:00 pm ▸ **Picnic Social on Columbia Campus grounds** 　(weather permitting) ▸ **Evening Online Collaboration Activity (TBD)**	The wave of online education has come crashing onto the shores of the Executive and Higher Education communities. The challenge ahead is to determine whether we will learn to ride the wave, watch the wave from the shore, or be swept under by it. Attendees in this immersive conference and workshop on online learning will engage in experiential activities and discussions with researchers and practitioners on the challenges and opportunities of online learning. This workshop will address key components that must be considered in designing, marketing, delivering, and assessing online programs. Through an assortment of blended learning experiences, workshop labs and robust discussions, participants will access ideas from a cross-functional community of their Executive Education peers and tap into the insights of practitioners who are doing online learning. The ultimate goal is that participants will return to their organizations with actionable ideas they can apply to the development or enhancement of online learning experiences for their executive education audiences.