

Course Design Strategies that Increase Student Success and Satisfaction



Our Objectives and Topics



Describe the value of consistency and its role in design



Develop strategies for organizing course materials on Moodle



Implement practices for presenting clear assignment instructions to support equitable outcomes for students.

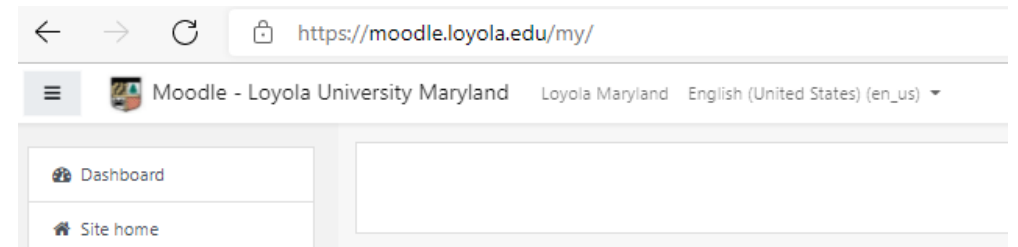
- **Consistency:** Courses can be similar in structure but widely different in experiences
- **Informed Actions:** Rephrase questions into statements with intentional action verbs
- **Templates:** Answer student key questions of *what*, *how*, and *by when* by implementing a template for all assignments

Topic 1: Consistency and Organizing Your Moodle Site

Tuesday, January
18th, 10am



Photo Credit: Bing Images



<https://moodle.loyola.edu/course/view.php?id=35377>

With the start of every course, students **must** ask themselves:

- How do I get started in *this* course?
- What are the assignments I need to complete by the end of *this* week?
- What is the content I need to understand *this* week?
- Where do I find that content?
- Where do I submit my assignments that are due *this* week?
- What day are they due by?
- Why isn't *this* course set up like my *last* course so that I know **exactly where to find my assignments and study materials so I can get started in the next 30 seconds?!**
- When students are logged into their course Moodle site, they are doing a lot of **independent, self-directed learning.**

What do students say about quality in online learning?

Graduates and Undergraduates say that for online learning to have quality . .

Knowing **what to do and by when** -- is the **#1 predictor** of a student's perceptions in the **quality of online learning**

Consistent layout across courses -- is the **#1 predictor** of **overall online satisfaction**

Items that predict overall Student Satisfaction with a specific course

1. The assignments significantly supported my learning (.694)
2. The resources significantly contributed to the successful completion of the assignments (.636)
3. I clearly understood what I needed to do to be successful in each module (.622)
4. The course was well-organized (.612)
5. The instructions for each assignment were clear (how to complete it) (.604)

- 1 Easily identify what is due, when
- 2 Clear instructions and detailed expectations
- 3 Timely, individualized feedback
- 4 Simple course navigation
- 5 Consistent grading across courses
- 6 Consistent layout across courses

Quality Checklist

Pause and Reflect

Will **every student** be able to **make sense of the structure** you put in place?

When a student logs into your Moodle site, will they be able to **independently navigate** your course efficiently and effectively?



Use the Course Template

Week 1: Topic [Date-Date]

Introduction


In Week 1, [provide an overview of topic(s); e.g., *we will discover, experience, define, identify*, _____].

Assignments

1. **Assignment Title:** Learning Objective(s)

 Discussion Forum Template

2. **Assignment Title:** Learning Objective(s)

 Quiz Template

3. **Assignment Title:** Learning Objective(s)

 Assignment Template

Resources

Read: _____ to [define, understand, gain an overview of, etc.] _____

Review: _____ to [define, understand, gain an overview of, etc.] _____

Watch: _____ (length of video time) to [understand, see the actions of, etc.] _____

Listen: _____ (length of audio time) to [understand, see the actions of, etc.] _____



Week 5: Financial Statement Forecasting [Date-Date]

Introduction

In Week 5, we will learn one of the most important, but most difficult, aspects of an accurate valuation: forecasting financial statements. We will start with an overview of the forecasting mechanics to forecast the income statement and balance sheet in our valuation company project.

Assignments

1. **MBC Module 11 Problems:** Forecast the income statement; forecast the balance sheet; adjust the cash balance.



MBC Module 11 Problems

2. **Valuation Company Forecasts:** Gain practical experience forecasting an income statement and a balance sheet.



Valuation Company Forecasts

Resources

Read: [Financial Statement Analysis and Valuation Module 11](#) (pp. 11-1 to 11-19; 11-21 to 11-23) to understand the forecasting process and the details associated with forecasting. Focus on the mechanics for forecasting financial statements more than one year ahead.

Review: [MBC Module 11 eLectures](#) LO1 to LO4 for detailed explanations regarding the forecasting process for the income statement and balance sheet. Review Module 11 eLectures on financial statements.

