Review of On-Line Graduate Course System and Process

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Michigan State University

“Michigan State University has been advancing knowledge and transforming lives through innovative teaching, research, and outreach for more than 150 years. It is known worldwide as a major public university with global reach and extraordinary impact. It offers more than 200 programs of study, many of them nationally ranked, that attract scholars worldwide who are interested in combining education with practical problem solving.”

• Prototype for 69 land-grant institutions established under the Morrill Act of 1862

• Campus profile
  – 44,000 campus undergraduates and 8,000 graduate students
  – 5,200-acre campus
  – 660 buildings, including 85 with instructional space
  – 15,000 acres throughout Michigan used for agricultural, animal, and forestry research
  – More than 200 programs of study offered by 17 degree-granting colleges
  – Students from all 83 counties in Michigan, all 50 states in the United States, and about 125 other countries

  – Source: MSU.edu
Course Overview

• The course will initially look into the overall strategy focusing on the crime:
  – the victim (brand owners, retailers, and consumers).
  – the role of the guardians and hurdles,
  – The fraudsters (or criminals)
  – looking closer at categorizing the actions (types of counterfeiting, types of counterfeiters, etc.), and
Course Objectives

• The Course Objective is to provide students with an insight in the emerging corporate management function of “Product Protection” and of the growing area of anti-counterfeit strategy. The course draws on a wide range of current experience and expertise, infusing many real world applications and problem-solving that will give a framework to be creative and successful in the future... a reality check to help them succeed... and as a forum for MSU to gain insight from the professional students, many of whom, are leading the industry.
Teaching & Outreach: Curriculum

- Anti-Counterfeit
- Diversion
- Tamper-Resistance/ Child-Resistance
- Theft Deterrence/ Warranty Fraud
- Supply Chain Security/ Traceability
- Criminal Justice/ Tamper-resistance
- Criminal Justice/ Anti-counterfeit
- Intellectual Property Rights Law
- Corporate Governance/ Risk Assessment
- Advanced topics and solutions
Course Details

• The course is 14 weeks long, MSU Summer Semester (~ 5/15 to 8/15), the student would earn three credits which could be applied to a degree program, and the cost is approximately US$2200 (review www.MSU.edu for the latest costs or contact the Food Safety Program Academic Advisor).

• Five weekly quiz questions and one group white paper.

• Non-MSU Students can register:
  – The first step is for the Lifelong Education student to register at this site
    • http://admissions.msu.edu/admission/guest.asp
  – The second step is to enroll in the course
    • http://schedule.msu.edu/searchResults.asp#SearchResults
Course Logistics

• This is a fifteen week course.
• The content is released by week, with content open on Monday and the quiz assessment due on Sunday.
• There are no high-stakes mid-term or final exams.
• There is often a requirement to participate in online discussion forums or with other students.
• Screen shot examples of the course are attached:
MSU.edu website
- Log-in
- Select course
Select the content

Course Content
settings reports utilities delete

General Course Discussion
(Primary contact with Instructor)

Course Questions: Content for Weeks 1-4

Student-to-Student Discussion Board
This is for you to interact with your classmates - you may be working together for many years, so make a connection

EXTRA CREDIT DROP BOX - Book Report
See Text

Group 1
Discussion board for the group project

Questions for weeks 5-8
Week 5 Anti-Counterfeit Strategy 4
Diversion, risks, illicit/licit product, laws, etc.

Introduction

Reading 1
Appleby, J. (2005). CVS gets pickier on which drug suppliers to use; To avoid counterfeitters, chain won't buy from 'secondary market'. USA TODAY.

Reading 2
THE ECONOMIC IMPACT OF PHARMACEUTICAL PARALLEL TRADE, London School of Economics

Reading 3

Reading 4

Reading 5

Quiz 5
Open 6/9, Target Due Date 6/15, Drop Dead Due Date 6/22 midnight
Example of a weekly quiz

Quiz 5
Open 6/9, Target Due Date 6/15, Drop Dead Due Date 6/22 midnight

Available: Yes, Max Attempts: 1, Review: Full, Anonymous: No

Unless otherwise noted, same 250-300 word specification and content style requirement.

Preview | Begin Quiz 5

1 [Q1] Essay - 1 Point
Q: Discuss gray markets, black markets, parallel trade, and diversion.

2 [Q2] Essay - 1 Point
Q: What is the public health risk of parallel imports?

3 [Q3] Essay - 1 Point
Q: What are the key points of the Trojan Drugs article, and insight for non-pharmaceutical companies?

4 [Q4] Essay - 1 Point
Q: What does Chow say about China and the counterfeit trade?

5 [Q5] Essay - 1 Point
Q: Where do the authors draw their data for their estimates of the global counterfeit threat? Do their estimates correlate?

6 [Q6] Essay - 0 Points
Extra Credit 1 point - Is the messenger (speaker) important in a message? Review the USA Today article. Do you recognize the person in the inset picture?
Discussion

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