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Amherst

Dos and Don'ts: Faculty Perspectives on Designing and Teaching Successful OER Undergraduate Courses

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Authors	Levy, Dawn;Tila, Dorina
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Dos and Don'ts: Faculty Perspectives on Designing and Teaching Successful OER Undergraduate Courses



Dawn Levy, JD

Dorina Tila, PhD

**Assistant Professors, Dept. of Business
Kingsborough Center for e-Learning (KCeL)**

-Lead OER Faculty Adopters

-Online Learning Peer Faculty Mentors

May 31st, 2018

City University of New York- CUNY

- Nation's largest urban public university system (2017 enrollment: 275,000)
 - 11 senior colleges
 - 7 community colleges
 - 6 graduate/professional schools

City University of New York- CUNY

- Nation's largest urban public university system (2017 enrollment: 275,000)
 - 11 senior colleges
 - 7 community colleges
 - 6 graduate/professional schools
- Student Population
 - 45% are first generation to attend college
 - 63% are minorities
 - 60% report annual household income of < \$30,000
 - 79% of working students work to pay living expenses and 55% work to pay tuition

Cost and Equity - Drivers for OER at CUNY

Goal: Level the playing field

“For many students at CUNY...spending an average of \$1,200 per year on books and other supplies is often an ***insurmountable barrier to academic success***. In many cases, students choose not to register for courses that require expensive textbooks, or they end up withdrawing or failing courses because they cannot afford the materials.”



Source: <http://www2.cuny.edu/libraries/open-educational-resources/>

KCC - Student Interview

*“It significantly reduces my education cost. I usually **spend nearly \$500, which are about half of my monthly salary, for my textbook for each semester.** I can use the same amount of money to pay for my rent. If I can study without paying textbooks, it will lighten my financial burden”*



KCC - Student Interview

*“I find it extremely helpful that I could save some money on text book for this class. Even though I get financial aid, **that money could spent to either buy my monthly metro card or food.**”*



KCC - Student Interview

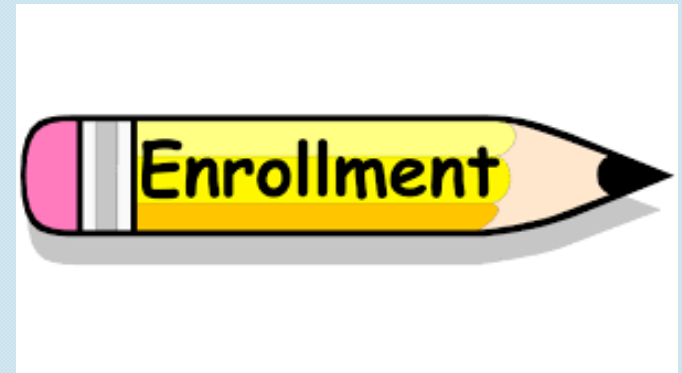
*“Besides the obvious fact of saving money I liked that I could essentially have **all the material I needed on the go.***

*Whether it was my **phone or laptop** I liked that I could **read/study wherever** I was without carrying a heavy textbook.”*



KCC - Student Interview

*“I also feel that if classes continue to go the OER route it may **encourage more people to enroll** in school because they **wouldn’t feel as if there were many more fees on top of tuition.**”*



OER at CUNY and KCC:

Timeline at KCC

2017 CUNY Awarded Grant

- from New York State for OER initiatives

Fall 2017 KCC

- 15 courses converted
- LibGuide created as repository and faculty resource

Spring 2018 KCC

- 41 courses
- Lumen collaboration & support

Looking Forward

- ZTC course designation
- Z degree possibility (liberal arts)
- Publisher-led open initiatives at low cost

Attendee Poll

1. For your students, do you feel that textbook cost is a major barrier to success?
2. Do you currently use OER in your classes?

Dos & Don'ts for Success

Rationale for Adoption

Choice of Materials

Course Design

Faculty Support

Our Experience

SUCCESS

Rationale for Adoption

Dos

- Student Specific
 - Access to technology
 - Technological savvy
 - Training

Don'ts

- Cost should not be the **only** driver

- Do not compromise quality of material



Choice of Material

Dos

Screen for content

- Sufficient topic coverage
- Appropriate breadth of coverage
- Student supplements
- Assessment material

Organization

- Easy to navigate
- Easy to read

Accessibility

- different devices, formats, & accommodations

Don'ts



Choice of Material

Dos

Screen for content

- Sufficient topic coverage
- Appropriate breadth of coverage
- Student supplements
- Assessment material

Organization

- Easy to navigate
- Easy to read

Accessibility

- different devices, formats, & accommodations

Don'ts

Don't confuse free access with:

- Free distribution
- Taking over ownership –
CC licensing
 - Attribution
 - NoDerivatives
 - ShareAlike
 - Commercial / non-commercial

Choice of Material – KCC Data

- **Quality:** 80% considered quality of materials and cost as factors in deciding to teach zero-textbook cost courses
- **Identifying materials:** 50% stated identification of materials was as challenging as they expected; 40% reported identifying materials was somewhat more challenging than they expected.
- **Resource Quality:** 60% felt the quality of resources was neither better nor worse than traditional resources; 30% felt the quality of resources was somewhat better than traditional resources.

Course Design

Dos

Objective driven

- Organization and coverage driven by learning objectives vs. structure of the textbook

Course Customization

Don'ts

Don't leave students alone

- Course walk-through
- Keep students engaged



Don't re-design

- Discuss with colleagues
- Ask for help

Faculty Support

Dos

Ask for Help

- Librarian
- Peers
- KCeL
- Online Forums (Professional teaching OER blogs)

LMS settings and features

- Utilize the Evaluation Center to access student progress
- Lumen's Waymaker has faculty dashboard for student analytics

Don'ts

Don't re-invent the wheel



Don't go it alone

Two Approaches to OER using Lumen Learning



Macroeconomics

- Modify within Lumen
- Import to Bb

Fundamentals of Business

- Drop Lumen cartridge into Bb
- Modify in Bb

Lumen- Original

Dashboard - Macroeconomics

Secure | <https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/wp-admin/>

Lumen My Catalog Macroecomics Howdy, dorinatila

Screen Options

Dashboard

Macroeconomics Add | Organize

Front Matter

- Introduction
- Course Learning Outcomes

Faculty Resources: Available with Login

- Overview of Faculty Resources
- Quiz Survey
- Quiz Download
- PowerPoints
- PDF

