

Balancing Innovation and Standardization in IS Course Content

TREO Talk Paper

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Abstract

Business courses in general, and information systems courses in particular, benefit from the use of industry practitioners as adjunct faculty. The approach combines theory and current industry practices so students can better understand, retain, and apply what they learn.

Yet industry practitioners typically lack the time, interest, and know-how to adequately plan and develop high-quality, learning-outcome-aligned course content, especially assignments, exams, and lesson plans. Another layer of complexity comes with the use of learning management systems (LMS) as the development and delivery platforms for this content. These factors can result in a perception by students of a quality gap between full-time and adjunct faculty.

How can we more effectively integrate the knowledge and experience of adjunct faculty into IS courses? This talk will share principles and practices from an ongoing initiative using standard course templates to increase course consistency and quality, while also providing means to use (and reuse) new and innovative content and teaching methods across all faculty (full-time and adjunct). The talk will also briefly cover early thinking on the use of blockchain technology to enable these practices. The session is intended to be highly interactive and pragmatic, so attendees can share their own practices and provide feedback. Examples will be presented.