

Teaching and Learning Innovation Expo 2010



CUHK ON ITUNES U

Learn anything, anytime, anywhere

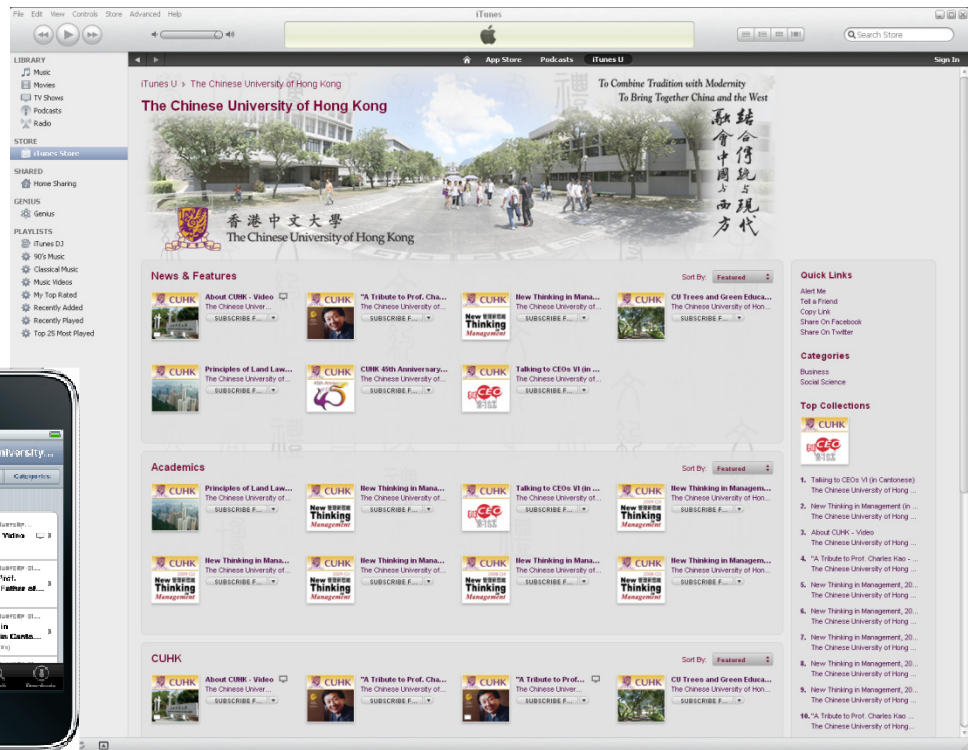
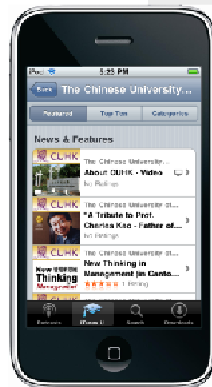
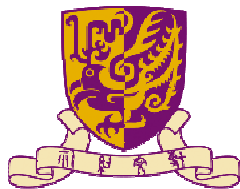
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Academic Support Division, ITSC, CUHK

CUHK ON ITUNES U

- The Chinese University of Hong Kong joined Apple's iTunes U program in August 2010.
 - one of the first Asian universities to make content available on iTunes
- With this latest initiative to promote knowledge transfer and lifelong learning, the University places a variety of educational programmes at the viewers' fingertips.



VIA CUHK ON ITUNES U, USERS CAN:

- **Download** free faculty talks, presentations, videos and campus events.
- **Play audio and video** on PC or Mac or on mobile devices such as iPod/ iPhone/ iPad.
- **Stay Connected** to CUHK and continue learning beyond classroom.



WHAT IS ITUNES U?

- iTunes U is an educational content distribution system by Apple that makes audio and video materials available for public access.