Module 1: Economic Thinking

- Why It Matters: Economic Thinking
- Outcome: What Is Economics?
- Video: Scarcity and Choice
- Reading: Understanding Economics and Scarcity
- Video: Resources
- Reading: Labor, Markets, and Trade
- Video: Micro vs. Macro
- Reading: Microeconomics and Macroeconomics
- Outcome: Economic Models
- Reading: Using Economic Models
- Outcome: Math in Economics
- Reading: Purpose of Functions
- Reading: Solving Simple Equations
- Outcome: Graphs in Economics
- Video: Graph Review
- Reading: Creating and Interpreting Graphs

Users Add | Organize

- Lumen Learning Support - Administrator
- dorinatila - Editor

Drag boxes here

Type here to search

7:28 PM 4/28/2018

KINGSBOROUGH COMMUNITY COLLEGE
★ DREAMS BEGIN HERE ★

Lumen- Customization

Organize - Macroeconom... x

Secure | https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/wp-admin/edit.php?post_type=chapter&page=pressbooks

Lumen My Catalog Macroecconomics Howdy, dorinaitila

- Dashboard
- Text
- Organize
 - Add Part
 - Add New Page
 - Add New Front Matter
 - Add New Back Matter
 - Trash
- Book Info
- Publish
- Media
- Profile
- Tools
- Collapse menu

PowerPoints	kchessler	Private	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PDF	kchessler	Private	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add Page					
Module 1: Economic Thinking					
	Author	Status	Private	Show Title	Export
Why It Matters: Economic Thinking	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outcome: What Is Economics?	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video: Scarcity and Choice	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reading: Understanding Economics and Scarcity	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video: Resources	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reading: Labor, Markets, and Trade	kchessler	Private	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video: Micro vs. Macro	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reading: Microeconomics and Macroeconomics	kchessler	Published	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Type here to search

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Lumen- Advanced Customization

The screenshot shows the Lumen Learning 'Edit Page' interface. The browser address bar shows the URL: <https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/wp-admin/post.php?post=29&action=edit>. The page title is 'Why It Matters: Economic Thinking'. The permalink is <https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/chapter/why-it-matters-economic-thinking/>. The main content area features a heading 'Why explain the basic premises and tools of economic thinking?' followed by two paragraphs of text. The first paragraph discusses the prospect of taking an economics course and the concept of scarcity. The second paragraph explains how understanding scarcity can be a powerful tool for predicting behavior at the micro and macro levels. The 'Export Settings' sidebar on the right shows options for 'Include in exports', 'Show title in exports', and 'Set as ebook start-point'. The 'Publish' sidebar shows the status as 'Published', visibility as 'Public', and a 'Preview Changes' button. The 'Chapter Types' sidebar is partially visible at the bottom.

Why It Matters: Economic Thinking

Permalink: <https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/chapter/why-it-matters-economic-thinking/> Edit

Add Media

Visual Text

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Table Icon] [Image Icon] OHM [Book Icon] [Read Icon]

Formats Textboxes Try It U ABC [List Icons] A [List Icons] [Image Icon] [Link Icon] [Table Icon] [Image Icon] [Undo Icon] [Redo Icon] [Help Icon]

FN [List Icons] [Image Icon] [Link Icon] [Table Icon] [Image Icon]

Why explain the basic premises and tools of economic thinking?

Many students find the prospect of taking an economics course daunting (or maybe just dull). At the heart of this worry is perhaps just a misperception of what economics is about. It's not rocket science, it's not a collection of boring facts, and it's not the study of money or the stock market. Economics is really just a set of interesting questions organized around a simple fact: There aren't enough resources (money, land, time, etc.) to go around or satisfy all our needs and desires. Economists call this condition *scarcity*. It affects individuals, nations, and the entire human species—no one ever has enough of the things they want. On some level, everyone has to grapple with scarcity, and economists are interested in understanding how people do that.

If you understand how people behave in the face of scarcity—and learn to think like an economist—economics can be an amazingly powerful tool. You can predict the behavior of individual economic agents, such as consumers or businesses—what economists call the micro level. You can predict the behavior of an economy (or economies) as a whole—what economists call the macro level. You can have a better understanding of the choices—and consequences—in your own life.

