Universität Zürich[UZH]

Educational Development

funded by ULF

E-Learning for Business Analytics Made Simple

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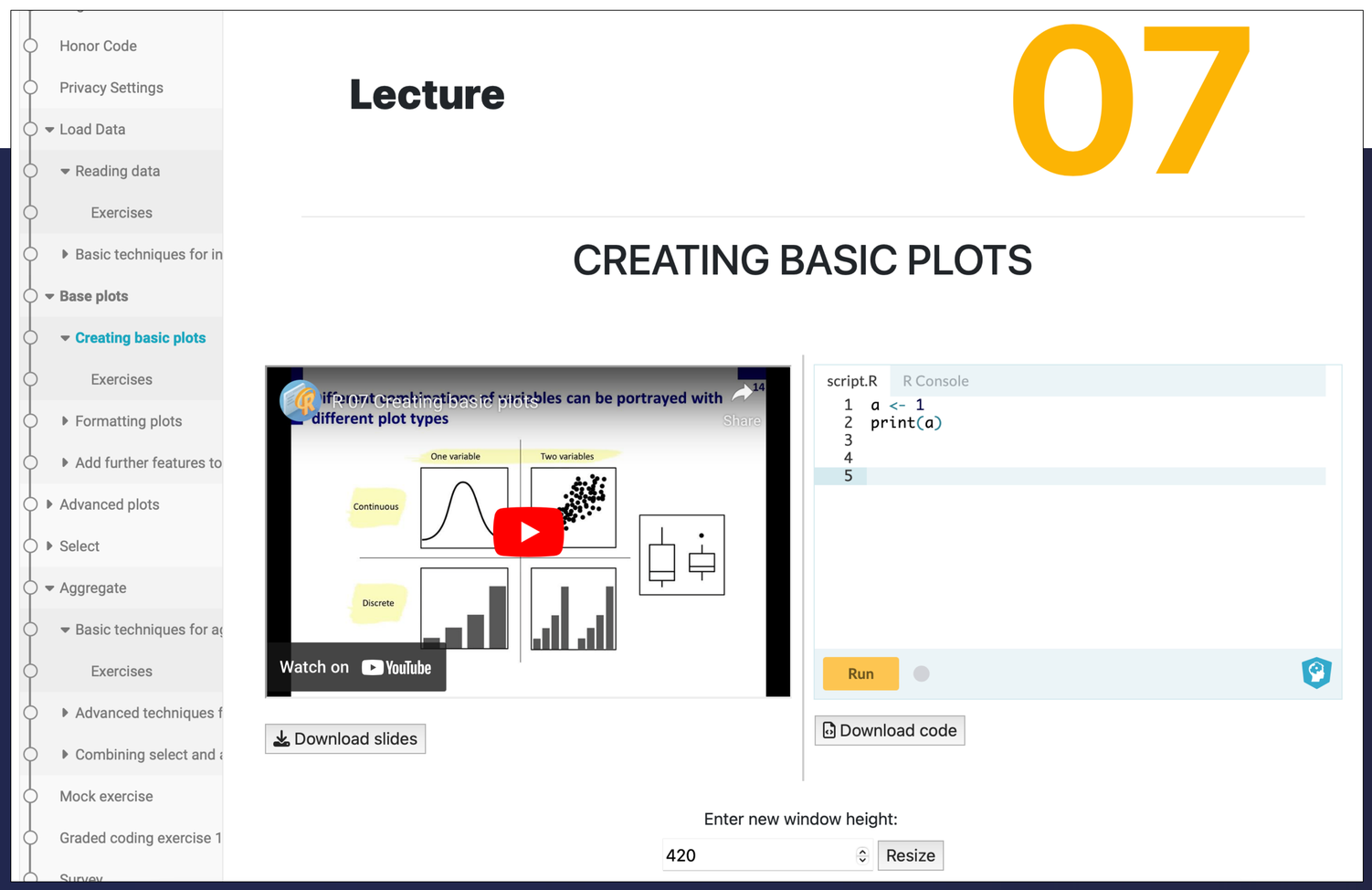
Chair of Marketing for Social Impact



Innovative potential

(1) Concept

Students vary in the time and support needed to reach the learning objectives.

The blended learning format enabled by this project allows students to progress through the course at their own pace and gives instructors more time to focus more on applications and to tailor their support to individual needs.

(2) Technology

Highly customisable, easy to use, directly available on OLAT.

Easy to create and update lecture videos from text stored as presenter notes in the .ppt presentation.

Idea

Introduce students to complex topics in Business Analytics via an innovative OLAT-based e-learning system. On one page, students can simultaneously watch podcasts, code in an embedded programming window, and interact with other students or the instructor(s) via a messaging tool.

Goals

Develop an e-learning system which can be easily customised and integrated to OLAT.

Use the e-learning system to create a set of introductory courses to computer programming and data analytics.

Set up a privacy compliant data collection system.

Analyse data from the student journey and derive analytics to help instructors improve the course.

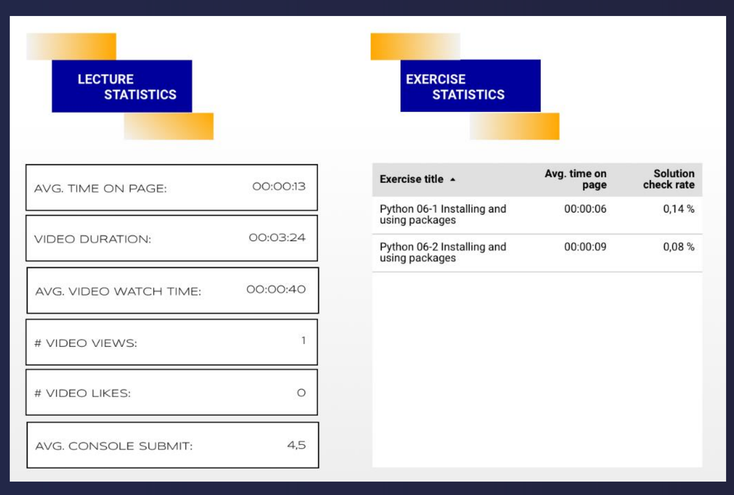
Results

E-learning system developed and refined.

Easy to use by instructors: setting up a course only requires filling out an excel file with links to the course content + setting up the course structure on OLAT.

Piloted in HS23 with good overall results. Will be used in class starting with HS24.

Insights from the experience gained presented in 2024 at two events at UZH: OOTalks and Deep Dive on Self-Study Environments and AI.



A project supported by the funding line open_innovation

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