MOOC

HEI and Business collaboration on accreditation and business models

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What's this talk about…

acreditation Agreement analysis **business** central

certified classic companies cost Coursera **courses**

current curriculum **experiences** HEI

initiatives interested learning looking

models MOOC offer possible

signature strategy students system talk track validate

I'd be happy if I can make you think about these topics and can share thoughts after

Agenda

- The MOOC experience: first year at Coursera

- Business on HEI

- MOOC & Business: possible match?

- Experiences: looking for business models

- Conclusions

First year at Coursera

- Formal contacts beginning Q42012. Agreement signature on March 2013
  - Agreement between University and Coursera
  - Each course requires a Course Development Agreement (CDA)

- Initial offer: three courses planned for Q3/2013 (2013/14 first semester)
  - Thee courses already offered
  - Three new and three reeditions announced
  - Two more on-hold
  - Courses with over 25.000 students enrolled

- Need to adapt IT&Business structure to MOOCs
  - IT central operation
  - Self content generation (teachers) and centralized post-production

- Internal comittee to select new courses

- First experiences with 'Signature Track' model (more on this later)

The UAB in the MOOC map
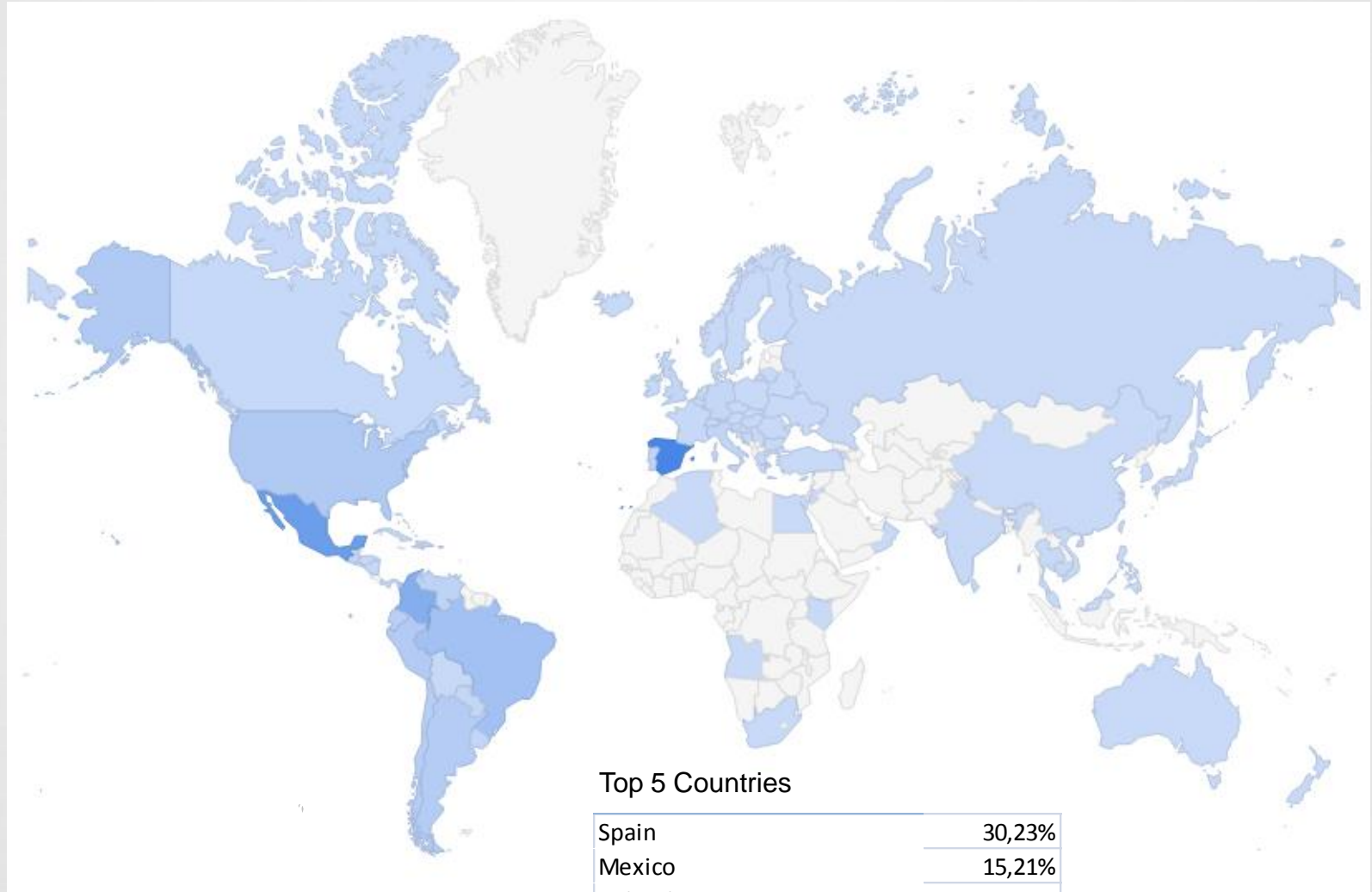
Top 5 Countries

Spain	30,23%
Mexico	15,21%
Colombia	11,19%
Brazil	6,27%
United States of America	4,16%

Can we talk about 'business' on HEI?

- Does your institution have a 'business model'?
  - Answer is not trivial, particularly for Public Institutions
  - Can we talk about business & clients?

- If so, are eLearning initiatives aligned with business-models?

- Otherwise, how do these initiatives fit into the corporate strategy?
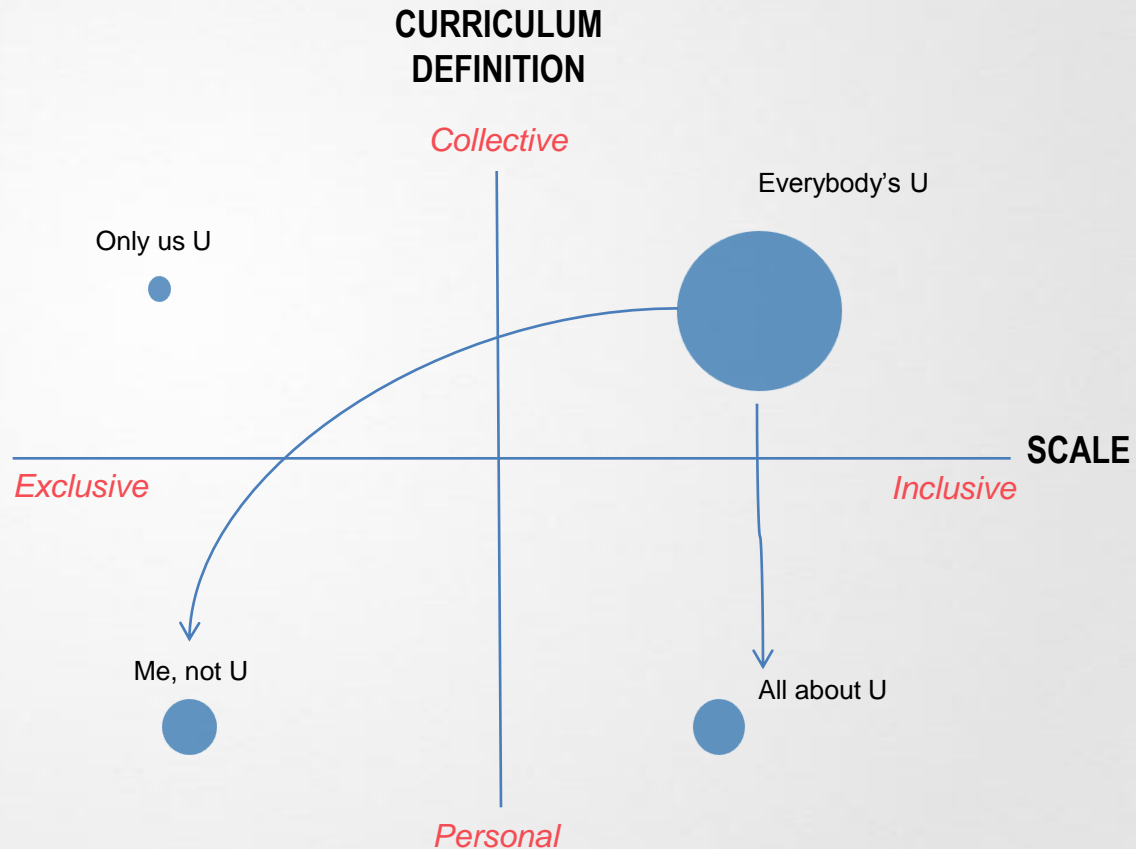
Business on HEI

Looking into the future of HEI

According to Gartner, the HEI can be classified into 4 major groups depending on two axis:

- **Scale**: large or small colletive oriented
- **Curriculum definition**: generalistic or personalized learning

Trends

	Current	2025
Only Us U	<1%	1%
Everybody's	80%	50%
Me, Not U	<10%	<20%
All about U	<10%	<30%

Adapted from Gartner Inc.