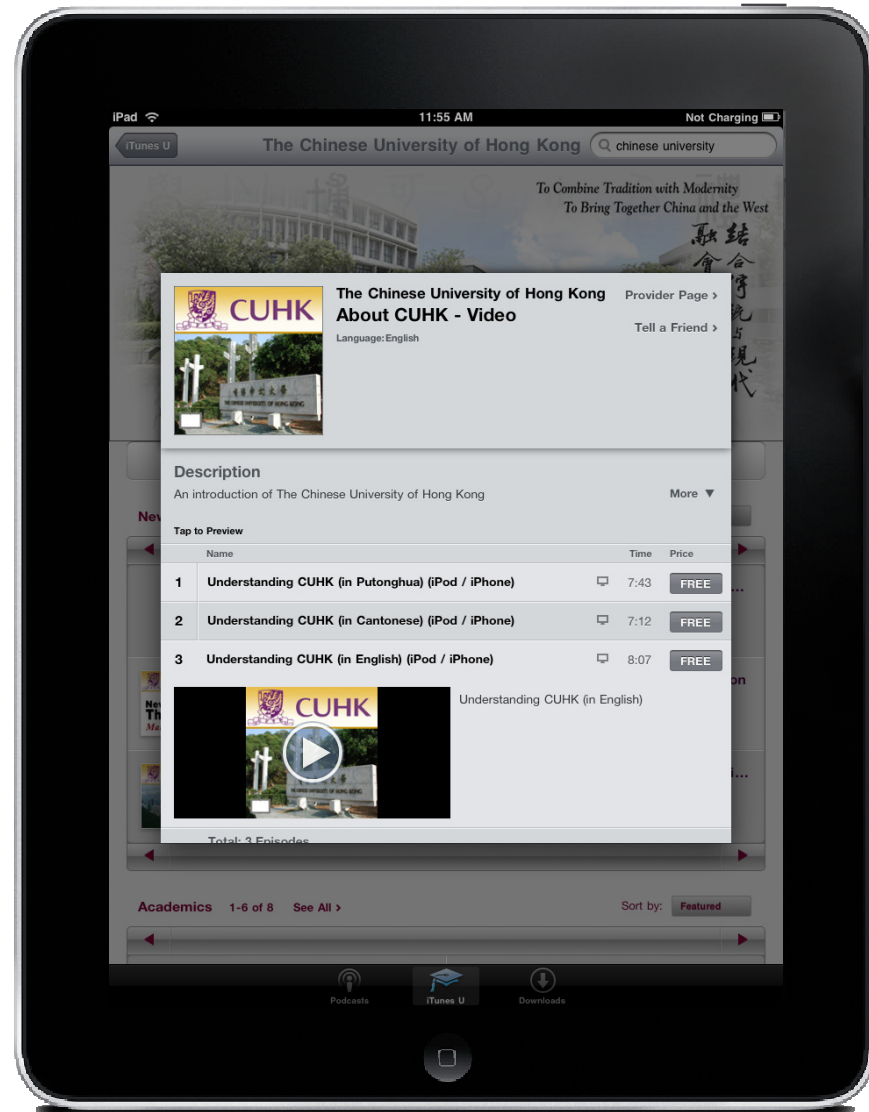
SIMPLE TO USE

- Content on iTunes U is accessible through iTunes, an application many students are already using. So it's easy and intuitive for them to find what they're looking for.
- They can download iTunes U audio and video offerings one at a time or subscribe to entire courses and have new items download automatically as soon as they become available.



DOWNLOAD DIRECTLY TO IPHONE AND IPOD TOUCH (AND IPAD).

- iTunes U is directly accessible over both cellular and Wi-Fi networks through the iTunes Store.
- Students can use the iTunes app to access iTunes U and search for content, then download and play it without ever having to access a computer.



WHAT'S ON ITUNES U?



- More than 350,000 free lectures, videos, films, and other resources — from all over the world.