Learning Outcomes

- Explain what economics is and why it is important

Part: Module 1: Economic Thinking

Export Settings

- Include in exports
- Show title in exports
- Set as ebook start-point

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Revisions: 2 Browse

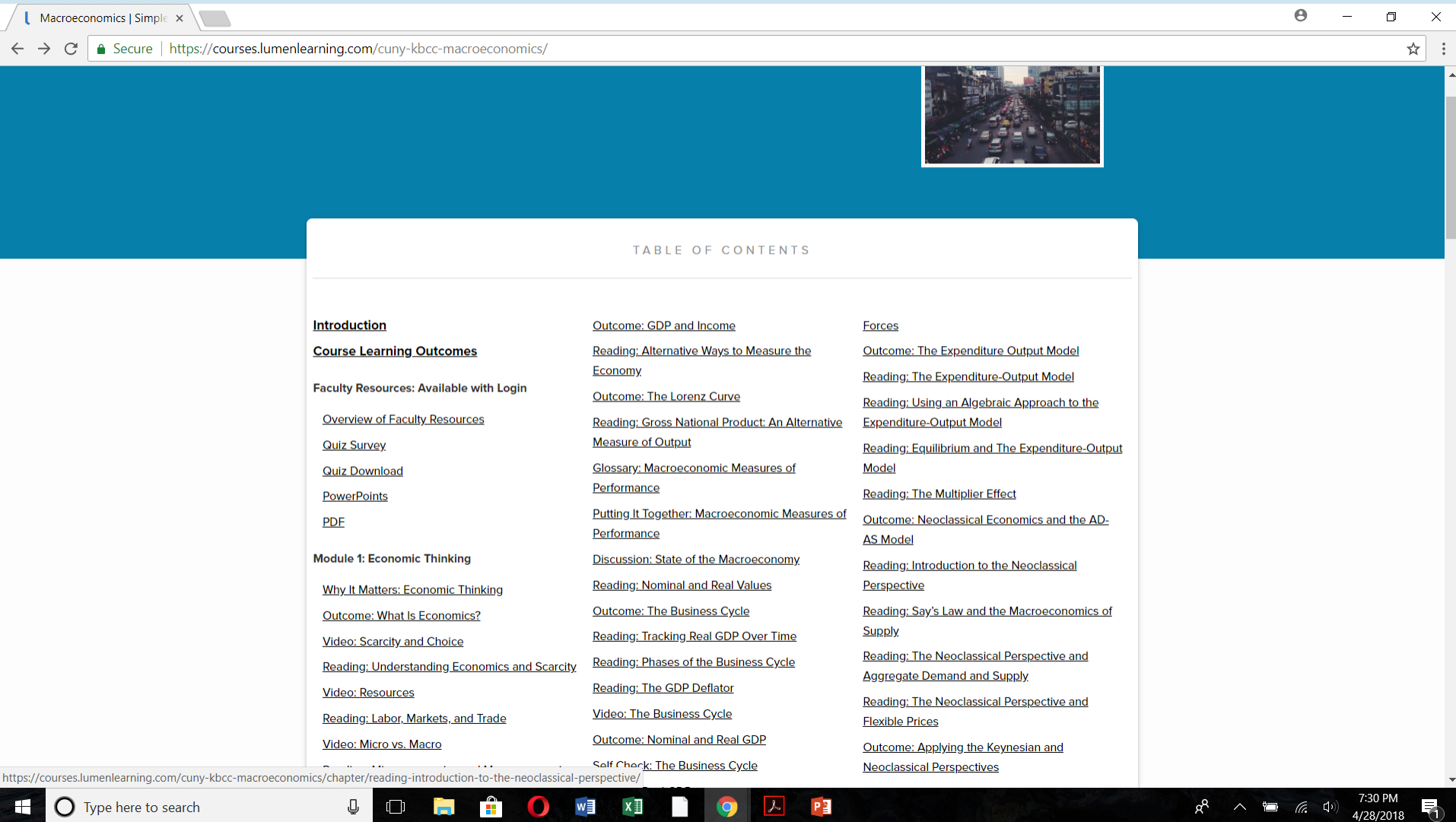
Published on: Nov 30, 2017 @ 18:46 Edit

Move to Trash Update

Chapter Types

Numberless

Final Product



Macroeconomics | Simple x

Secure | <https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/>




TABLE OF CONTENTS

<u>Introduction</u>	<u>Outcome: GDP and Income</u>	<u>Forces</u>
<u>Course Learning Outcomes</u>	<u>Reading: Alternative Ways to Measure the Economy</u>	<u>Outcome: The Expenditure Output Model</u>
<u>Faculty Resources: Available with Login</u>	<u>Outcome: The Lorenz Curve</u>	<u>Reading: The Expenditure-Output Model</u>
<u>Overview of Faculty Resources</u>	<u>Reading: Gross National Product: An Alternative Measure of Output</u>	<u>Reading: Using an Algebraic Approach to the Expenditure-Output Model</u>
<u>Quiz Survey</u>	<u>Glossary: Macroeconomic Measures of Performance</u>	<u>Reading: Equilibrium and The Expenditure-Output Model</u>
<u>Quiz Download</u>	<u>Putting It Together: Macroeconomic Measures of Performance</u>	<u>Reading: The Multiplier Effect</u>
<u>PowerPoints</u>	<u>Discussion: State of the Macroeconomy</u>	<u>Outcome: Neoclassical Economics and the AD-AS Model</u>
<u>PDF</u>	<u>Reading: Nominal and Real Values</u>	<u>Reading: Introduction to the Neoclassical Perspective</u>
<u>Module 1: Economic Thinking</u>	<u>Outcome: The Business Cycle</u>	<u>Reading: Say's Law and the Macroeconomics of Supply</u>
<u>Why It Matters: Economic Thinking</u>	<u>Reading: Tracking Real GDP Over Time</u>	<u>Reading: The Neoclassical Perspective and Aggregate Demand and Supply</u>
<u>Outcome: What Is Economics?</u>	<u>Reading: Phases of the Business Cycle</u>	<u>Reading: The Neoclassical Perspective and Flexible Prices</u>
<u>Video: Scarcity and Choice</u>	<u>Reading: The GDP Deflator</u>	<u>Outcome: Applying the Keynesian and Neoclassical Perspectives</u>
<u>Reading: Understanding Economics and Scarcity</u>	<u>Video: The Business Cycle</u>	
<u>Video: Resources</u>	<u>Outcome: Nominal and Real GDP</u>	
<u>Reading: Labor, Markets, and Trade</u>	<u>Self Check: The Business Cycle</u>	
<u>Video: Micro vs. Macro</u>		

<https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/chapter/reading-introduction-to-the-neoclassical-perspective/>

Type here to search

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<https://courses.lumenlearning.com/cuny-kbcc-macroeconomics/>

Blackboard Integration

- Lectures

2018 Spring Term (1)
Macroeconomics ECO 1200
03[20667] (Kingsborough CC)

- Announcements
- Syllabus
- Textbook
- Lectures
- Course Assignments
- CONSENT FORM
- CUNY POLICY
- HEC
- See My Grades
- Help
- Student Email Information
- Testing yourself
- Assignments- Answer Key
- Quizzes - Answer Key
- Home Page
- Discussion Board
- Demo—Marie

Module 1: Economic Thinking

Welcome to Macroeconomics!

In Chapter 1, we will learn the foundation of the economic way of thinking. We will learn the m one another.

- Activity 1.1 – Introduce yourself in the discussion forum
- Activity 1.2 – Read Module 1 and Power Point presentation (class lecture)
- Activity 1.3 – Read Appendix 1 and lecture notes
- Activity 1.4 – Assignment #1

Module 2: Choice in a World of Scarcity

We just learned that scarcity forces us to make choices. In module 2, we will learn about the tr economic model, the production possibilities curve. This model illustrates how economists use economic growth.

