

Lights, Camera, Action: 3-D Learning

LEVERAGING THE IMMERSIVE LEARNING EXPERIENCE

The recent movies *Avatar* and *Up* raised the bar for movie goers with 3-D animation. Similarly, the innovative Masters in Business programs offered by IABCU's newest corporate sponsor, Vertical Learning Curve (VLC) located at <www.vlcglobal.com>, have set a new industry-standard in online and blended classroom learning.

Oklahoma Baptist University has launched an online Executive MBA program utilizing VLC's technology.

These courses are available for all IABCU member schools.

VLC's new V-Learning™ courses use the most sophisticated combination of rigorous curriculum, performing arts, motion-capture animation technology, programming and course design available. The aim is to immerse students in a virtual learning environment.

Students essentially become executive interns in a virtual business world and are taught while working within a simulated company and marketplace.

Because they "learn by doing," V-Learning™ courses uniquely ready business students for the real world, equipping them with a practical advantage over their graduating peers.

Like stepping through the back of the wardrobe into Narnia, students use VLC's V-Learning™ courseware like futuristic textbooks stepping through the cover (figuratively) into a virtual business world.

As a Penn State University course developer, Jessica Briskin, recently



Real actors are wired and utilized to create animated characters in new virtual learning courses.



Oklahoma Baptist University utilizes 3-D animation (avatar character at right) and interactive learning in new online and on-campus courses by Vertical Learning Curve.

noted "Compared to other eLearning approaches I have seen, VLC's approach enhances and makes education more enjoyable and understandable for learners of any age."

In addition to courses applicable to Graduate and Undergraduate students, VLC's IABCU partners have access to Life Finances, a personal finance course designed for college freshmen of every major.

Oklahoma Baptist University has recognized the potential for Life Finances; using it as a freshman course and as a concurrent course to recruit high school seniors (view OBU's advertising trailer at: http://www.okbu.edu/academics/lfin_vid.html).

Debbie Blue, OBU's Senior Vice President for Academic Affairs, notes that "The VLC structure teaches in an engaging way. It is problem solving on a whole different level." Briskin agreed emphasizing that "3-D simulations allow

learners to easily understand complex environments or situations that are difficult to imagine. 3-D simulations provide learners with realistic situations (which can help with multi-sensory input proving a richer/more full experience)."

OBU has launched a complete V-Learning™ web-based Executive MBA program. "It is very exciting because it breaks through barriers with an approach which closely simulates real-world experiences," said Blue.

The andragogy is sound. Students are taught the way adult learners learn best with relevant topics and current issues. The virtual "on the job" simulation prepares students in a practical way. ■

Oklahoma Baptist University has recognized the potential for Life Finances; using it as a freshman course and as a concurrent course to recruit high school seniors.

For more information on VLC courses contact: Steve Kubicek, Vice-President Marketing, Vertical Learning Curve, phone: 615-415-9337 e-mail: <steve.kubicek@vlcglobal.com> website: <<http://www.vlcglobal.com/info>>

When ‘Good Enough’ is ‘Not Good Enough’

Capitalizing on online convenience, but is convenience enough?

Editors note: The following information was prepared by IABCU corporate sponsor Vertical Learning Curve.

The latest enrollment stats confirm that demand for online convenience is racing ahead of traditional alternatives. Yet, many university administrators continue to wrestle with the question, “is convenience enough?” Their concern—delivering educational programs of perceived lesser quality and the associated negative branding.

“Convenience” according to advertisers, is a powerful selling feature. It follows then that institutions aggressively marketing the convenience of online courses have seen dramatic growth in their online enrollments.

According to a February 2010 Ambient Insight study, growth rates at the top ten institutions offering higher education online is staggering, ranging from a low of 15 percent, year on year, to a high of over 100 percent. Has the principled stand for quality at competing schools afforded the opportunity for these institutions to capture a disproportionate share of the adult learner market?

With the advent of Vertical Learning Curve’s (VLC) V-Learning™ educational technology, IABCU schools can now offer convenience coupled with a premier online educational experience and retake lost ground within the high margin adult learner market.

