

Piedmont

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Duke course to go out live on the Web

Fuqua School of Business will pioneer distance-learning course on Internet

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In three weeks, business executives from all over the world will become Duke University business students without leaving their offices.

Starting Jan. 22, Duke will offer a one-of-a-kind course on global asset allocation and stock selection via live Web broadcasts two days a week. It will be the first time a course has ever been offered via live webcast.

"This is for the people who don't

want to go for the full MBA, but what they do want is to pick off the things they need," said Campbell Harvey, professor of finance in the Fuqua School of business at Duke University, who is teaching the course.

Duke will be changing the definition of a classroom for hundreds of business students around the world, he said.

Three live Web cameras will roll twice a week, Mondays and Thursdays, at 10:30 a.m. Eastern Standard

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Time. The course will be available and archived for students around the globe who cannot make the eastern time viewing of the live class.

The Duke community is excited about pioneering this new era of education and believes the model could be applied to other areas.

"We will carefully watch the results of this step forward to see if it would be applicable to other schools at Duke," said Duke Provost Peter Lange. "This is another example of Fuqua's being first among its peer business schools in the use of technology."

Duke has watched other schools try similar efforts only to see them fail, Harvey said.

"We just don't offer a distance model," he said. "People who have done 100 percent distance have failed. My model is addressing a different segment of the market."

The course is for businesspeople who want to work on their personal portfolios and can apply some of the knowledge they acquire to their professional positions as well.

The Webcast is truly a professional production, Campbell said. Three camera angles, high-quality lighting and other slick production methods will be used to create an attractive and interesting class.

"Everything is done with the

highest possible quality," Campbell said.

The class has endured some controversy, he said.

"This was discussed all the way to the provost and the president," Campbell said.

The biggest sticking point was that the class would be open to people who have not been admitted to the university, he said. "This is the first time we've ever allowed non-Duke students into a classroom," he said.

The long-term goal is to change how education is done, he said.

"I can imagine what will happen here is, we'll have this course and others like it to make a specialized course in something like finance," he said. "We could also eventually have an MBA by taking all these courses, and maybe some from other places, to get an MBA that way. It's got the potential to really change a lot of things."

Duke's Global Capital Markets Center and the Association for Financial Professionals are co-sponsors of the Webcast course.

The course costs \$1,000 for non-Duke students and \$500 for Duke alumni. Payment is accepted on a secured credit card site. All registered students will receive a user name and password that will provide them access to the broadcast site.

For more information, visit: http://faculty.fuqua.duke.edu/~charvey/Teaching/BA453_2001/webcastinfo.htm