- Activity 2.1 – Opportunity Cost Video: My Prom Dates
- Activity 2.2 – Read Module 2 and Power Point presentation (class lecture)
- Activity 2.3 – Other

Module 3: Supply and Demand

Module 3 will introduce basic supply and demand analysis. Demand represents the choice-ma

- Activity 3.1 - Read Assigned Material on Market Demand
- Activity 3.2 - Videos: Demand vs. Quantity Demanded
- Activity 3.3 - Assignment #2
- Activity 3.4 - Discussion on the class economic experiment

Preparation for Quiz #1

- Review Module 1-3
- Review Assignments 1 & 2
- Review lecture ([click here](#))

Module 4: Macroeconomic Measures: GDP and Business Cycles

Which statistics would you seek to determine how well the economy is doing? What indicato

- Activity 4.1 - Read Chapter on Gross Domestic Product and other sources
- Activity 4.2 - Video: GDP - The Big Daddy
- Activity 4.3 - Discussion
- Activity 4.4 - Assignment #3

2018 Spring Term (1)
Macroeconomics ECO 1200
03[20667] (Kingsborough CC)

- Announcements
- Syllabus
- Textbook
- Lectures
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- CONSENT FORM
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- See My Grades
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- Assignments- Answer Key
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- Home Page
- Discussion Board
- Demo—Marie

COURSE MANAGEMENT

- Control Panel
- Content Collection
- Course Tools
- Evaluation
- Grade Center
- Users and Groups
- Customization
- Packages and Utilities
- Help



Success: Activity 2.1 - Read Module 2 edited.

Module 2: Choice in a World of Scarcity

Build Content Assessments Tools Partner Content

For Instructor Only

Availability: Item is not available.
[Lecture on Chapter 2](#)

Overview

If you have not already done so, please read the information in the syllabus.

We just learned that scarcity forces us to make choices. In chapter 2, we will learn about the three main choice economic model, the production possibilities curve. This model illustrates how economists use graphs, instead economic growth.

Learning Objectives

Upon successful completion of this section, you will be able to:

1. Understand opportunity cost and provide your own example.
2. Create, interpret, and manipulate a Production Possibilities Frontier.
3. Understand scarcity, the law of increasing opportunity costs, efficiency, and economic growth.

Activities

- Activity 2.1 - Read Assigned Chapter
- Activity 2.2 - Opportunity Cost Video: My Prom Dates
- Activity 2.3 - Discussion

Activity 2.1 - Read Module 2

Read Chapter 2 and the lecture notes.
[Module 2 lecture \[click here\]](#)
[Module 2 Reading](#)

Activity 2.2 - Opportunity Cost Video: My Prom Dates

Watch this animated video about the opportunity cost of prom dates posted on the Economics Education blog

TABLE OF CONTENTS

Introduction	Calculating GDP, Expenditure and Income Approach	Forces
Course Learning Outcomes	Reading: Calculating GDP	Outcome: The Expenditure-Output Model
Faculty Resources: Available with Login	Reading: Measuring Total Output	Reading: The Expenditure-Output Model
Module 1: Economic Thinking	Outcome: GDP and Income	Reading: Using an Algebraic Approach to the Expenditure-Output Model
Why It Matters: Economic Thinking	Putting It Together: Macroeconomic Measures of Performance	Reading: Equilibrium and The Expenditure-Output Model
Outcome: What Is Economics?	Discussion: State of the Macroeconomy	Reading: The Multiplier Effect
Video: Scarcity and Choice	Reading: Nominal and Real Values	Video: Macroeconomic Perspectives
Reading: Understanding Economics and Scarcity	Outcome: The Business Cycle	
Video: Resources	Reading: Tracking Real GDP Over Time	Module 8: Fiscal Policy
Video: Micro vs. Macro	Reading: Phases of the Business Cycle	Why It Matters: Fiscal Policy
Reading: Microeconomics and Macroeconomics	Reading: The GDP Deflator	Outcome: The Federal Budget
Reading: Using Economic Models	Video: The Business Cycle	Reading: Introduction to Government Budgets and Fiscal Policy
Reading: Creating and Interpreting Graphs	Outcome: Nominal and Real GDP	Reading: Federal Government Spending
Outcome: Positive and Normative Statements	Self Check: The Business Cycle	Reading: Federal Taxes
Video: Positive and Normative Analysis		

Fundamentals of Business



Kingsborough Community College
BA 1100 | Fundamentals of Business

Lumen – Cartridge Insert to Bb

The screenshot displays the Blackboard Lumen interface. At the top, the navigation bar includes 'Home', 'Help', 'Content Collection', 'KCC Library', 'Blackboard Resources', and 'My Portfolios'. The user is logged in as Dawn Levy 154. The main content area is titled 'OER Chapter Readings' and features a sidebar on the left with a menu of course-related items. The 'OER Chapter Readings' item in the sidebar is highlighted with a yellow box. The main content area shows a list of resources under the heading 'OER Chapter Readings'. A red arrow points to the 'Faculty Resources' item, which has a status of 'Availability: Item is not available.' Below it is 'Student Resources: Salty Pawz Case-Study Information', also with 'Availability: Item is not available.' The list continues with chapters 1 through 6, each with a folder icon and a title: 'Chapter 1: The World of Business and Economics', 'Chapter 2: Business Ethics and Corporate Social Responsibility', 'Chapter 3: Global Environment', 'Chapter 4: Forms of Business Ownership', 'Chapter 5: Entrepreneurship, Small Business and Franchises', and 'Chapter 6: Management'. A partial view of 'Chapter 7: Organizational Structure' is visible at the bottom.

2018 Spring Term (1)
Fundamentals of Business BA 1100
03[20616]
(Kingsborough CC)

- Announcements
- CUNY Integrity Policy
- Syllabus and Schedule
- OER Chapter Readings**
- OER PDF- of readings
- OER Powerpoints
- OER Discussion Topics
- OER Quizzes
- Career Choices Assignment
- OER Materials Assignment
- OER Test #1 Review Sheet
- OER Test#2 review sheet
- Review Sheet for Final OER
- Extra Credit: due 5/30
- Prof. Levy Contact Info.
- See My Grades
- consent
- Home Page
- Franchise Assignment
- Content
- Discussion Board
- Groups
- Help
- How to submit written as

OER Chapter Readings

Build Content ▾ Assessments ▾ Tools ▾ Partner Content ▾ Discover Content T1

Faculty Resources
Availability: Item is not available.

Student Resources: Salty Pawz Case-Study Information
Availability: Item is not available.

