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Nota di contenuto	Front Cover; Series Editor; To MOOC or Not to MOOC; Copyright; Contents; List of tables; Biography; Introduction; Why do MOOCs matter?; References; Part One; 1 - What are MOOCs?; Introduction; Definitions; Where did MOOCs come from?; The growth of MOOCs; Criticism of MOOCs; References; 2 - The MOOCosphere; Introduction; Other MOOC providers; Notes; References; 3 - Examples of MOOCs; Introduction; Digital storytelling, DS106, University of Mary Washington; Phonar, photography MOOC; Understanding Dementia MOOC, University of Tasmania; Buddhism and Modern Psychology, Princeton University Conclusion References; Further Reading; 4 - Introduction to the case studies; 5 - The confident entrepreneurs; The MOOC story so far; Imperatives for investing in MOOCs; Context: strategic investment in online and distance learning; Governance and decision making; Resourcing; Quality assurance; Accreditation; Partnerships; Future strategy; Key points; 6 - The old hands: experts in online and distance learning; The MOOC story so far; Imperatives for investing in MOOCs; Resourcing; Quality assurance; Student experience; Accreditation;

Partnerships; Future strategy; Key points

7 - The institutional innovatorsMOOC platforms; Governance and decision making; Resourcing; Quality assurance; Future strategy; Key points; 8 - The opportunists; Imperatives for investing in MOOCs; MOOC activities to date; Governance and decision making; Resourcing; Quality assurance; Student experience; Accreditation; Partnerships; Future strategy; Key points; 9 - The cautious experimenters; MOOC activities to date; Governance and decision making; Resourcing (including funding); Quality assurance; Student experience; Accreditation; Partnerships; Future strategy; Key points

10 - The old guardOpen education; MOOCs; Key points; 11 - Key issues that emerged from the case studies; Imperatives for engagement in MOOCs; Governance and decision making; Quality assurance; Partnerships and MOOC models; Costs and business models; 12 - Planning the MOOC project; Introduction; Stage 1: initial planning (project initiation); Stage 2: planning; Stage 3: running the MOOC project; References; 13 - Planning your MOOC-costings; Content creation; Copyright clearance and legal advice; Governance; Additional costs that are specific to in-house MOOCs

Additional costs from working with an external MOOC platformReferences; 14 - Business models for MOOCs; Udacity business models; What is in it for the university partner?; Coursera monetization options; What is in it for the university partner?; edX financial arrangement options; What is in it for the university partner?; What is in it for the university partner?; FutureLearn business models; What is in it for the university partner?; Revenue generation options for universities who provide MOOCs; References; 15 - Additional benefits of MOOCs

Developing markets and building relationships with new customers

Sommario/riassunto

Scarcely a week goes by without coverage in the UK and international media about the latest MOOC revelation. Despite some significant initiatives in the dotcom era, online learning has somehow never delivered on its promise to revolutionize education. To MOOC or not to MOOC explores the history of MOOCs and analyses the current MOOC context by describing six institutions and the story of their engagement with MOOCs. Looking at each of the different type of institution in turn, it analyses the processes behind their decision to engage with online learning and MOOCs, how the MOOC project is man