Review: [MBC Module 11 Guided Examples](#) for step-by-step solutions of Review items 11-1 through 11-4 in the module.

Topic 2: Informed Actions

Rephrasing Questions into Statements

Pause and Reflect: Informed Actions

Can **every student** make sense of the **structure and instructions** you put in place?

When a student opens your discussion forum, will they be able to **independently navigate** your forum efficiently and effectively?



Questions to be prepared

Questions to be prepared to discuss:

- 1) What is stakeholder theory?
- 2) What is shareholder theory?
- 3) Is stakeholder theory more beneficial than shareholder theory?
- 4) Or is shareholder theory more beneficial than stakeholder theory?

Rephrase questions into statements

QUESTIONS

Do you agree or disagree . . . ?

Are you familiar with . . . ?

Can you explain . . . ?

Do you know . . . ?

Would you . . . ?

How can you . . . ?

Rephrase questions into statements

QUESTIONS

INFORMED ACTIONS

Do you agree or disagree . . . ?

Explain whether you agree with . . .

Are you familiar with . . . ?

Describe a situation . . .

Can you explain . . . ?

Explain the process of . . .

Do you know . . . ?

Identify . . .
Describe . . .
Synthesize . . .

Would you . . . ?

Articulate your understanding of . . .

How can you . . . ?

Describe . . .
Explain . . .
Apply . . .



Participation

- In the chat box, use the shared link to rephrase questions into statements.
- For those who would like to practice with their own discussion questions/prompts, please use Discussion Forum Examples 8-20.

Initial Posting Guidance

1. Research Shareholder Value and Stakeholder Theories.
2. Add a new discussion topic.
3. Structure your initial post with the following (including headings):

Shareholder Value Theory

- a. Identify two main features of Shareholder Value Theory.
- b. Describe each feature.
- c. Identify two strengths of Shareholder Value Theory.
- d. Describe each strength.
- e. Identify two weaknesses of Shareholder Value Theory.
- f. Describe each as a weakness.

Stakeholder Theory

- a. Identify two main features of Stakeholder Theory.
- b. Describe each feature.
- c. Identify two strengths of Stakeholder Theory.
- d. Describe each strength.
- e. Identify two weaknesses of Stakeholder Theory.
- f. Describe each as a weakness.

Shareholder Value vs Stakeholder Theory

- a. Describe two similarities between Shareholder Value and Stakeholder Theories.
- b. Describe two differences between Shareholder Value and Stakeholder Theories.

Most Beneficial to a Firm

- a. Identify whether Shareholder Value or Stakeholder theory is most beneficial to a firm.
- b. Provide 2 reasons as explanation in your choice of theory.

Peer Response Guidance

1. Respond to one peer.
2. Structure your peer response with the following (including headings):

Convincing

- a. Identify the most convincing argument made by your peer.
- b. Explain why this argument was so convincing to you.

Opposing

- a. Identify the theory most beneficial to a firm according to your peer.
- b. Provide an argument in opposition to that theory.

Shareholder Value Theory

Two features of Shareholder Value Theory are the goal of financial managers and how they accomplish the goal. Shareholder Value Theory states that the goal of financial management is to maximize the **current value per share** of the company's stock, **maximizing "existing shareholder wealth."** (Fundamentals of Corporate Finance) Maximizing the value of the *company* may be counter to this goal if it dilutes a shareholder's value. Financial managers accomplish this by increasing sales, earnings, and cash flow from assets, resulting in more dividends and capital gains for the shareholders. (Investopedia)

Two strengths of Shareholder Value Theory are that successful decisions made by financial managers will likely increase returns for the shareholders and also provide a consistent strategy for the firm. Increasing returns for the shareholders is a strength because by trying to increase and maximize the profit of the shareholders (either in the form of dividends declared or increases in the value of their stock holdings), you are also helping others who have a stake in a company and strengthening the company as a whole. Shareholders are **residual owners**, they benefit only from what is left after paying the firm's employees, **suppliers**, and **creditors**. If some of these groups do not get paid or there is no value left after they are paid, the shareholders get nothing. So, if the residual value is growing, then all of these groups in the firms must be getting paid. (Fundamentals of Corporate Finance) Executing the Shareholder Theory within a firm gives financial managers a consistent strategy and decision-making framework. When a firm and financial managers have a clear focus on a strategic objective there will be consistency in business decisions. If the goal is to maximize the current stock price and increase returns for shareholders decisions will be made by management with the intent to accomplish those goals.

