

## I FLIPPED MY CLASS AND IT WAS EASIER THAN I THOUGHT

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**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.