



Huge Worldwide Free Education? Exploring Massive Open Online Courses (MOOCs) in Enterprise Education.

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Sharing our experience of MOOCs



Why?	REACH OUT, CREATION OF E-RESOURCE
Statistics	~14,000 joiners, ~4,000 learners
Purpose it achieved	Excellent e-resource, inspired some learners
Implications for educators	Raised profile, increased workload
Implications for future online learning	more time and commitment from staff, needs careful project management
Are MOOCs 'education'?	Depends on the participant

Loughborough MOOC

Innovation & Enterprise



How?

- Aimed at foundation level/first year undergraduates
- 6 week course (launched 14 April 2014)
- 137 countries
- USP – a new model for the innovation as a process
- Outcome for learners
 - Gives learners an academic understanding of innovation, enterprise & entrepreneurship
 - Gives learners the opportunity to come up with and assess their own business idea – produce a mini-business plan

Julie & Amanda's Formula

**Education by a MOOC +
Learner Engagement
=/ \neq Impact**

How will we ever know?



Sharing our experience of MOOCs

Why?	ENABLING MORE INTERACTIVE AND ENGAGING ENTERPRISE EDUCATION TO BE DELIVERED IN SCHOOLS
Statistics	12,892 participants, 80% active learners
Purpose it achieved	The start of a collaboration, rather than a straightforward solution
Implications for educators	Possibility for bridging the gap between FE & HE
Implications for future online learning	MOOCs as access to previously restricted knowledge/experience
Are MOOCs 'education'?	Only as good as the technology

CREATIVITY
ENTERPRISE
BUSINESS
INNOVATION

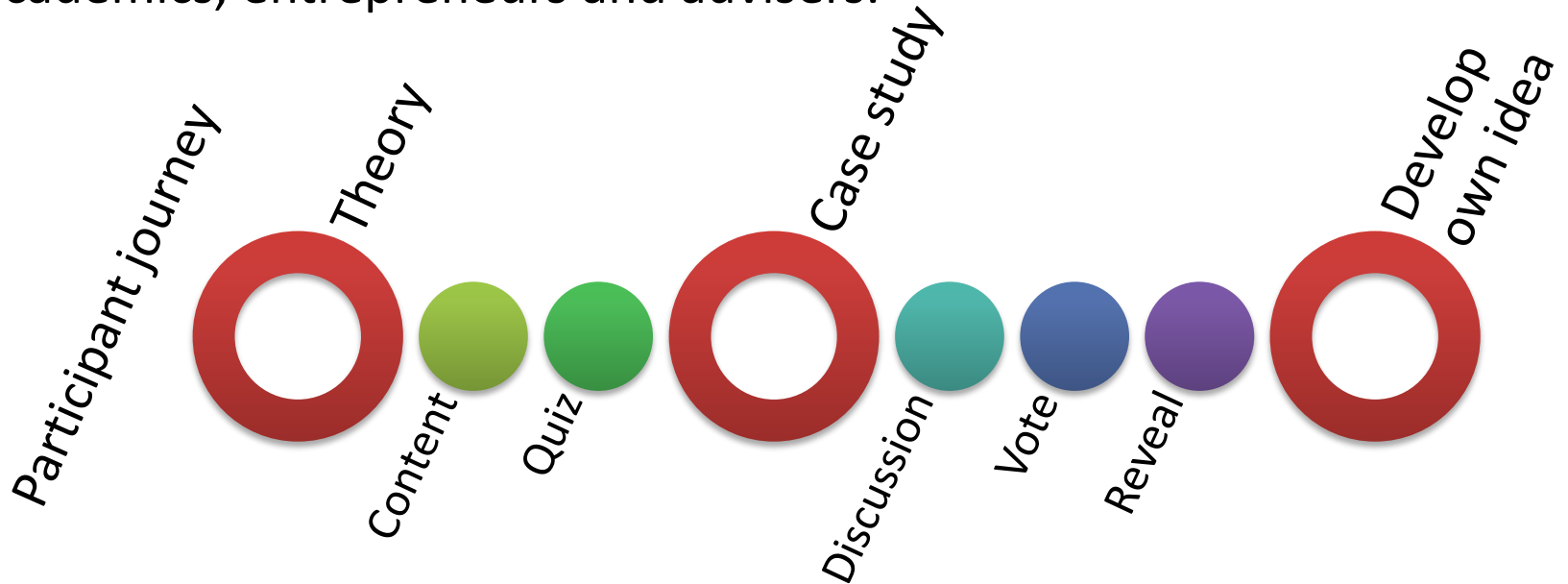
How?



Starting a business: realise your vision; Explore the complexities of starting a business; an interactive course led by inspirational academics, entrepreneurs and advisers.



UNIVERSITY OF LEEDS



**Open Education +
Supported Engagement
= Meaningful Impact**



Sharing our experience of MOOCs

Why?	CAPACITY BUILDING, PROFILE RAISING, CIVIC RESPONSIBILITY
Statistics	5,000 Learner target, International reach
Purpose it achieved	To be seen...
Implications for educators	Peer esteem, and distillation of education
Implications for future online learning	Resources, takes longer than you thought!
Are MOOCs 'education'?	A 'call' to education

Newcastle MOOC



Unlocking the Entrepreneur Inside: Draw on your experience to find inspiration, and make your ideas tangible by sharing with other enterprising thinkers and doers.

How?

- 4 weeks, 3 hours per week. Level 0. (start date 23rd March 2015)
- USP: Problem-based and insight-led approach to understanding the entrepreneurial thinking-process.

Intended Outcomes:

- Articulating valuable ideas
- Recognise a focus for skills, experience and passions and apply this to ideas
- Critically apply business models to ideas and interpret these in your own context
- Express feedback constructively and evaluate feedback on your own ideas

Katie's Formula

**Independent Education +
Enhanced Engagement
= Sustainable Impact**

Prevailing myths & preconceptions

- MOOCs predominantly appeal to those without formal education (actually over 70% of participants have a 1st degree)
- That they are cheaper/use less staff time to run than face-to-face classes
- MOOCs can be designed to appeal to everyone (prevailing message from the day was that you need to identify a key group/market segment and focus on them in order to increase engagement)
- ...

Source: understanding MOOC impacts 26th June

Why SHOULD we be developing Enterprise MOOCs?



Why SHOULD WE NOT be developing Enterprise MOOCs?





Thank You

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