

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

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:

- ◆ **M**edical-healthcare integrated
- ◆ **B**usiness / financial related
- ◆ **A**dvisor focused - centric
- ◆ **C**ontent rich / contemporary
- ◆ **M**eaningful and experiential
- ◆ **P**rovider / practitioner based

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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