The screenshot displays the iTunes U interface. On the left is a sidebar with categories: LIBRARY (Music, Movies, TV Shows, Podcasts, iTunes U, Books, Apps, Radio), STORE (iTunes Store, Ping), DEVICES (ITSC's iPo..., Music, Movies, TV Shows, Podcasts, Books), SHARED (Home Sharing), GENIUS (Genius), and PLAYLISTS (iTunes DJ, 90's Music, Classical Music, Music Videos, My Top Rated, Recently Added, Recently Played, Top 25 Most Played). The main content area features a large banner for 'Developing Apps for the iOS' from Stanford University. Below this is a 'Noteworthy' section with a grid of 12 items, including 'Critical Reasoning' from Oxford University, 'ABC's of Education' from the University of Alabama, 'Radio Open Source' from Brown University, 'Conociendo el T...' from Universidad Veracruzana, 'Media Research' from Arizona State University, 'Health Topics and...' from Endeavour College, 'Medical Innovation' from Oxford University, 'Yale Entrepreneurship' from Yale University, 'Introduction to...' from MIT, 'Physics' from Yale University, 'The Library of Congress' from the Library of Congress, 'Pygmalion meet...' from Open University, 'Science Events' from UC Berkeley, and 'School of Computer Science (Video)' from Carnegie Mellon University. On the right, there are sections for 'iTunes U' quick links (Universities & Colleges, Beyond Campus, K-12, iTunes U Power Search), 'TOP DOWNLOADS' (University of Oxford), and a list of 9 items including 'The Nature of Arguments' by Marianne Talbot, 'Episode 1. The Moral Side o...' by Michael J. Sandel, 'Building a Business: Managi...' by Tim Cook, 'How to Write a Business Plan' by Maureen Burke, '1. Introduction to Mac OS X, ...' by Alan Cannistraro, '1. Introduction to Cocoa Tou...' by Paul Hegarty, 'Sex in the Ancient World' from the University of Warwick, 'Intensive English Ep 1' from SIT TV Production Unit, and 'Beginners' French Introd...' from The Open University.





ITUNES U DEMO

using computer

e.g. iTunes on MacBookPro



ITUNES U DEMO

using portable devices

e.g. iTunes on iPad and iPod Touch

The left side of the slide features a decorative vertical bar composed of several elements: a thin solid line, a wider textured band with a fine grid pattern, another thin solid line, and a final thin dotted line. To the right of these lines are five solid maroon circles of varying sizes, arranged in a cluster that tapers to the right. The text 'BENEFITS & IDEAS' is positioned to the right of the circles, in a bold, maroon, sans-serif font.

BENEFITS & IDEAS


FOR STUDENTS

- It allows easy access to open learning contents for enhancing their learning experiences.
- Contents can be accessed anytime, at any place, any number of times (& not restricted to their own study disciplines)



FOR TEACHERS

- Depending on the design, audio & video contents can be used widely for T&L purposes



Game Theory - Video

Ben Polak

Description

(ECON 159) This course is an introduction to game theory and strategic thinking. Ideas such as dominance, backward induction, Nash equilibrium, evolutionary stability, commitment, credibility, asymmetric information, adverse selection, and signaling are discussed and applied to games played in class and to examples drawn from economics, politics, the movies, and elsewhere. This course was recorded i...

Open Yale courses ...More



Building a Business

Oxford University

Description

A lecture series of basic business skills, Building a Business covers good business practice with a focus on science entrepreneurship. It is designed around technological enterprise but most course material is relevant to general business practice.

▲	Name	Time	Released	Description	Popularity	Price
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What Great Bosses Know

The Poynter Institute's Jill Geisler

Description

Jill Geisler heads the Poynter Institute's leadership and management programs. In these Poynter podcasts, she shares practical leadership lessons for managers who want to be great bosses. You can read companion "Great Bosses" columns on www.Poynter.org. Poynter's podcasts are sponsored by The City University of New York Graduate School of Journalism.



TEACHER-LED

- Lecture introductory/overview (before class)
- Lecture review summary (after class)
- Post tutorial / assignment discussion
- Current trend/issue/topic discussion (to arouse students' interest)
- Pre-lab videos for experiment preparation
- Field trip, factory visits, expert interviews recording
- Lecture recording
- Audio-synchronized PowerPoint presentation



STUDENT-LED

- Project reports, case studies, group presentations
- Experience sharing
- Group / peer review, interviews



Ask a Biologist

CJ Kazilek, School of Life Sciences, Arizona State University

Description

The Ask-a-Biologist program originates from the ASU School of Life Sciences. The host of the show is Dr. Biology (a. k. a. CJ Kazilek). Each episode revolves around an interview with a scientist(s) and their work in the life sciences. Students from preschool to high school and beyond will enjoy this show. Companion program time logs and transcripts are available at the Ask-a-Biologist web site to help educators...

