

A Comparison of Faculty and Undergraduate Students' Perceptions of Online Courses and Degree Programs

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ABSTRACT

Many colleges and universities are currently offering online courses and even complete online degree programs, and many others are developing or considering plans to do so. The perceptions of those who are potential subscribers to these programs as well as those who will deliver these programs will be critical to their success. This paper investigates the perceptions of current undergraduate students and college business professors toward online courses and degree programs along several dimensions. Perceptions of college professors toward these programs are significantly less favorable than are the perceptions of college students. The dimensions of these perceptions are explored to provide guidance regarding delivery of online programs.

Keywords: Online Course, Online Course Characteristics, On-Campus Course Characteristics, Online Degree Program, Student Perceptions, Faculty Perceptions