

CITL FACULTY GRANT PROJECTS



Title: Core Macroeconomy Course Video Tutorials for FRED

Faculty: Kim Schoenholtz – Economics

Category: Purposeful use of technology to enhance classroom learning

This project is a series of eleven new video tutorials that aim to help students better navigate the FRED database. These short videos were created using Screenflow, a screen capture software, and they are narrated by faculty. The videos were enhanced with annotations and helpful references that will guide students through learning to navigate FRED. The library of videos serves as a reference in other Economics courses. See the Video Playlist at: <https://www.youtube.com/user/NYUSternGE>



Title: Professional Writing Video Modules

Faculty: Aline Wolff – Management Communication

Category: New learning formats: Blended and Flipped

In this project, a series of self-paced video modules will be created to provide consistent instruction on effective professional writing for all Stern undergraduates. This project will begin by conducting a research study with a focus on writing programs in peer business schools. Professor Wolff will also assess the general types of writing needs of Stern students by surveying Stern professors and career services staff. Once this information is analyzed, she will work with faculty from NYU and other business schools, including learning and neurolinguistics experts, to develop a set of resources. The videos will serve the increasing population of international students at Stern.



Title: Flipped Classroom Short Videos

Faculty: Natalia Levina - IOMS

Category: New learning formats: Blended and Flipped

In this project, Professor Levina seeks to flip her classroom. A series of short animated videos on select theoretical and conceptual material from the course will be created for students to view before class. This will enable students to master the theoretical concepts on their own and to be better prepared for in-class discussions.



Title: Virtual Teams in International Business: The VIBU Global Marathon Program

Faculty: Jeffrey Younger – Management Communication

Category: New learning formats: Online, Blended, Flipped, Experiential and Global

This project will encompass a set of instructional videos that raise awareness about the VIBU business simulation and its impact on learning. In addition, the student experience playing VIBU will be documented to be shared with the larger community. The VIBU project will be part of a curriculum on teams and supply chain management that will consist of five sessions. To evaluate the effectiveness of this new curriculum a pre- and post-program survey will be administered.



Title: Social Problem-based Entrepreneurship

Faculty: Hans Taparia - Business and Society

Category: New learning formats: Experiential and Global

This project is a tailored prototyping and design workshop series led by a consulting group. Through participation in the workshop sessions, students will gain valuable insights about how to better research and prototype their concepts. Students will also receive prototype funds for their projects.



Title: Online Tracking, Behavioral Profiling and Privacy Rights

Faculty: Michael Posner and the Center for Human Rights

Category: Student-centered Learning Experiences

This grant will fund student fellows, who will map the linkages between the consumer, companies supplying or publishing advertisements, and the data collectors, brokers, and analytics firms. Students will produce an interactive graphic, in collaboration with a web developer, through which a user could input information and watch the flow of data change on the screen. In addition, students will write a research report outlining the business incentives and risks to privacy in different parts of the ecosystem. The reports will be published on the Business and Human Rights Center's website and publicized in the media, offering consumers a tool to better understand and advocate for their privacy.



Title: Stern Signature Project – Project Toolkit Video

Faculty: Jamie Tobias, Bryan Ramos & Lynn O'Connell – Office of Student Engagement

Category: New learning formats: Blended, Flipped and Experiential

In this project, five videos will be created to explain the process and steps that consultants take with new clients. The videos will serve as a framework to support the experiential learning nature of the SSP and allow students to reference them and view at their own pace as they begin to work on their consulting projects.



Title: Research for Customer Insights - A Flipped Classroom Experiment

Faculty: Carol Pluzinski - Marketing

Category: New learning formats: Blended and Flipped

This Project will build on the flipped classroom approach to develop a set of instructional videos for students to view prior to class sessions. The goal is to bring students of multiple ability/comfort levels to a common ground through the use of digital resources that will support self-paced learning. Creating a series of short (5 to 10 minute) videos will allow students who lack the necessary skills to develop them before class sessions. This will increase the time available for questions and allow students to move from building their foundational and procedural knowledge to practice and skill building.



Title: Best Practices for Teaching Programming

Faculty: John Horton - IOMS

Category: New learning formats: Blended and Flipped

In this project, Professor Horton will create educational videos and materials to guide students in the process of mastering R programming. The content of the videos will be informed by interviews with students on how they best learn programming.