



Finding and Using OER in the Classroom: Business and Social Sciences

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Who's on the call?

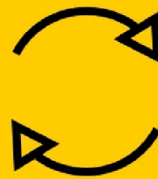
What are OER?

Educational materials that are **openly licensed** and **freely available** for anyone to **use and reuse**.



Retain

You can keep the work forever



Reuse

You can use the work for your own purpose



Revise

You can adapt, modify, or translate the work

The 5 R's of Open Education

WHAT IS AN OPEN EDUCATIONAL RESOURCE (OER)?

"For Free and Without Requesting Permissions"



Remix

You can combine it with another resource to make a new work



Redistribute

You can share the work with others

What can OER look like?

- Textbooks
- Streaming media
- Slidedecks
- Question banks
- Software
- Podcasts
- Courseware
- Modules
- Simulations
- Tools, materials, techniques

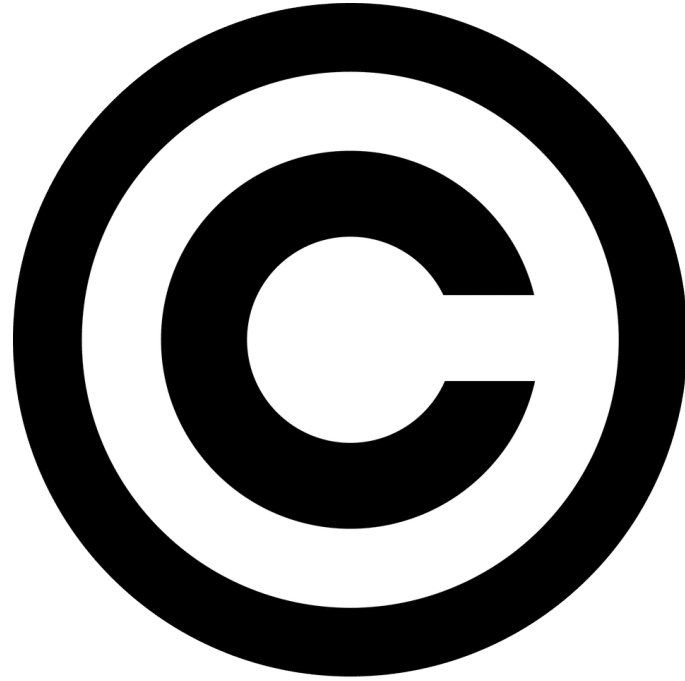
Not the same as open access.

