

# Creative Architecture and Entrepreneurship in Online Education and Royalty Development

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## ***Presentation Summary (limited to 200 words)***

Creativity, innovation and entrepreneurship in the development of online courses are considered by many educational institutions as a global race to the top. Over time, fully functional and interactive online courses will be identified virally by consumers and they will grow and expand until they are positioned to be globally consumed by the masses. This presentation will discuss ways to partner with publishing companies to build these robust online platforms that will allow faculty to customize their delivery system for each course, save costs for the university and allow students to have access to new technologies and media that have copyright protections. Also discussed will be proven strategies to create long term royalties for the university and faculty through the development of testing materials that are designed for published textbooks. As universities position themselves to be globally competitive in this arena, these partnerships become essential in terms of staying ahead of the competition while protecting the university and faculty in their zeal to deliver superior online courses. This presentation will discuss how to cultivate these partnerships, create the contracts needed, and it will address the obstacles that could potentially keep universities on the ground floor of this race to the top!