

E-Learning for Business Analytics Made Simple

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The screenshot shows a user interface for an e-learning system. On the left is a navigation menu with categories like 'Load Data', 'Reading data', 'Exercises', 'Base plots', 'Creating basic plots', 'Formatting plots', 'Advanced plots', 'Aggregate', and 'Basic techniques for a'. The main content area is titled 'Lecture' and features a large yellow '07' in the top right corner. Below the title is the heading 'CREATING BASIC PLOTS'. A video player is embedded, showing a slide with the text 'if you're creating basic plots, they can be portrayed with different plot types'. The slide includes a diagram with 'One variable' (Continuous and Discrete) and 'Two variables'. To the right of the video is an 'R Console' window with the following code:

```
script.R  R Console
1 a <- 1
2 print(a)
3
4
5
```

Below the console is a 'Run' button and a 'Download code' button. At the bottom, there is a 'Download slides' button and a 'Resize' button with a height of 420.

Innovative potential

(1) Concept

Students vary in the time and support needed to reach the learning objectives.

The blended learning format enabled by this project allows students to progress through the course at their own pace and gives instructors more time to focus more on applications and to tailor their support to individual needs.

(2) Technology

Highly customisable, easy to use, directly available on OLAT.

Easy to create and update lecture videos from text stored as presenter notes in the .ppt presentation.

Idea

Introduce students to complex topics in Business Analytics via an innovative OLAT-based e-learning system. On one page, students can simultaneously watch podcasts, code in an embedded programming window, and interact with other students or the instructor(s) via a messaging tool.

Goals

- Develop an e-learning system which can be easily customised and integrated to OLAT.
- Use the e-learning system to create a set of introductory courses to computer programming and data analytics.
- Set up a privacy compliant data collection system.
- Analyse data from the student journey and derive analytics to help instructors improve the course.

Results

- E-learning system developed and refined.
- Easy to use by instructors: setting up a course only requires filling out an excel file with links to the course content + setting up the course structure on OLAT.
- Piloted in HS23 with good overall results. Will be used in class starting with HS24.
- Insights from the experience gained presented in 2024 at two events at UZH: OOTalks and Deep Dive on Self-Study Environments and AI.

The image shows two tables side-by-side. The left table is titled 'LECTURE STATISTICS' and the right table is titled 'EXERCISE STATISTICS'.

LECTURE STATISTICS	
AVG. TIME ON PAGE:	00:00:13
VIDEO DURATION:	00:03:24
AVG. VIDEO WATCH TIME:	00:00:40
# VIDEO VIEWS:	1
# VIDEO LIKES:	0
AVG. CONSOLE SUBMIT:	4.5

EXERCISE STATISTICS		
Exercise title	Avg. time on page	Solution check rate
Python 06-1 Installing and using packages	00:00:06	0,14 %
Python 06-2 Installing and using packages	00:00:09	0,08 %



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