V-Learning™ is comprehensive, rigorous courseware specifically designed to address faculty concerns about online course quality.

Through 3-D virtual reality technology, the student enters into a real world simulation where he or she masters and applies the course content via

observation, explanation, practice, and testing. This immersive experience reawakens the imagination, drawing on the power of the story to engage both cognition and affect.

Marketers can successfully take advantage of the law of reciprocity by giving customers more than the norm. Now IABCU members can leap over the competition (rock walls and mascots included), with quality curriculum, leading edge educational technology and 3-D immersive learning experiences.

A V-Learning package sets the professor free to do what he or she is paid to do—supervise, mentor and coach.



The critical issues in learning remain—inspiration, imagination, and engagement. V-Learning™ restores the adventure of learning and the fun of teaching to any course, online or hybrid in-class. A V-Learning package sets the professor free to do what he or she is paid to do—supervise, mentor and coach.

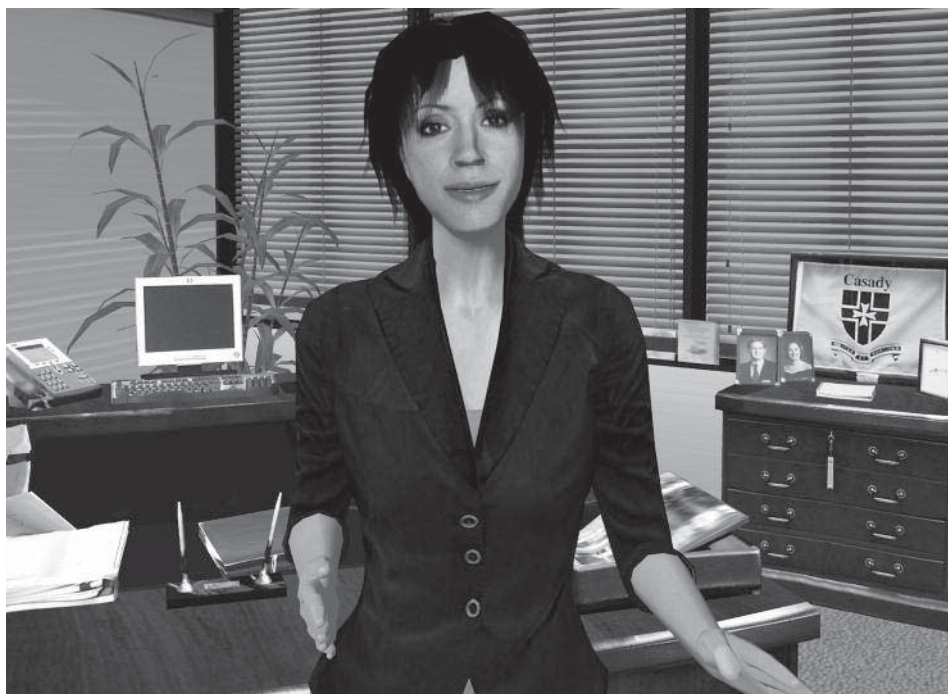
Online education continues to gain momentum. V-Learning™ innovative 3-D courseware offers the cure to the angst of those who believe that good enough is not good enough.

So what does the V in V-Learning stand for? “Vertical,” explained VLC’s CEO, Dr. John Cragin, “As in Colossians 3:1, ‘...set your mind on the things above.’”

VLC’s Masters of Business programs are readily available in a variety of concentrations based on individual school preferences, such as an Executive, International or Business Leadership concentration. Popular graduate or undergraduate individual courses include: Management, Marketing, Human Resources & Organization Behavior, International Business, Financial Accounting, International Finance, MIS and E-Business, History of Management Thought and History of Trade.

To view a V-Learning™ vignette use this link: <<http://www.vlcglobal.com/VignetteDemo>>

For more information on VLC’s online Master’s in Business programs and individual courses for professors using a hybrid method of in-class instruction call 405-601-2931. VLC’s web address is: www.vlcglobal.com. ■



Students interact with 3-D animated characters in V-Learning Courses by Vertical Learning Curve.