Chapter 1: The World of Business and Economics

Chapter 2: Business Ethics and Corporate Social Responsibility

Chapter 3: Global Environment

Chapter 4: Forms of Business Ownership

Chapter 5: Entrepreneurship, Small Business and Franchises

Chapter 6: Management

Chapter 7: Organizational Structure

Bb Customization

The screenshot displays the Blackboard LMS interface for a course titled "2018 Spring Term (1) Fundamentals of Business BA 1100 03[20616] (Kingsborough CC)". The top navigation bar includes "Home", "Help", "Content Collection", "KCC Library", "Blackboard Resources", and "My Portfolios". The course navigation menu on the left lists various items, with "OER Chapter Readings" highlighted by a red box. The main content area, titled "OER Chapter Readings", shows a list of folders: "Faculty Resources", "Student Resources: Salty Pawz Case-Study Information", "Chapter 1: The World of Business and Economics", "Chapter 2: Business Ethics and Corporate Social Responsibility", "Chapter 3: Global Environment" (highlighted with a red box), "Chapter 4: Forms of Business Ownership", and "Chapter 5: Entrepreneurship, Small Business and Franchises".

Bb Customization

CUNY Blackboard

Home Help Content Collection KCC Library Blackboard Resources My Portfolios

OER Chapter Readings

2018 Spring Term (1) Fundamentals of Business BA 1100 03[20616] (Kingsborough CC)

- Announcements
- CUNY Integrity Policy
- Syllabus and Schedule
- OER Chapter Readings**
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- OER Test#2 review sheet
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- See My Grades
- consent
- Home Page
- Franchise Assignment
- Content
- Discussion Board
- Groups
- Help
- How to submit written as

OER Chapter Readings

Build Content Assessments Tools Partner Content


- Faculty Resources**
Availability: Item is not available.
- Student Resources: Salty Pawz Case-Study Information**
Availability: Item is not available.
- Chapter 1: The World of Business and Economics**
- Chapter 2: Business Ethics and Corporate Social Responsibility**
- Chapter 3: Global Environment**
- Chapter 4: Forms of Business Ownership**
- Chapter 5: Entrepreneurship, Small Business and Franchises**

CUNY Blackboard

Home Help Content Collection KCC Library Blackboard Resources My Portfolios

Chapter 3: Global Environment - Introduction to Globalization

Globalization



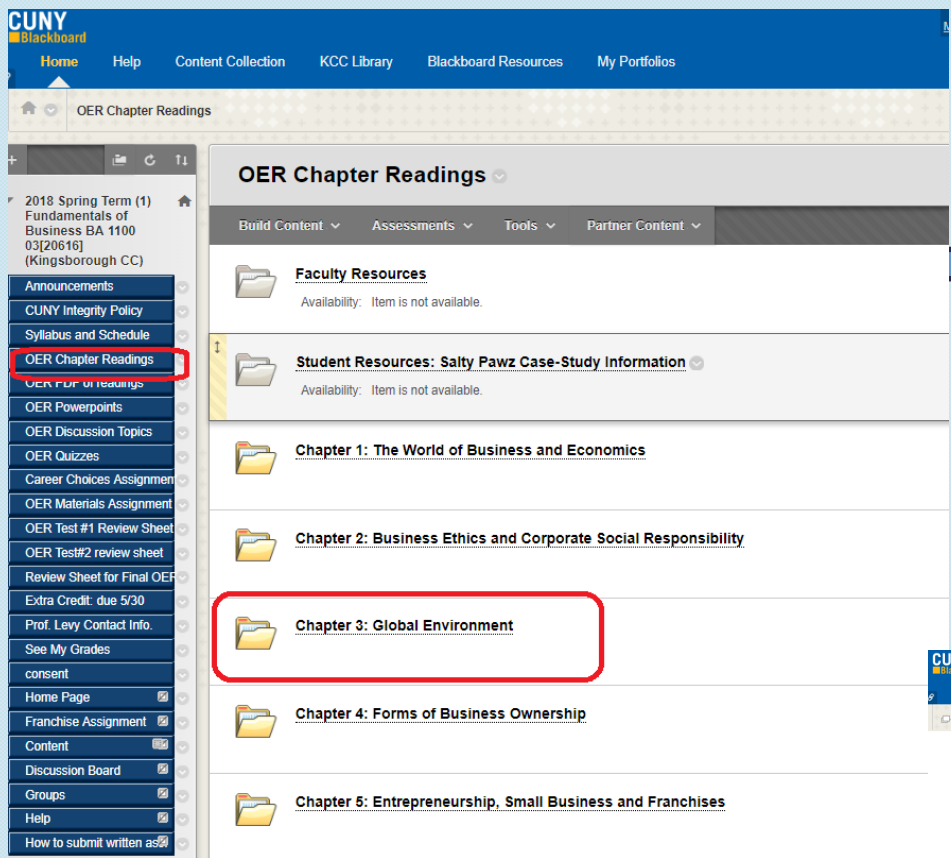
LEARNING OUTCOMES

- Explain the concept of globalization and its impact on global business
- Differentiate between comparative and absolute advantage
- Explain the roles of absolute and comparative advantage in global business

Globalization and Business

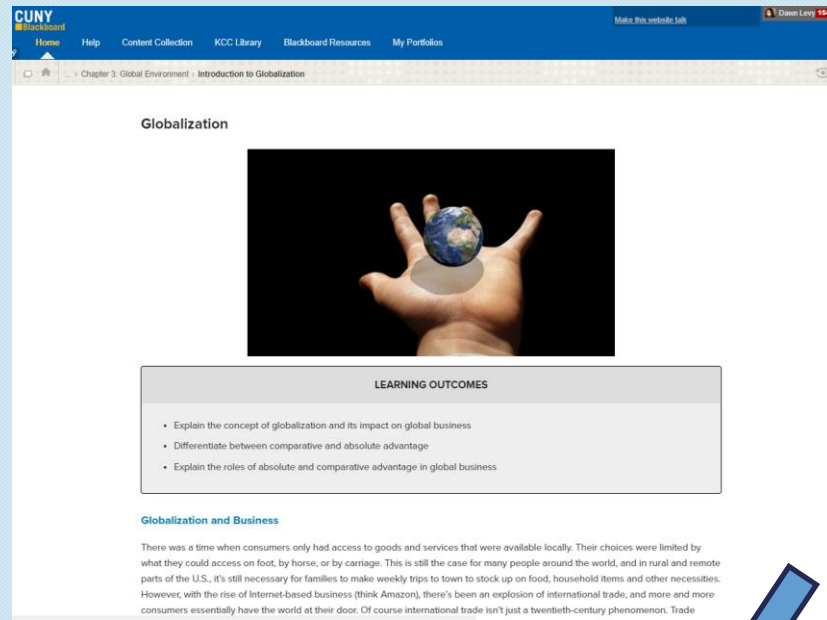
There was a time when consumers only had access to goods and services that were available locally. Their choices were limited by what they could access on foot, by horse, or by carriage. This is still the case for many people around the world, and in rural and remote parts of the U.S., it's still necessary for families to make weekly trips to town to stock up on food, household items and other necessities. However, with the rise of Internet-based business (think Amazon), there's been an explosion of international trade, and more and more consumers essentially have the world at their door. Of course international trade isn't just a twentieth-century phenomenon. Trade

