**A unique use of podcast technology in an academic course - a case study**

Golan Carmi

 **Abstract:**The study examined the learning attitudes and effectiveness of postgraduate students in business administration toward combining podcasts as an e-Learning tool. Two types of podcasts for two different pedagogical purposes were examined in this study, one as a team midterm assignment, and second as recorded lectures. The results of this study provide significant evidence that previous experience in listening to podcasts on the internet has a significant impact on learning effectiveness, student attitudes, and learning satisfaction while using this technology. Moreover, this study found that students who are technologically oriented and have prior experience listening to podcasts in the internet produce more benefit from academic synchronous learning based on podcasts.

**Keywords:** Podcast technology, e-Learning, students' attitudes, learning effectiveness