1) iTunes U Courses
To learn more about the new iTunes U, please read through this page:
http://www.apple.com/education/itunes-u

iTunes U is a free download from the App Store:
http://itunes.apple.com/us/app/itunes-u/id490217893 (optimized for iPod Touch, iPhone and iPad)

Individual faculty can start experimenting with iTunes U courses by simply enrolling with their Apple ID here
https://itunesu.itunes.apple.com/coursemanager

To learn more about creating courses for the new iTunes U, please see the attached document below. This is our very latest guidance to faculty.
Some current examples of iTunes U Courses include:
Core Concepts in Chemistry from Duke:
http://itunes.apple.com/us/course/core-concepts-in-chemistry/id495047302

Moons: An Introduction from Open University
http://itunes.apple.com/us/course/moons-an-introduction/id513929437

Election 2012 from Stanford
http://itunes.apple.com/us/course/election-2012/id565286438

Also see the Course Manager help center for specific questions:
https://itunesu.itunes.apple.com/help/

I also recommend the following courses as a novel hands on introduction to both iTunes U andiBooks:
http://itunes.apple.com/us/course/creating-itunes-u-courses/id535005672

http://itunes.apple.com/us/course/using-ibooks-and-itunes-u/id534131300

2) iBooks and iBooks Author
iBooks Author is a free download from the Mac App Store; it is used to create multi-touch interactive books for iPad (examples might include a faculty research project, or an interactive student assignment)
http://itunes.apple.com/us/app/ibooks-author/id490152466

You will need iBooks 2 on your iPad to run iBooks created with the Author (also a free download):
http://itunes.apple.com/us/app/ibooks/id364709193

This is our main reference for the iBooks Author tool:
http://www.apple.com/ibooks-author

Please see this page for an excellent overview of iBooks Textbooks for iPad:
http://www.apple.com/education/ibooks-textbooks

We are seeing tremendous innovation and experimentation with the iBooks format, which enables rich app-like experiences (featuring animations, image galleries, video, chapter review, live web content, HTML5 widgets and more). The following iBooks illustrate some of the many possibilities:
Life on Earth
http://itunes.apple.com/us/book/e.-o.-wilsons-life-on-earth/id529004239

Moon Rocks
http://itunes.apple.com/us/book/moon-rocks-introduction-to/id510615618

An introduction to Abilene Christian University's new Learning Studio (with fantastic 360 interactive imagery)
http://itunes.apple.com/us/book/learning-studio-year-onereport/id549851511

Creatures, Plants and More - produced by middle school students as part of a school project
http://itunes.apple.com/us/book/creatures-plants-and-more!/id521854684