The Art of the E-mail Discussions

Moving the iMBA-CMP© Interactive Classroom to the Internet

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Why email CMP© Discussions?

- E-mails are the Heart and Soul of iMBA Online Learning©
- Moving Practitioner Focus from the Classroom to the Web
- The Limitless Potential of Web Interactivity
- The Joy of Total Participation

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What are Good CMP© email Topics?

- Linkage to Chapter Outlines
- Case Problem/Study Oriented
- Choked Full of Alternative Solutions and Life Experiences
- The Tree and its Branches—14 Days of Discussion per course
- Virtual Field Trips© and other formats

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What is Good CMP© E-mail Management?

- A Start, a Mid-Game and a Finish
- Moving from questions, to critical thinking and dialog:
- Three Elements of good Student Replies
  - Feedback and Answers to Qs
  - Extension and Analysis of Qs
  - Probing for further and more complete understanding with examples
- A Regular and Planned Schedule (x3/week)
MBA-CMP® E-mails:

- Medical-healthcare integrated
- Business / financial related
- Advisor focused - centric
- Content rich / contemporary
- Meaningful and experiential
- Provider / practitioner based

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WRONG E-mail Replies

- **Wordy**
- **Repetitive**
- **Offensive**
- **Negative**
- **Gossipy**

Source: De Nigris, "How to Teach and Train Online" (1999)
How do we Grade emails for the CMP© Program?

**Criteria**
- Volume—posts per course topic (>250 words, each)
- Frequency—3 times per week, every other day
- Quality—Adding value (personal examples, new analysis, important questions, tying posts together)

**Communicating Criteria**
- Syllabus, E-Mail, Announcements, Week #1: Every week thereafter
- Often, Very Often
- Yes, Every Week
- **PASS/FAIL**

THANK YOU

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