

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:



Home

Edit Page

Refresh

My ANGEL Courses

Find a Course Develop a Course

FS07-VM-821-730 Food Protection and Defense
[Delete] Role: Faculty

US08-VM-813-731 Special Studies in Food Safety
[Delete] Role: Instructor

US08-VM-814-730 Packaging for Food Safety
[Delete] Role: Instructor

My ANGEL Groups

Find a Group Create a Group

ProMS Faculty Group
Role: Member
Tasks: [icon]

RFID
[Unsubscribe] Role: Member

Bookmarks

Add/Edit Links
There are no bookmarks to display.

My Tasks

Tools

Files

Upload files for easy access from anywhere.

Calendar

Keep track of important personal events.

Merged Roster Manager

Create a new course that merges the roster of two or more other courses.

TA Elevation

Tool for elevating user levels in courses

Public Resources

Access resources found on the logon page.

Today's Calendar

There are no events for today.

My Announcements

View: Unread All | Mark as read

Thursday, July 24, 2008

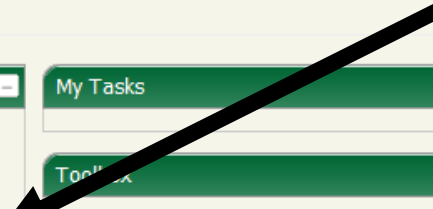
ANGEL Supported Browsers

With the release of Firefox 3, and pending release of Internet Explorer 8, ANGEL Learning has committed their new products to supporting these new browsers no later than 60 days after release. Until this time, Firefox 3 and Internet Explorer 8 are not guaranteed, nor fully supported, browsers for use with ANGEL.

Current browser recommendations can be viewed by at <http://help.angel.msu.edu/index.php>

MSU.edu website

- Log-in
- Select course





Lessons


Select the content


Add Content Rearrange Reports Utilities Preferences


Print My Notes | Previous Next


 **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 you 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 week 5-8**

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You are currently on server: WS1

See the week's readings
and assignment

Week 5 Anti-Counterfeit Strategy 4

Diversion, risks, illicit/ licit product, laws, etc.

[Add Content](#) [Rearrange](#) [Settings](#) [Reports](#) [Utilities](#) [Delete](#)

[Print](#) [My Notes](#) | [Previous](#) [Next](#)

Introduction

Reading 1

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

Reading 2

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

Reading 3

Chow, D. C. K. (2003). "Organized crime, local protectionism, and the trade in counterfeit goods in China." China Economic Review 14(4): 473-484.

Reading 4

Liang, B. A. (2006). "Fade to black: Importation and counterfeit drugs." American Journal of Law & Medicine 32(2-3): 279-323.

Reading 5

deKieffer, D. (2006). "Trojan drugs: counterfeit and mislabeled pharmaceuticals in the legitimate market." American Journal of Law and Medicine 32(2-3): 325-49
[settings](#) [reports](#) [utilities](#) [delete](#)

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

Edit
Delete ? [Q1] Essay - 1 Point

Q: Discuss gray markets, black markets, parallel trade, and diversion.

Edit
Delete ? [Q2] Essay - 1 Point

Q: What is the public health risk of parallel imports?

Edit
Delete ? [Q3] Essay - 1 Point

Q: What are the key points of the Trojan Drugs article, and insight for non-pharmaceutical companies?

Edit
Delete ? [Q4] Essay - 1 Point

Q: What does Chow say about China and the counterfeit trade?

Edit
Delete ? [Q5] Essay - 1 Point

Q: Where do the authors draw their data for their estimates of the global counterfeit threat? Do their estimates correlate?

Edit
Delete ? [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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