CURRICULUM DEFINITION

Collective

Exclusive

Inclusive

SCALE

Personal

Only us U

Everybody's U

Me, not U

All about U

Finding MOOC place on business plans

- Scalability issues:
  - 80 M HE Students 1995, 135 M 2005, 262 M by 2025

- On-demand curriculums
  - How to accomodate personal learning with official certification models?

- Big-data generators
  - How to get information from big-data will be critical to HEIs

- Positive feedback into current system
  - Or how to enroll MOOC students into HE structured degrees/certified courses/others
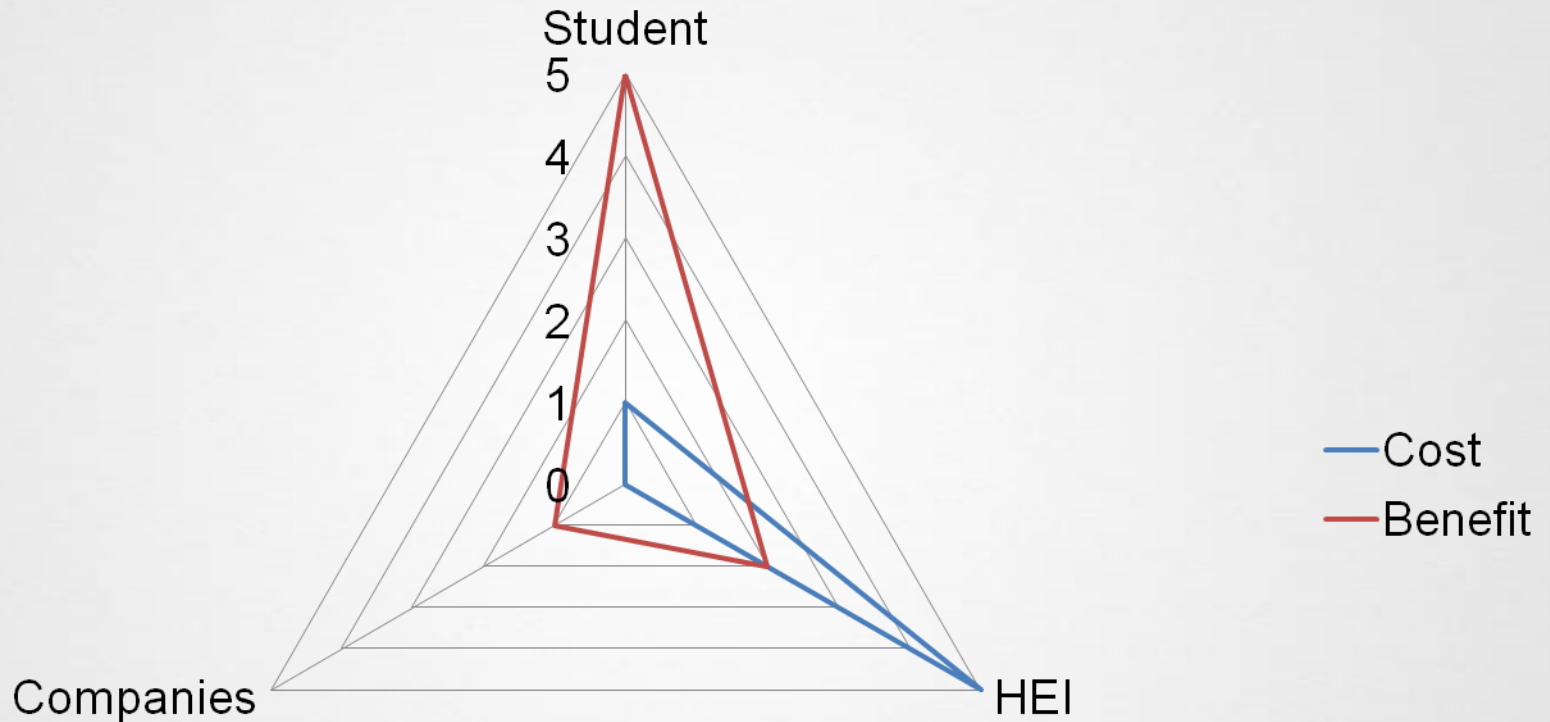
- Facing new 'clients'