Bb Customization



The screenshot shows the Blackboard interface for a course. The left-hand navigation menu is visible, with 'OER Chapter Readings' highlighted in a red box. The main content area displays a list of folders under 'OER Chapter Readings':

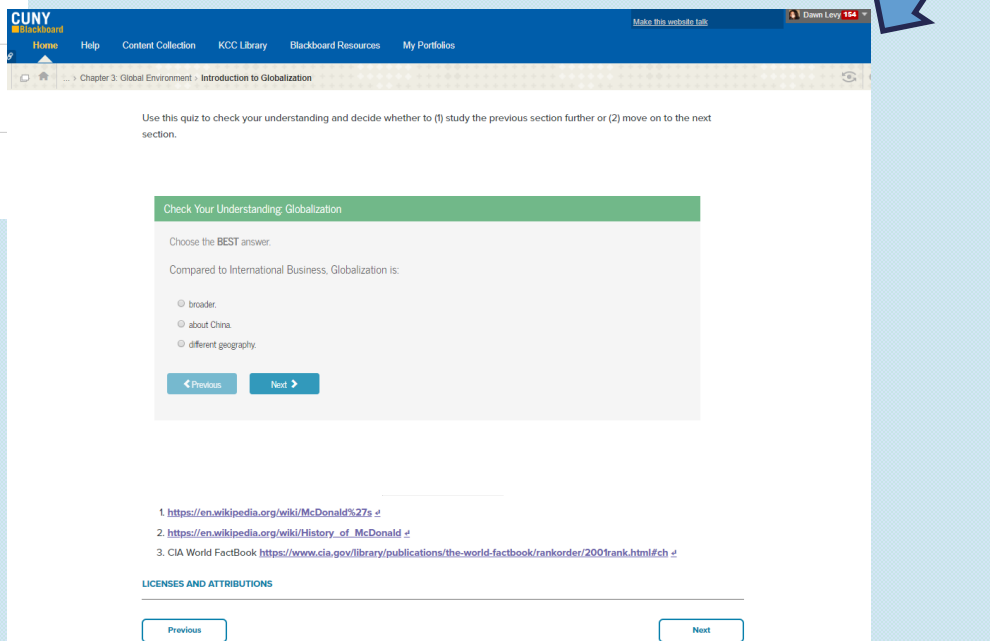
- Faculty Resources (Availability: Item is not available.)
- Student Resources: Salty Pawz Case-Study Information (Availability: Item is not available.)
- Chapter 1: The World of Business and Economics
- Chapter 2: Business Ethics and Corporate Social Responsibility
- Chapter 3: Global Environment** (highlighted with a red box)
- Chapter 4: Forms of Business Ownership
- Chapter 5: Entrepreneurship, Small Business and Franchises



The screenshot shows the content page for 'Globalization' in the 'Chapter 3: Global Environment - Introduction to Globalization' course. It features a header image of a hand holding a globe. Below the image is a 'LEARNING OUTCOMES' box with the following list:

- Explain the concept of globalization and its impact on global business
- Differentiate between comparative and absolute advantage
- Explain the roles of absolute and comparative advantage in global business

Below the outcomes is a section titled 'Globalization and Business' with a paragraph of text. A blue arrow points from the right side of the page towards the bottom right.



The screenshot shows a quiz page titled 'Check Your Understanding: Globalization'. The question asks to choose the BEST answer for 'Compared to International Business, Globalization is:'. The options are:

- broader.
- about China.
- different geography.

Navigation buttons for 'Previous' and 'Next' are visible. At the bottom, there is a list of references:

1. <https://en.wikipedia.org/wiki/McDonald%27s>
2. https://en.wikipedia.org/wiki/History_of_McDonald
3. CIA World FactBook: <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html#ch>

Below the references is a 'LICENSES AND ATTRIBUTIONS' section with 'Previous' and 'Next' buttons.

Bb Customization

Use this quiz to check your understanding and decide whether to (1) study the previous section further or (2) move on to the next section.

Check Your Understanding: Globalization

Choose the **BEST** answer.

Compared to International Business, Globalization is:

- broader.
- about China.
- different geography.