**Not the same as electronic
library resources.**

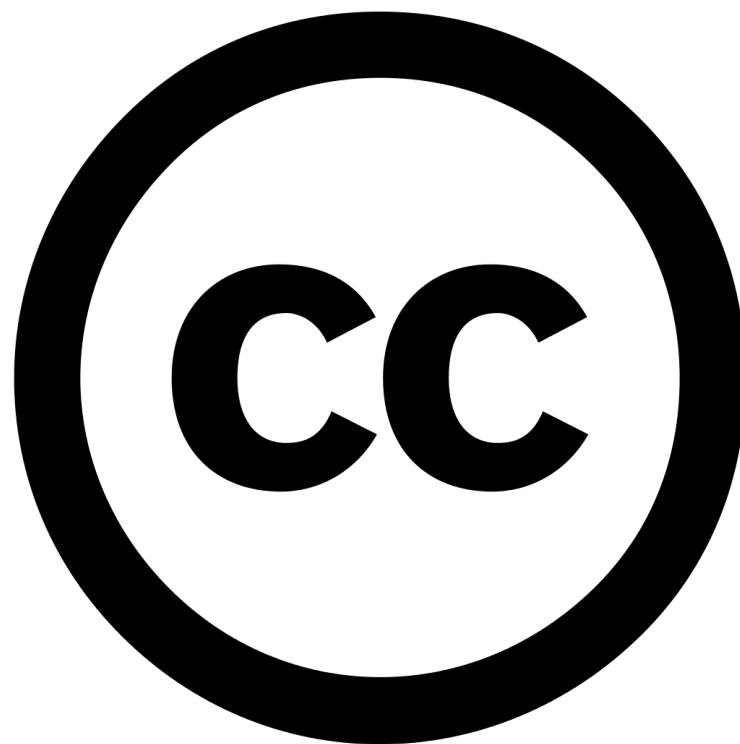
**Why should I care
about OER?**

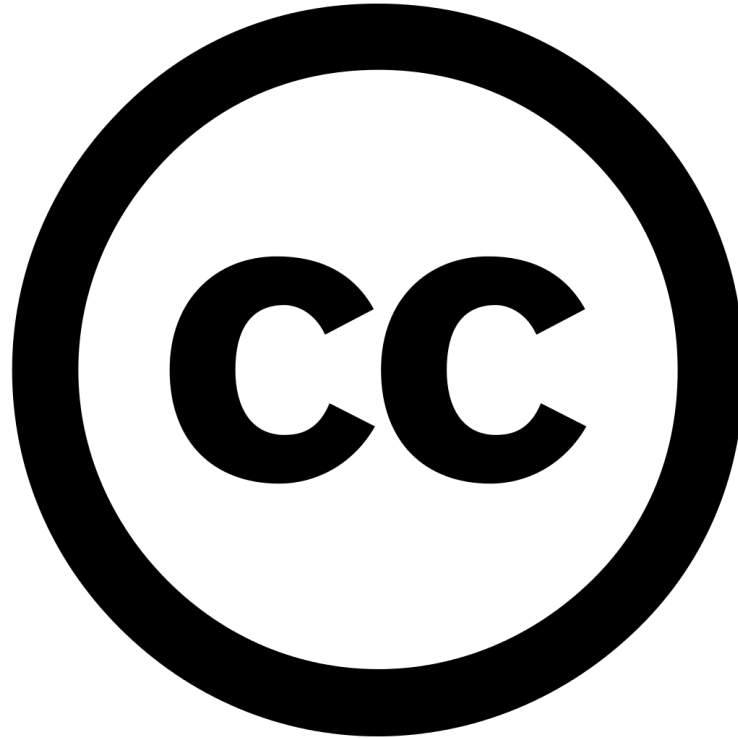
- Students don't buy textbooks
 - Only 23-25% of our students buy textbooks and other course materials
- Library can't buy textbooks
- The building will likely be closed
- Copyright is scary and confusing

