



**BizMOOC is divided into 9 coherent work packages (WP). WP1 – 4 are content based and develop/implement the MOOC BOOK and 3 Pilot MOOCs. WP5 (quality assurance), WP6 (evaluation) & WP9 (project management) facilitate the working steps. WP7 & WP8 ensure dissemination, exploitation & sustainability and create awareness.**

#### **WP1**

Creates a common body of knowledge and identifies the needs of the target groups “businesses”, “labour force/society” & “HEIs without MOOCs”, serving as the basis for WP2.

**Leader: P3 (ES) – University of Alicante**

#### **Outcomes:**

- **R1.1 Report “State of the Art on existing MOOC knowledge”, consisting of 14 discussion papers, which can be downloaded and or directly read and commented online in the MOOC BOOK:**
  - 01 About MOOCs, online courses and open education [[Online](#)] [[PDF](#)]
  - 02 Existing MOOC initiatives in higher education and the business sector and the distribution of MOOC learners in EU28 [[Online](#)] [[PDF](#)]
  - 03 Existing types of MOOCs and approaches to MOOC didactics [[Online](#)] [[PDF](#)]
  - 04 Existing MOOC quality models [[Online](#)] [[PDF](#)]
  - 05 Drivers behind MOOCs/reasons to get involved [[Online](#)] [[PDF](#)]
  - 06 Issues for MOOC recognition/certification/accreditation [[Online](#)] [[PDF](#)]
  - 07 MOOC IPR issues [[Online](#)] [[PDF](#)]
  - 08 Existing MOOC business models [[Online](#)] [[PDF](#)]
  - 09 MOOCs and Human Resource Development [[PDF](#)]
  - 10 Identification of regions and players lagging behind (no MOOCs by HEIs & businesses, less MOOC learners) [[Online](#)] [[PDF](#)]

- 11 Identification of existing online learning materials to the key competences “learning to learn” [[Online](#)] [[PDF](#)]
- 12 Identification of existing online learning materials to the key competences “sense of initiative and creativity” [[Online](#)] [[PDF](#)]
- 13 Identification of existing online learning materials to the key competences with regards to entrepreneurship/intrapreneurship [[Online](#)] [[PDF](#)]
- 14 Detailed definition of the key competences “learning to learn, sense of initiative and entrepreneurship (& intrapreneurship), creativity” for the use in the Project [[Online](#)] [[PDF](#)]
- **R1.2 Methodology for the needs and gaps analysis** [[PDF](#)]
- **R1.3 Report on needs and gaps for the three target groups of BizMOOC:**
  - R1.3a: Identification of opportunities of MOOCs for the business community (organisations) [[Online](#)] [[PDF](#)]
  - R1.3b: Identification of needs and gaps for the application of MOOCs by Higher Education Institutions [[Online](#)] [[PDF](#)]
  - R1.3c: Society survey on MOOCs [[Online](#)] [[PDF](#)]

## WP2

Integrates, elaborates and publishes the interactive MOOC BOOK with guidelines, recommendations and good practices for each target group.

**Leader: P8** (IT) – DIDA

### Outcomes:

- **R2.1 Guidelines for Business, HEIs, Labour Force/Society/Learners**
  - Guidelines for Businesses/organisations [[Online](#)] [[PDF](#)]
  - Guidelines for HEIs without MOOCs [[Online](#)] [[PDF](#)]
  - Guidelines for Labour Force/Society / learners [[Online](#)] [[PDF](#)]
- **R2.2 Publication of the MOOC BOOK**
  - Version 1.0: <http://bizmooc.eu/mooc-manual/>
  - Version 2.0: Revised and enriched publication MOOC BOOK 2.0 with conclusion from the Pilot MOOCs (WP3 & WP4): M34 (October 2018)

## WP3

Produces 3 Pilot MOOCs to the LLL key competences “Learning to learn”, “Sense of initiative (entre-(in)trapreneurship)”, “Innovation & creativity” in teams by applying the MOOC BOOK of WP2.

**Leader: P3** (UK) – Open University UK

*Outcomes:*

- **R3.1 Methodology of Pilot MOOCs** [[PDF](#)]
  - R3.1.1 How to produce a MOOC? [video](#)
- **R3.5 Three Pilot MOOCs**
  - [Learning with MOOCs for professional development](#)
  - [How to generate innovative ideas and how to make them work](#)
  - [Intrapreneurship: Make Your Business Great Again](#)

#### **WP4**

Implements the Pilot MOOCs based on materials of WP2&WP3, evaluates & draws recommendations based on the lessons learnt.

**Leader: P5** (PL) – Cracow University of Economics

*Outcomes: (starts November 2017)*

- *Execution of Pilot MOOC*
- *Lessons learnt from Pilot MOOCs*

#### **WP5**

Quality assurance.

**Leader: P11** (NL) – EADTU

*Outcomes:*

- **R5.1 Quality management system**
- **R5.2 Quality Management Board**

- *Marcelo Maina, UOC-Barcelona, Spain*
- *Gavin Clinch, Institute of Technology, Sligo, Ireland*
- *Robert Schuwer, Fontys Applied Sciences, Netherlands*
- *Prof. Christian Spannagel, Pädagogische Hochschule Heidelberg, Germany*
- *Jutta Pauschenwein, FH Joanneum Graz, Austria*
- *Patrick McAndrew, Open University UK*
- *Piet Hendriks, EADTU, Netherlands*
- ***R5.3 Interim and final quality assurance report***

## **WP6**

Evaluation of the project effectiveness and impact.

**Leader: P11 (NL) – EADTU**

*Outcomes:*

- ***R6.1 Evaluation framework***
- ***R6.2 Evaluation and impact assessment reports***

## **WP7**

Dissemination of the project results to all stakeholders

**Leader P6 (SK) – Košice IT Valley, z.p.o.**

*Outcomes:*

- ***R7.1 Dissemination strategy & 7.2 Dissemination materials***
  - [\*BizMOOC Flyer\*](#) (5000 printed)
  - [\*BizMOOC Poster\*](#) (A2 Format: 250 printed, B1 Format: 100 printed)
  - [\*BizMOOC Roll-Up\*](#) (12 printed)



- [MOOC BOOK Flyer](#) (*print on demand*)
- **R7.3 Social Media Campaign**
  - *Channels:*
    - [Facebook](#)
    - [Linkedin](#)
    - [Twitter](#)
    - [Youtube.com](#)
    - [Researchgate](#)
- **R7.4 Final conference** (*in Cracow in November 2018*)

## **WP8**

Exploitation & Sustainability ensure long-term impact & target group involvement.

### **Leader P7 (DE) – OpenHPI**

*Outcomes:*

- **R8.1 Exploitation and sustainability strategy**
- **R8.2 Round tables** (*between July and December 2018*)
- **R8.3 BizMOOC community**

## **WP9**

Project Management creates an overall umbrella for implementation of all WPs.

**Leader P1 (AT) – FH Joanneum**

*Outcomes:*

- *R9.1 Project management handbook*
- *R9.2 Project management Cockpit with dashboard*
- *R9.3 Interim and final reports*