◀ Previous

Next ▶

1. <https://en.wikipedia.org/wiki/McDonald%27s>

2. https://en.wikipedia.org/wiki/History_of_McDonald

3. CIA World FactBook <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html#ch>

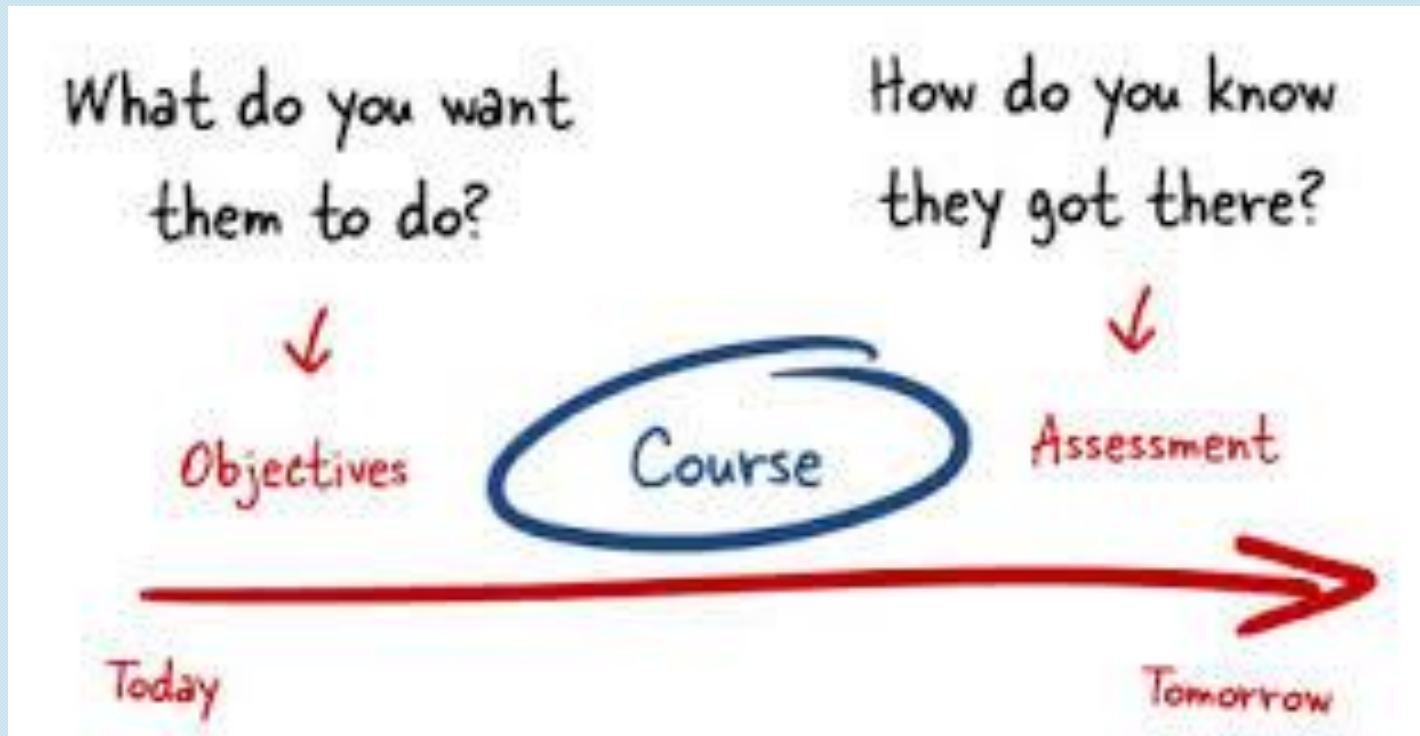
LICENSES AND ATTRIBUTIONS

Previous

Next



Bb Assessment



Bb Assessment

The screenshot shows the Blackboard interface for a course titled "Fundamentals of Business BA 1100". The main content area displays "Test Canvas: TEST" with a success message "Success: TEST created." Below this, there are three buttons: "Create Question", "Reuse Question", and "Upload Questions". A dropdown menu is open under "Reuse Question", showing options: "Create Question Set", "Create Random Block", and "Find Questions". A table below the buttons shows "Description", "Instructions", "Total Questions 0", and "Total Points 0". A large blue arrow points from the "Find Questions" option to the center of the page. In the center, a message reads "This test has no questions! Create questions or add questions from other resources." A second blue arrow points from this message down towards the bottom right of the slide.

Bb Assessment

2018 Spring Term (1) Fundamentals of Business BA 1100 (Kingsborough CC)

Success: TEST created.

Test Canvas: TEST

Create Question | Reuse Question | Upload Questions

Description | Instructions | Total Questions 0 | Total Points 0

Create Question Set | Create Random Block | Find Questions

This test has no questions!
Create questions or add questions from other resources.

Secure | https://bbhosted.cuny.edu/webapps/assessment/do/authoring/addQuestion?assessmentType=Test&questionType=From%20...

Global Business Strategies: Foreign Direct Investment is the _____ approach that a business can reach ...

Global Business Strategies: Increasingly, businesses are getting their products and services into global ...

Global Business Strategies: Jack has become a franchisee of a Sonic in his local community. This has ena...

Global Business Strategies: License agreements usually cover property that is _____, such as trademark...

Global Business Strategies: Licensing and franchise agreements are tools that businesses use to get their...

Global Business Strategies: Licensing and franchising both _____ for the involved parties: The license...

Global Business Strategies: Licensing and franchising both offer advantages for _____.

Global Business Strategies: Margo has an internet business selling jewelry. The internet has allowed her ...

Global Business Strategies: Part of the benefits of being a franchisee is that you have access to:

Global Business Strategies: Property that is intangible such as trademarks, images, patents or production...

Global Business Strategies: The most common _____ involves two companies that are equal partners in th...

Global Business Strategies: There are many ways that a business can reach the global market, the most int...

Global Business Strategies: When a foreign company builds a manufacturing plant in the United States, th...

Global Trade Agreements and Organizations: All of GATT's agreements were absorbed by:

Global Trade Agreements and Organizations: An example of a regional trade agreement is:

Global Trade Agreements and Organizations: Global trade really gets a boost from regional trade agreements. These are r...

Global Trade Agreements and Organizations: If

Selected Questions: 0

Cancel Submit

Question types

- Calculated Formula
- Calculated Numeric
- Either/Or
- Essay
- File Response
- Fill in Multiple Blanks
- Fill in the Blank
- Hot Spot
- Jumbled Sentence
- Matching
- Multiple Answer
- Multiple Choice
- Opinion Scale/Likert
- Ordering
- Presentation Only
- Quiz Bowl
- Short Answer
- True/False

Categories

- Financial Markets and Systems
- Financial Markets and Systems
- Global Environment
- Global Environment
- Human Resource Management
- Human Resource Management
- Legal Environment
- Legal Environment
- Management
- Management
- Managing Processes
- Managing Processes
- Marketing Function
- Marketing Function
- Marketing Mix
- Marketing Mix
- Motivating Employees
- Motivating Employees
- Nederlander Video quiz
- Role of Business
- Role of Business
- Teamwork and Communication
- Teamwork and Communication
- TEST

- Question types**
- Calculated Formula
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Categories

Topics

<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Exports are an important source of what for many countries?	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Foreign Direct Investment is the _____ approach that a business can reach ...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Increasingly, businesses are getting their products and services into global ...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Jack has become a franchisee of a Sonic in his local community. This has ena...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: License agreements usually cover property that is _____, such as trademark...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Licensing and franchise agreements are tools that businesses use to get their...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Licensing and franchising both _____ for the involved parties: The license...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Licensing and franchising both offer advantages for _____.	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Margo has an internet business selling jewelry. The internet has allowed her ...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Part of the benefits of being a franchisee is that you have access to:	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: Property that is intangible such as trademarks, images, patents or production...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: The most common _____ involves two companies that are equal partners in th...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: There are many ways that a business can reach the global market, the most int...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Business Strategies: When a foreign company builds a manufacturing plant in the United States, thi...	Multiple Choice	--	1	Global Environment	Test
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<input type="checkbox"/>	<input type="checkbox"/>	Global Trade Agreements and Organizations: An example of a regional trade agreement is:	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Trade Agreements and Organizations: Global trade really gets a boost from regional trade agreements. These are r...	Multiple Choice	--	1	Global Environment	Test
<input type="checkbox"/>	<input type="checkbox"/>	Global Trade Agreements and Organizations: If	Multiple	--	1	Global	Test

Bb Assessment

Success: TEST created.

