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.

"I expect this will motivate students in the class because they won't know who's watching them," said Harvey Harvey.

"Campbell Harvey"

Duke University Business Professor

Duke has a contract with Digital Island, an e-business delivery network, to provide data streams 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 1996 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/harvey/Teaching/BA453_2001/webcast.htm or call Campbell Harvey at (919) 660-7768.

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