Two weaknesses of Shareholder Theory are that it lacks a commitment to social responsibility and can cultivate an **agency problem** between management and shareholders. (Fundamentals of Corporate Finance) If a company's only objective is to increase the current stock price, they are essentially ignoring their responsibility with other important initiatives, like helping and creating a bond with the community. Also, management and stockholders' interests may differ thus establishing an agency problem. Investors may want the firm to invest in a risky opportunity but management may not invest in that opportunity because they also have a responsibility to their subordinates' jobs. (Fundamentals of Corporate Finance)

Stakeholder Theory

Two main features of Stakeholder Theory is that managers need to make ethical decisions on behalf of all stakeholders and to balance the interests of all stakeholders. (MIT Sloan) Depending on the business, the group, "stakeholders" could include the entire world. First, the Stakeholder theory states that the interests of all the stakeholders need to be considered even if decisions will adversely affect a company's **profitability** and residual value. Secondly, executing the Stakeholder Theory means that managers are balancing the interests of the company's employees, customers, community, and shareholders when making business decisions. (MIT Sloan) Even if the main goal is not increasing profitability, the managers need to consider the interests of all stakeholders as they are representing shareholders who have a clear interest.

Two strengths of Stakeholder Theory are that the objective is to benefit everyone who has an **interest in the company**, or who has a **claim on the cash flow** of the firm, and it is considered to be a long term, sustainable business strategy. (Fundamentals of Corporate Finance) Managers who make decisions executing the stakeholder theory are trying to benefit customers, employees, suppliers, the local community, and shareholders. This is a strength because all of these groups' interests are being carefully considered when making decisions. This decision framework will help the firm be successful in many different categories, not just the company's stock price. Secondly, even if the main focus is not on the shareholders, their interests are still considered. Therefore, decisions will likely increase the residual value and stock price in the medium and long run because investors who appreciate their way of doing business will find value in that strategy. Stakeholder Theory is a long term and sustainable business practice that can potentially benefit a company enormously.

Two weaknesses of Stakeholder Theory are that first, it is impossible to successfully address and benefit every group's interest in the company. Often, business actions that benefit one group will adversely affect, or prevent the appreciation of, another group's interests. Secondly, the main focus of the theory is not profitability. It is foolish to think that decisions can be made that equally benefit every interest. If a firm is not trying to increase the bottom line and the residual value, then shareholders will likely sell their holdings in the company; their main goal may be to maximize their own wealth.

Shareholder Value vs Stakeholder Theory

Two similarities that the Shareholder and Stakeholder theories share is that they are both normative theories and that they both provide a framework when making decisions on behalf of others. (MIT Sloan) Two differences between the Shareholder and Stakeholder theories is that when financial managers are executing the shareholder theory they are trying to benefit a single and specific interest, which is improving the current stock price. Meanwhile financial managers who are executing the stakeholder theory are making decisions trying to benefit all the different groups who have an interest in the company. A second difference is that the Shareholder theory is trying to maximize the current stock price thus making decisions with a **short-term outlook** while the managers who are executing the Stakeholder Theory are making **long-term and sustainable** decisions.

Most Beneficial to a Firm

In my opinion, I think the Stakeholder Theory is more beneficial to a firm. First, this theory is a framework in which decisions are made after considering every stakeholder's interest. There will less likely be collateral damage to another group while companies seek to maximize their stock prices. Financial managers make decisions with a long-term and sustainable outlook that will deliver controlled success in the short and long term. Second, even if the focus is not solely on the shareholders, their interest is still considered. Therefore, decisions will likely increase the residual value and stock price in the medium and long run.

References

<https://www.investopedia.com/terms/s/shareholder-value.asp>

<https://sloanreview.mit.edu/article/the-shareholders-vs-stakeholders-debate/>

Fundamentals of Corporate Finance (Textbook)

Topic 3: Templates



- 1 Easily identify what is due, when
- 2 Clear instructions and detailed expectations
- 3 Timely, individualized feedback
- 4 Simple course navigation
- 5 Consistent grading across courses
- 6 Consistent layout across courses

Quality Checklist

Assignment Template

Snapshot

___ points

Due by ___ day, 11:59 PM ET

Format

[Document Type]: page count (or range), double-spaced, Calibri 11-point font, 1-inch margins.

Include course and outside resources as necessary (citing each use).

Guidance

Use the following headings to organize your paper:

Heading One

a. [Verb] . . .

b. [Verb] . . .

Heading Two

a. [Verb] . . .

b. [Verb] . . .



Participation

- In the chat box, use the shared link to implement instructions within an assignment template.
- For those who would like to practice with their own assignments, please use Discussion Forum Examples 8-20.
- Peer-review is always a great thing, so please review an assignment and offer constructive feedback.

Course Design Strategies that Increase Student Success and Satisfaction

Consistency	Consistency within and across courses in the organization of course materials on Moodle.
Templates	Use of templates to maintain consistency and answer student key questions of what, when, where, why, and how
Informed Actions	Rephrase questions into statements with intentional action verbs.
Create	Create clear assignment instructions with detailed expectations to support equitable outcomes for students.

Ready for more design strategies?

Self-enroll in **High-Impact Course Design and Development**

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