

The Charlotte Observer

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SUNDAY, JANUARY 7, 2001

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Duke online MBA class flouts tradition

Outsiders able to bypass admissions for live webcast

By MICHELLE CROUCH

Staff Writer

Students in Campbell Harvey's business class at Duke University next semester had better be on time.

And they had better know the material. Their future bosses, as fellow classmates, may be watching them.

The students and their class will be broadcast live over the Internet in what is apparently the first live webcast of a regularly scheduled MBA class, university officials said last week.

Beginning Jan. 22, anyone, anywhere who wants to take Harvey's global asset allocation and stock selection course can pay a \$1,000 fee (\$500 for Duke alumni) and simply tune in every Monday and Thursday.

"We get lots of calls from professionals who want to take a course or two but don't want to enroll for a full MBA," Harvey said. "This course is designed for people like that, and for our alumni who want to keep current."

The idea generated some controversy, Harvey said, because this is the first time Duke has allowed non-Duke students to take a degree course without going through an admissions process. Some faculty members and students were concerned that allowing non-Duke-students could diminish the value of a Duke diploma, he said.

University administrators supported him, he said.

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Duke MBA class breaks tradition with live webcast

ONLINE from IB

"because they recognize the way we educate is changing."

Milton Blood, director of accreditation services with the International Association for Management Education, said this is the first he's heard of an MBA course being delivered live on the Internet. "Schools have been broadcasting MBA courses for a long time, but on video - not on Internet," Blood said. "This is an indication that we've reached a new

level technologically."

Off-campus students who take the course will receive a certificate after they successfully complete a final project.

And the 40 or so students who take the course on campus will have to learn to ignore the professional lighting, the booth in the back of the classroom where two technicians will produce the broadcast and a third person roaming the room with a video camera for close-ups.

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CAMPBELL HARVEY

DUKE UNIVERSITY BUSINESS PROFESSOR

won't know who's watching them," Harvey said.

Duke has a contract with Digital Island, an e-business delivery network, to provide datstreams for up to 100 virtual students.

Each two-hour, 15-minute class also will be available in archived form for students unable to view the live broadcast.

Matthew Hergott, 28, of San Francisco took Harvey's class in 1998 when he got his MBA from Duke, but he's already signed up to take it again over the Web.

"A lot has changed in three years and he has some new topics that look really interesting," said Hergott, a quantitative analyst for Zurich Scudder Investments. "He's really on the cutting edge of technology."

Registered students will receive a user name and password that will provide them with access to the broadcast site. They also can pay for the class over the Internet on a secured site.

For more information about the class or to register, go to http://faculty.fuqua.duke.edu/charvey/Teaching/BA453_2001/webcastinfo.htm or call Campbell Harvey at (919) 660-7768.

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