**What does openly
licensed mean?**



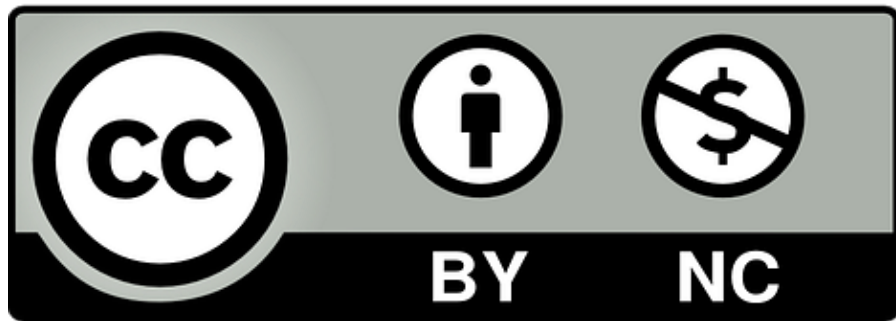
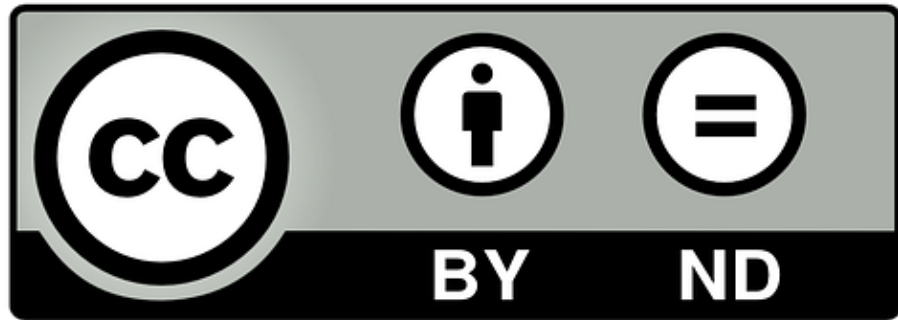
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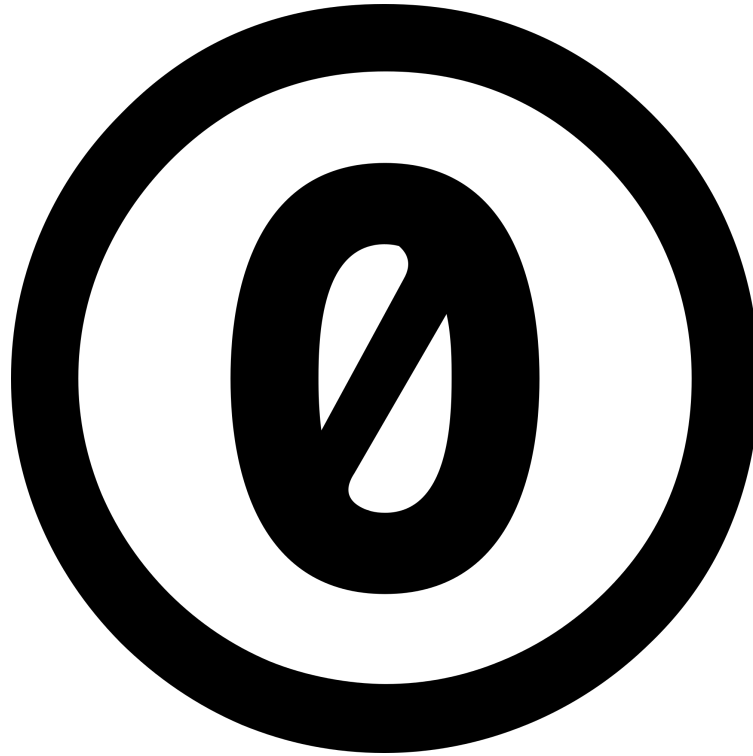




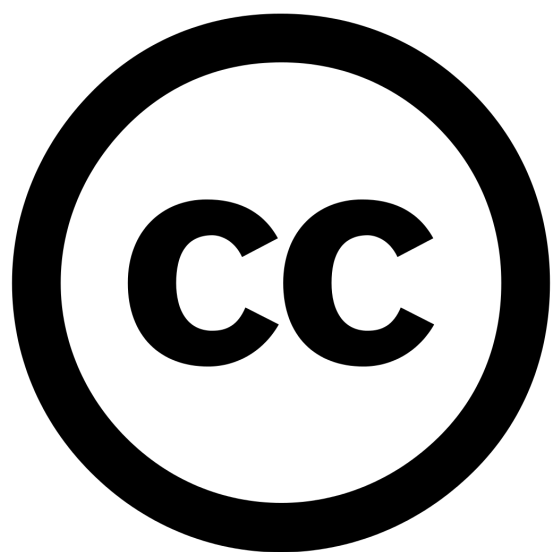
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CC-0: public domain



& copyright

Where do I find OER?

Institutional OER Repositories

- [MIT OpenCourseware](#)
- [Galileo](#) (Georgia)
- [Open Washington](#)
- [Orange Grove](#) (Florida)
- [BCCampus Open Textbook Library](#) (BC)



Open Repositories



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OER Commons is a public digital library of open educational resources. Explore, create, and collaborate with educators around the world to improve curriculum.

What are you looking for?



Subject ▾

Education Level ▾

Standard ▾

Search

Fine tune your search with our [advanced search](#).

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Open Referatories

- [MERLOT](#)
- [Open Textbook Library](#)

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Discipline

Use selector below to choose a category.

Select a discipline...