MOOC drivers on strategy

Find yourself in the map first and then decide how to use MOOCs

Experiences: looking for business models
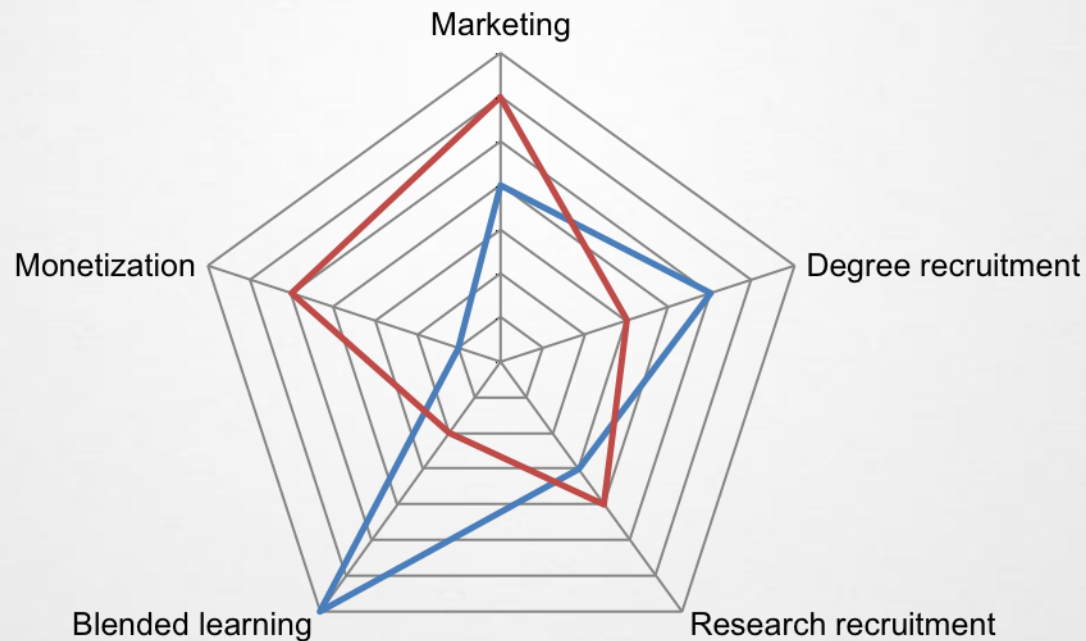
A previous word

There is a clear gap between who covers the costs of MOOCs and who gets the benefits. In our opinion, business-HEI collaboration can help to reach equilibrium

Current paths of analysis

- Signature track model

- Acreditation models

- Business collaboration

Open to other options, such as donnations (not to underestimate!)

Signature track

- Experience shows there is people interested not only in knowledge but also in acreditation
    - Even for MOOCs
- First experiences in Digital Systems course (around 0,5% penetration)
    - Expected higher rates when offering itineraries
- Cost per certificate: around 50 USD
- Financial aid for developing countries
- Revenues to share

Acreditation models

- ECDL is currently offered in around 140 countries
  - Acreditaition with classic methodology
- Our approach is trying to:
  - Migrate from 'classic' model to virtual offer
  - Use a MOOC plattform as a virtual learning environment
  - Transition from the MOOC concept to verified- SORC
- In this way, we could reduce current teaching costs and at the same time arrive to a higher number of interested students. Although we are consided even automatic validation, we will validate with classic approach (in the short term)

ECDL
European Computer
Driving Licence

Business collaboration

- HEI can offer companies a 'tailored learning portfolio' providing 'on-demand' curriculum

- Benefits would be both for companies and for HEI:
  - For HEI it's a way to make the MOOC model sustainable.
  - On the company side, it gains high quality courses and flexible learning

- The same concept can be applied to research environments, where MOOCs can be offered as a way to retain knowledge and link to the business world. As an example, we are analyzing the possibilities to offer such courses in the 'Industrial Doctorates' programmes currently offered by the Generalitat de Catalunya

Let's not focus on a particular example:
the key point is that there are ways where individuals, companies and HEI can benefit from the MOOC model, either through cost reduction, acreditation or collaboration in common projects

Conclusions

- Don't ask what MOOCs can do for you… till you know what do you want them to do

- If you can talk about businness in HEI, there's a place for MOOCs in business strategy

- Where/how to apply MOOC potential will be based on the HEI strategy

- There is a gap between who helds the cost and who gets the benefits in the current MOOC model

- HEIs should be interested in looking for ways to make the MOOC model sustainable. In this search we have focused till now in Signature track models and migrating some courses to certified SORCs. Other initiatives are under analysis… and sure more will be coming

Questions & Comments…