I Flipped My Class and It Was Easier Than I Thought

Presenter: Joe Cannon

Abstract: When it was announced that BSB 105 would be converted to a “flipped classroom” in fall of 2014, I decided to take the plunge. I had been using some active learning in my introductory Marketing course with an enrollment of 75-90 students. I asked my department chair if I could have somewhat smaller class size (to accommodate the limitations of BSB 105, I asked for a cap of 52 students) and I offered to try to almost completely flip my classroom. The new classroom space provided a golden opportunity to do something I had thought about for some time. I will share my experiences in flipping the classroom and offer tips for those interested in either adding more active learning to their classes or more aggressively flipping their class.

Goals and Objectives: My goal with this session will be to introduce attendees to the benefits of the flipped classroom teaching model and to offer tips and tricks that I have learned in making the flip more successful.