Other Attributes

Material Type

☒ Any

☐ Animation

☐ Assessment Tool

☐ Assignment

☐ Case Study

☐ Collection

☐ Development Tool

☐ Drill and Practice

☐ ePortfolio

☐ Hybrid or Blended Course

☐ Learning Object Repository

Audience

☐ Grade School

☐ Middle School

☐ High School

☐ College General Ed

☐ College Lower Division

☐ College Upper Division

☐ Graduate School

☐ Professional

Material Quality

☐ Has Peer Reviews

Technical Format

☐ Audio File (e.g. Podcast)

☐ Common Cartridge

☐ Document (e.g. Word)

☐ Executable Program

☐ Flash

☐ Image

☐ Java Applet

☐ PDF

☐ Presentation (e.g. PowerPoint)

☐ SCORM

Discipline Specific Open Resources

**LearningEdge**
A free learning resource for management educators and students

Educator RegisterEducator Login
[\(Account Information\)](#)

Q search

ABOUT

CASE STUDIES

Overview

Accounting and Finance

Entrepreneurship

Leadership and Ethics

Operations Management

Strategy

Sustainability

System Dynamics

SIMULATIONS

CONTACT

Case Studies



The teaching business case studies of **entrepreneurship, leadership/ethics, and system dynamics**, are narratives that address a management issue. Teaching cases promote a particular point of view.

Some of the case studies featured in this resource are from a business or management setting. C



BP and the Deepwater Horizon Disaster of 2010

Authors: Christina Ingersoll, Richard M. Lounsbury

NOBA

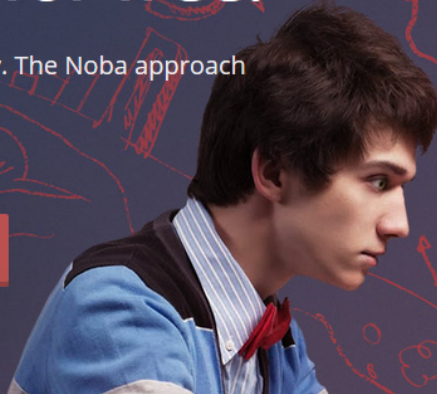
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James Pennebaker

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Title

Author

Date Range










From To

☒ All Sources

- ☒ American Memory (Library of Congress) [↗](#)
- ☒ AMSER - Applied Math and Science Education Repository [↗](#)
- ☒ BC Campus Open Ed [↗](#)
- ☒ College Open Textbooks [↗](#)
- ☒ Digital Public Library of America [↗](#)
- ☒ Directory of Open Access Books (DOAB) [↗](#)
- ☒ HathiTrust - Full View [↗](#)
- ☒ Merlot.Org [↗](#)
- ☒ MIT OpenCourseware [↗](#)

Search for openly available content

Advanced Search

 Textbooks	 Courses	 Course Materials
 Interactive Simulations	 Public Domain Books	 Audiobooks
 Modules	 Open Access Books	 Videos

- [George Mason Open Metafinder \(MOM\)](#)
- [SUNY's OASIS](#)

Some Other Suggestions*

(*by no means exhaustive, at all)

- [eCampusOntario Open Library](#) + [their H5P studio](#)
- [UBC Open Case Studies](#)
- [Business Commons](#)
- [Social and Behavioural Science Commons](#)
- [Hubert Project](#)
- [Journal of Business Case Studies](#)
- [InTech Open Access Business and Social Science Books](#)
- [OpenStax](#)

**How do the platforms
work?**

Browsing and Searching

Browse the Collection

Please search the collection as a library catalogue or database. For example, to retrieve all results related to sociology, you may want to use sociolog* as this will include books with any ending to the root ~ sociology, sociological, sociologist, and sociologists ~ in the title or description.