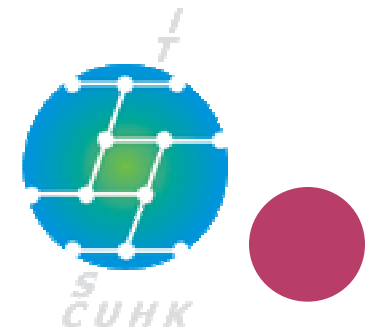
[...More](#)

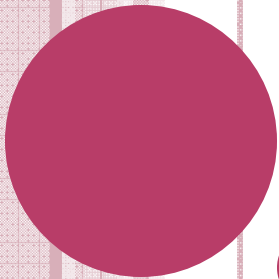


ITSC SUPPORT SERVICE

We assist you on

- Content design
- Content creation/production
- Content hosting & distribution to students (through CUHK on iTunes U)
- Content usage report & evaluation





YOU FOCUS ON THE CONTENT..

We assist you to do the rest.

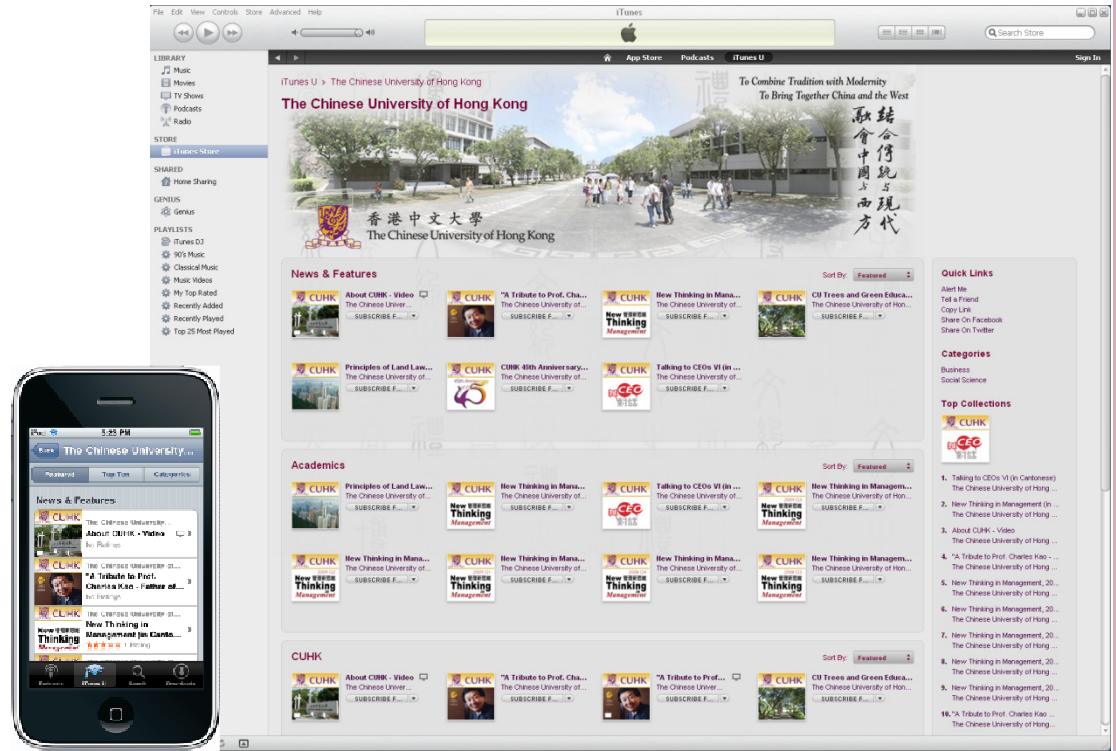


COURSEWARE DEVELOPMENT GRANT SCHEME (2010-11)

FIRST ROUND: CALL FOR APPLICATIONS

- The Academic IT Steering Committee (AITSC) has received from the Resource Allocation Committee a budget of \$0.7 million for Courseware Development Grant Scheme (CDGS) 2010-11.
 - UGC-funded courses and programmes
 - \$50,000-\$100,000
 - <http://www.cuhk.edu.hk/eLearning/>
News about CUHK
Courseware Development Grant Scheme (2010-11) –
First Round: Call for Applications | [Details](#)
- Deadline
26 November 2010.





Q & A
Thank you!