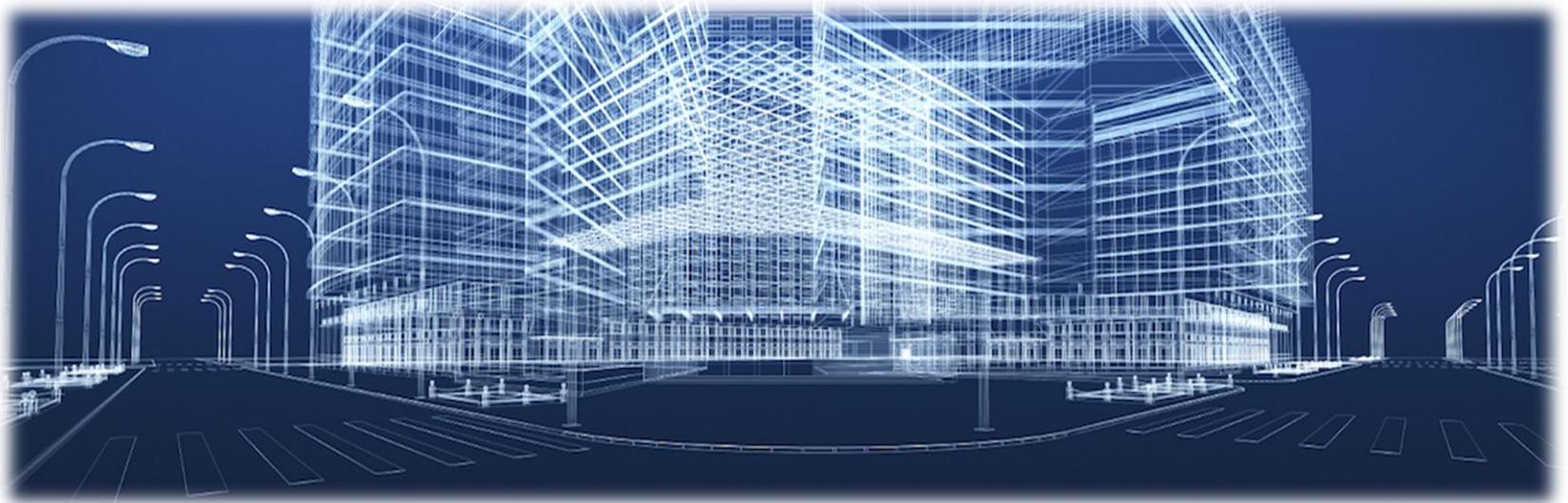


Digital Development in HE and Accounting Education



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Key Issues

- The digital age and learning
- Recent developments
- Issues in learning - positive
- Issues in learning - negative
- Case studies
- The areas for more research
- Q and A

The digital age and learning

- Library search 'Digital learning in accounting education' 2010-15 provided 137 articles
- Wide diversity covering :
 - ✓ Virtual relationships (Leopod , 2015)
 - ✓ Accounting learning styles (Hung et al,2015)
 - ✓ Cognitive overload (Blayney et al,2015)
 - ✓ MOOCS and massiveness (Knox ,2014)
 - ✓ Digital Storytelling (Suwardy et al,2012)
 - ✓ Glocal learning Spaces (Dahlberg et al,2014)

Digital learning...

- Distance learning
- Work based learning
- Apprenticeships (including Higher level)
- Blended learning
- Professional bodies
- CPD
- Extent of the scope of learning (simulation, e-drama, MOOCs etc.)
- Who is engaging?

QS league Table

- Online business degrees:
 1. University of Manchester
 2. University of Birmingham
 3. University of Lancaster
 4. City University London
 5. University of Liverpool (Laureate)

Online world MBAs

2. University of Warwick
4. Alliance Manchester University
7. Oxford Brooks University
8. OU Business School
11. Durham Business School
12. Graduate School of Business, Strathclyde
24. University of Bradford
25. Royal Holloway

Academic Fears OL

Times Higher February 2016

- Restricting personal interaction
- Quality is lessened
- Online learning puts academics under pressure
- Not a viable business model
- VLEs, peer and academic engagers, timely research dissemination, fast feedback, 'residential's
- No evidence, good teaching plus good techno training, online networking potential
- Empowers and releases time for research and conferences, needs proper resourcing and training
- Digital power proven, blended learning optimisation, A real life example

Case Studies: Early movers

- CIMA
- Robert Jelly and vision
- The qualification and extension
- CPD
- Bundles of technology
- Lessons learnt
- Those still to be determined

Other Cases: New Zealand

- Lincoln and Macquarie University studies
- Case-based on line discussion forums
- Stakeholder learning
- Asynchronous discussions
- Community of practice in accounting learning
- The individuals learning style and context
- Posting and quality part of the assessment

Other Cases: Deakin Australia

- iPods in accounting education
- Mobile- learning (m-learning) experience
- Ernst and Young's 'University of the Future'
- Self managed and directed learner
- Podcasting and resourcing issues
- The individuals learning style and context
- Learning continuums
- Teacher pedagogy

Other Cases: University of South Australia

- Facebook to increase engagement
- Pros and cons in practice
- Concept of digital citizenship
- Strict code of practice/principle based
- The Net Generation
- Learning as a collaborative activity
- International student support
- Teacher training and development

SBS: Other Familiar Digital Support

- Blackboard , VLEs etc.
- Turnitin and marking devices
- Recruiting devices
- Social media
- Lecture capture
- Hooks and triggers (UG,PG, SPD, Alumni)
- Pace of technology
- Resource issues

SBS - Digital Business help

Digital Marketing

- Free online training course <https://goo.gl/z4nH91>
- Face to Face @ MediaCityUK or distance/blended:
www.searchmarketing.salford.ac.uk

Website development

- Introduction to Web and Wordpress - Face to Face @
MediaCityUK : <http://goo.gl/F7b2LL>

Digital business advice & student internships



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The future

Q & A