[All Subjects](#)[Arts](#)[Business](#)[Education](#)[Health Related](#)[Recreation/Tourism](#)[Sciences](#)

Available results: 242

0 | [10](#) | [20](#) | [30](#) | [40](#) | [50](#) | [60](#) | [70](#) | [80](#) | [90](#) | [100](#) | [110](#) | [120](#) | [130](#) | [140](#) | [150](#) | [160](#) | [170](#) | [180](#) | [190](#) | [200](#) | [210](#) | [220](#) | [230](#) | [240](#) | 242 available results

Introducing Marketing

☒ Faculty reviewed ☒ Adopted

Author(s): John Burnett

Date: Jun 25, 2018

Description: Through good economic function in any business. Determining

 Search

Author

Title

Subject

Keywords

Type

Language

Publication Date

Sort By

Filters

Refine your search

Education Standards

Subject Area

Education Level

Material Type

Conditions of Use

Content Source

Primary User

Media Format

Educational Use

Language

Search results: social psychology (578)



Per page

20

By

Relevance

View



Conditions of Use:
Read the Fine Print

Social Psychology

Rating ★★★★★

This course will introduce you to the concepts of social psychology, which ...

More

Subject: Psychology

Material Type: Assessment, Full Course, Lecture, Lecture Notes,
Reading, Syllabus

Provider: The Saylor Foundation

Date Added: 11/21/2011



Psychology as a Social Science

Rating ★★★★★

Provides a standard introduction to psychology course material with a specific

Reviews and Rankings

Organization/Structure/Flow rating: 5

The formatting of the structure of each section is maintained throughout, helping to provide consistency for the reader. I like how the body systems have been grouped to structure the text as it enables the reader to consider how systems work together to provide a homeostasis.

Interface rating: 5

The text is easy to navigate and clear, effective illustrations are included to support descriptions and break-up large sections of text. Video links have been included to provide an additional learning platform, all of which have loaded successfully and quickly during the review.

Grammatical Errors rating: 5

No grammatical errors were noted during the review. Language is consistently professional and academic. It is also clear and easy to understand, helping to prevent a potential barrier to learning.



Reviewed by Jedd Billing, Senior Lecturer, University of the West of England on 8/16/17