Test Canvas: TEST

Create Question Remove Question Upload Questions

Description
Instructions
Total Questions 0
Total Points 0

Create Question Set
Create Random Block
Find Questions

This test has no questions!
Create questions or add questions from other resources.

Secure | https://bbhosted.cuny.edu/webapps/assessment/do/authoring/addQuestion?assessmentType=Test&questionType=From%20...

- Financial Markets and Systems
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- Human Resource Management
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Question	Assessment Type	Question Type	Points	Category	Test
Global Business Strategies: Foreign Direct Investment is the _____ approach that a business can reach ...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Increasingly, businesses are getting their products and services into global ...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Jack has become a franchisee of a Sonic in his local community. This has ena...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: License agreements usually cover property that is _____, such as trademark...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Licensing and franchise agreements are tools that businesses use to get their...	Multiple Choice	Multiple Choice	1	Global Environment	Test
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Global Business Strategies: Licensing and franchising both offer advantages for _____.	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Margo has an internet business selling jewelry. The internet has allowed her ...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Part of the benefits of being a franchisee is that you have access to:	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Business Strategies: Property that is intangible such as trademarks, images, patents or production...	Multiple Choice	Multiple Choice	1	Global Environment	Test
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Global Business Strategies: When a foreign company builds a manufacturing plant in the United States, thi...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Trade Agreements and Organizations: All of GATT's agreements were absorbed by:	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Trade Agreements and Organizations: An example of a regional trade agreement is:	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Trade Agreements and Organizations: Global trade really gets a boost from regional trade agreements. These are r...	Multiple Choice	Multiple Choice	1	Global Environment	Test
Global Trade Agreements and Organizations: If	Multiple	Multiple	1	Global	Test

Cancel Submit

Find Questions - 2018 Spring Term (1) Fundamentals of ... - Google Chrome

Secure | https://bbhosted.cuny.edu/webapps/assessment/do/authoring/addQuestion?assessmentType=Test&questionType=From%20...

Question	Assessment Type	Question Type	Points	Category	Test
Chapter 10 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 11 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 12 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 12 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 12 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 13 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 13 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 2 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 2 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 2 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 3 Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 3 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 3 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 3 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 4 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 4 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 4 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 5 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 5 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 5 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 6 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 6 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 6 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 7 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 7 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 7 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Chapter 7 Review Quiz	Review Quiz	Review Quiz	1	Global Environment	Test
Economic Environment	Review Quiz	Review Quiz	1	Global Environment	Test
Economic Environment	Review Quiz	Review Quiz	1	Global Environment	Test
Economic Environment	Review Quiz	Review Quiz	1	Global Environment	Test

Details: Multiple Choice Question

Question Title: Global Business Strategies

Question: A company acquires goods or products from another country and sells them in domestic markets. This is an example of:

Answer:

- a. exporting.
- b. transferring.
- c. importing.

Selected Questions: 2 Cancel Submit

Bb Gradebook

- 2018 Spring Term (1) Fundamentals of Business BA 1100 03[20616] (Kingsborough CC)
- Announcements
- CUNY Integrity Policy
- Syllabus and Schedule
- OER Chapter Readings
- OER PDF of readings
- OER Powerpoints
- OER Discussion Topics
- OER Quizzes
- Career Choices Assignment
- OER Materials Assignment
- OER Test #1 Review Sheet
- OER Test#2 review sheet
- Review Sheet for Final OER
- Extra Credit: due 5/30
- Prof. Levy Contact Info.
- See My Grades
- consent
- Home Page
- Franchise Assignment
- Content
- Discussion Board
- Groups
- Help
- How to submit written as
- KCC Student HelpDesk Info
- Instructor Blackboard Help

Grade Center : Full Grade Center

Create Column Create Calculated Column Manage Reports Filter Discover Content Work Offline

Grade Information Bar Sort Columns By: Layout Position Order: Ascending Last Saved: May 16, 2018 12:06 PM

Last Name	First Name	BA11 OER Quiz	BA11 OER Quiz	BA11 OER Quiz	BA11 OER Quiz	BA11 OER Quiz	BA11 OER Quiz	BA11 OER Quiz
		100.00	100.00	100.00	--	100.00	90.00	80.00
		100.00	100.00	100.00	90.00	100.00	100.00	100.00
		100.00	100.00	100.00	60.00	100.00	70.00	60.00
		100.00	95.00	100.00	100.00	100.00	70.00	70.00
		100.00	95.00	95.00	100.00	100.00	70.00	100.00
		85.00	95.00	85.00	40.00	90.00	20.00	60.00
		85.00	95.00	85.00	90.00	100.00	80.00	100.00
		100.00	95.00	95.00	--	90.00	90.00	80.00
		100.00	90.00	95.00	90.00	100.00	90.00	90.00
		95.00	90.00	90.00	70.00	70.00	80.00	80.00
		90.00	90.00	95.00	80.00	100.00	90.00	90.00
		80.00	85.00	95.00	--	100.00	70.00	60.00
		90.00	85.00	100.00	60.00	90.00	30.00	60.00
		95.00	80.00	80.00	100.00	90.00	80.00	70.00
		85.00	75.00	95.00	60.00	80.00	100.00	70.00
		75.00	70.00	65.00	100.00	100.00	60.00	60.00
		65.00	65.00	75.00	70.00	--	30.00	40.00
		75.00	85.00	85.00	80.00	90.00	--	80.00
		90.00	--	--	80.00	100.00	90.00	70.00
		--	--	95.00	--	--	--	--
		75.00	--	85.00	--	100.00	70.00	80.00

Selected Rows: 0 Icon Legend

Move To Top Email Edit Rows Displayed

Questions



Thank You!



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