



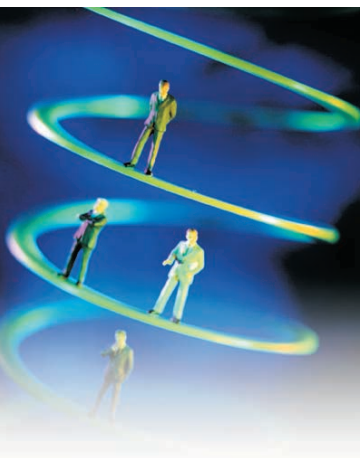
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## Short Stories...

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# John Molson School of Business Global Aviation MBA Distance Education Program: **A World-Class Learning Experience**

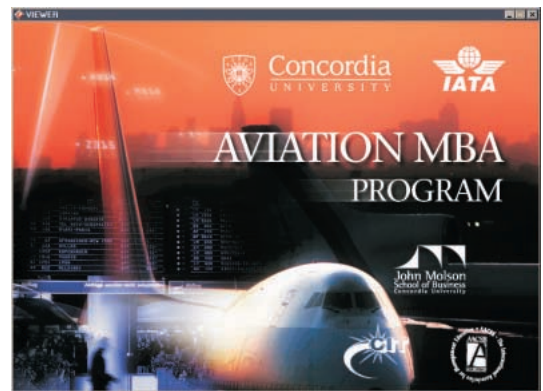


### The project

The Global Aviation MBA Program is a distance education web-enabled program offered by the John Molson School of Business, at Concordia University, Montreal, Canada. It targets business executives from the airline industry worldwide.

The program consists of 18 courses, scheduled over a period of about 2 years. The delivery format includes face-to-face sessions, multimedia, print-based materials and computer-mediated communications (CMC) such as email, conferencing and chat. Students are provided with a laptop and software.

Each semester starts with 10 days of face-to-face sessions in Montreal, after which the students from over 10 countries complete the semester at a distance. The courses are developed by faculty members and industry professionals paired with instructional designers. The Center for Instructional Technology (CIT) manages course development and provides technical support and media production. Design, development and maintenance of the technological components are provided by Erigo Technologies.



### The beginning

Initially, WebCT, a web-based Course Management System, was considered as the delivery environment. But early on, limitations inherent to WebCT became apparent, especially concerning content presentation. The premise was: (1) students are given a laptop, with standardized configuration, (2) students come to Montreal at the start of each semester, (3) aim to capitalize on multimedia advantages, (4) maximize standardization in format and features and course development, (5) minimize complexity in course production, (6) a computerized management of instruction module (CMI) is required.

### The solution

The following hybrid solution was proposed: (a) courses developed with Erigo's Hyper-B™ System, (b) initial installation of courses using CD-ROMs, (c) off-line interaction with content and (d) on-line content updating. Hyper-B™, allows separate and concurrent development

of both course content and the viewing environment. This database driven system was developed using Macromedia Director and the V12 Database Engine. It uses a content Editor and a client module referred to as the Viewer. The Viewer was customized for this program and installed on students' laptops for them to view and interact with the content. It offers many features, and records various information, such as bookmarks and notes, quiz results and interface usage. A CMI module has also been developed to allow instructors to follow up on students' progress.

### The result

The end result is a high quality, greatly adaptable system for personalized production, delivery and presentation. For the CIT, this means less effort is invested in programming and more on content. The CIT resources acquired new skills that will be useful for future development of other MBA and diploma programs.

**"Without Hyper-B my instructional designers would spend too much time trying to package their materials."**

Mary Genova, CIT manager

### Efficient and cost-effective

Mary Genova, CIT manager: "Hyper-B is extremely useful. Its database feature allows my team to quickly modify or assemble courses efficiently and cost-effectively. It enables my course developers to mount imaginative, interactive courses, using multi-media as a value-added component -- not just for razzle-dazzle. Without Hyper-B my instructional designers would spend too much time trying to package their materials. This software reduces the need for programmers to a minimum and keeps the process running smoother."

### Solid framework

Malcolm MacPhail, instructional designer: "Hyper-B is a powerful tool for managing a complex array of multimedia elements. It provides a solid framework for the creation of first-rate instruction. The flexibility of the system is remarkable. Instructional designers can choose from an array of options to create courses which are tailored to their unique requirements."

### Simple

Ida Giannelli, media development specialist: "I find Hyper-B to be extremely simple to use and allows me to easily navigate through the content. In the end, my finished products always look professional and sharp!"

### Reusability

Jayne McBryde, instructional designer: "Hyper-B is amazingly efficient at integrating all kinds of content. With Hyper-B you can quickly reorganize or restructure your content, and even re-use it from project to project, often with only minor modifications."

