MOOC

HEI and Business collaboration on accreditation and business models

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What’s this talk about...

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
The MOOC experience

First year at Coursera

- Formal contacts beginning Q4 2012. 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)
  - Three 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 MOOC experience

The UAB in the MOOC map

Top 5 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>30.23%</td>
</tr>
<tr>
<td>Mexico</td>
<td>15.21%</td>
</tr>
<tr>
<td>Colombia</td>
<td>11.19%</td>
</tr>
<tr>
<td>Brazil</td>
<td>6.27%</td>
</tr>
<tr>
<td>United States of America</td>
<td>4.16%</td>
</tr>
</tbody>
</table>
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?
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 collective oriented
- **Curriculum definition**: generalistic or personalized learning

Trends

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only us U</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Everybody’s U</td>
<td>80%</td>
<td>50%</td>
</tr>
<tr>
<td>Me, Not U</td>
<td>&lt;10%</td>
<td>&lt;20%</td>
</tr>
<tr>
<td>All about U</td>
<td>&lt;10%</td>
<td>&lt;30%</td>
</tr>
</tbody>
</table>

Adapted from Gartner Inc.
MOOC & Business: possible match?

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 accommodate 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’
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.
Experiences: looking for business models

Current paths of analysis

- Signature track model
- Accreditation models
- Business collaboration

Open to other options, such as donations (not to underestimate!)
Experiences: looking for business models

Signature track

- Experience shows there is people interested not only in knowledge but also in accreditation
  - 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
Experiences: looking for business models

Acreditation models

- ECDL is currently offered in around 140 countries
  - Accreditation with classic methodology

- Our approach is trying to:
  - Migrate from ‘classic’ model to virtual offer
  - Use a MOOC platform 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 considered even automatic validation, we will validate with classic approach (in the short term)
Experiences: looking for business models

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, accreditation 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 business 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 holds 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…