Licensing Information

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General search principles

Start big and broad

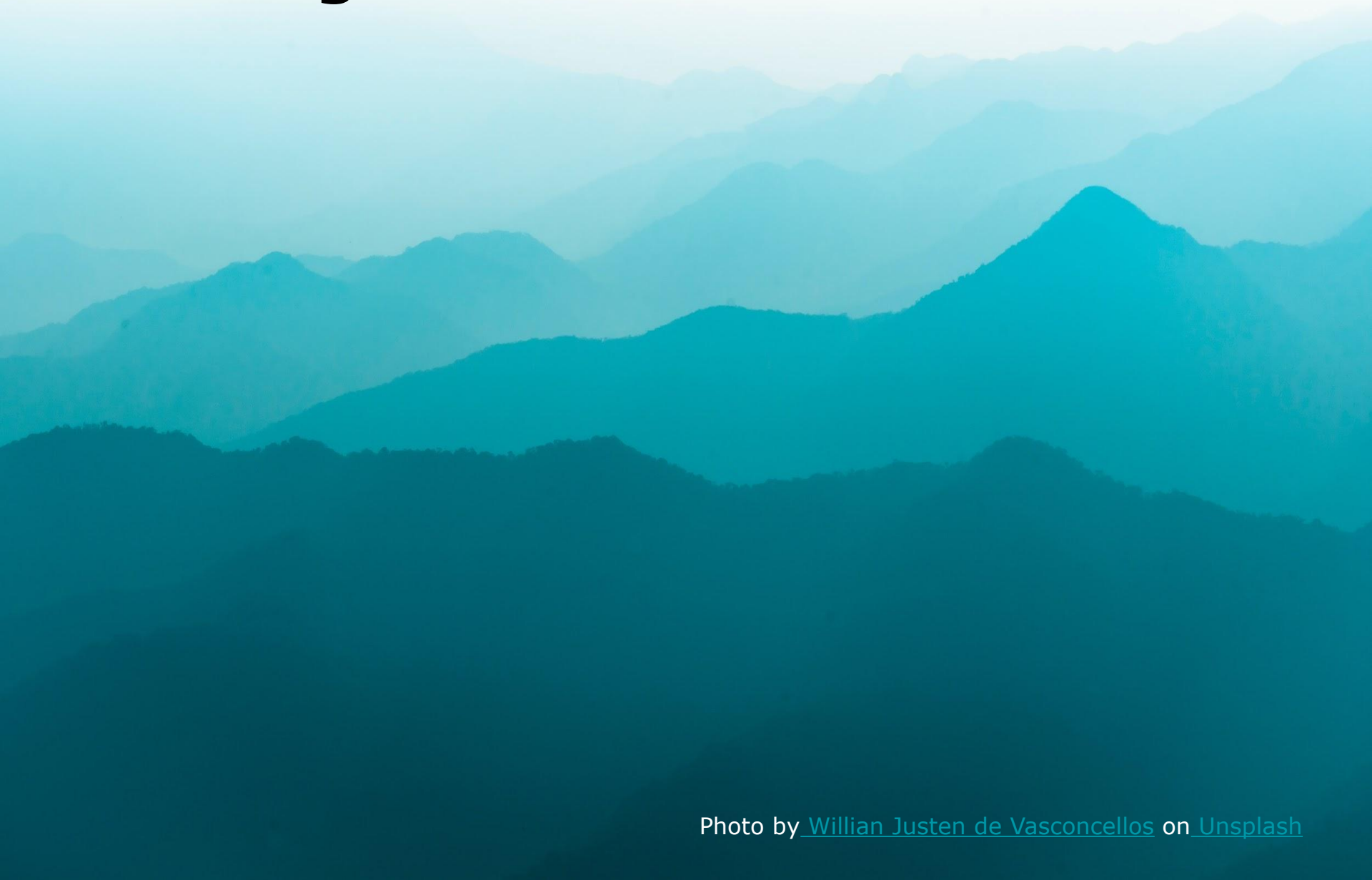


Photo by [Willian Justen de Vasconcellos](#) on [Unsplash](#)

**Use
advanced
search and
other
features**

TIME
IS
PRECIOUS.

Searching is iterative



Photo by [Tim Gouw](#) on [Unsplash](#)

Variety is the spice of life



Photo by [Vince Lee](#) on [Unsplash](#)

Talk it out



Photo by [Headway](#) on [Unsplash](#)

**How do you know
whether an OER is
“good enough?”**

OER evaluation



RELEVANCE

- ☐ Does the information directly address one or more of the class objectives?

ACCURACY

- ☐ Is the information accurate? Are there major content errors or omissions?
- ☐ Are there spelling errors or typos?
- ☐ Has the material been peer reviewed?

PRODUCTION QUALITY

- ☐ Is the information clear and understandable?
- ☐ Is the layout and interface easy to navigate?
- ☐ Do the design features enhance learning?
- ☐ For multimedia resources, are the audio/video quality high?

ACCESSIBILITY

- ☐ Is the resource available in alternative formats (e.g. .doc or .odf)?
- ☐ For audio or video resources, is there a transcript or subtitles?

INTERACTIVITY

- ☐ Does the resource encourage active learning and class participation? If not, are you able to add that to the resource?
- ☐ Are there opportunities for students to test their understanding of the material (e.g. a video with embedded questions)?

LICENSING

- ☐ Does the license allow for educational reuse of the materials?
- ☐ Does the license allow modifications or adaptations of the materials? If so, can you modify the resource to better fit the class objectives or encourage active learning?

**One red flag is (often)
not enough**

How can I use it?

- It depends
- OER can be linked to directly through your syllabi and CourseLink
- Not all OER will be in editable formats, even if they have editable licenses
- Curation is key!
- Remember to check licensing / terms of use
- Make sure the resource is accessible
- Let the library know you are using OER!

A couple of last words.

I know this is work.

OER isn't the only way.

**What's it like using an
OER?**

Nadège Levallet
Associate Professor
Hospitality, Food, and
Tourism Management



Questions?