

First research outcomes presented at the annual EADTU conference in Rome



M00Cs -why(not)? Opportunities and barriers for European universities and organisations

The paper M00Cs-why(not)? Opportunities and barriers for European universities and organisations by **Christian Friedl , et.al.** was selected to be presented at the “Online, Open and Flexible Higher Education Conference” (00FHEC) in Rome, October 2016. In the strand M00CS Platforms and Portals. **Darco Jansen** presented the paper for more than 50 enthusiastic attendees.

The paper discusses the preliminary outcomes of a European-wide research endeavour to identify opportunities and barriers for European universities and organisations to increase the uptake of Massive Open Online Courses (M00Cs). It seeks to determine which support measures could unlock the full potential of M00Cs in Europe in relation to improving workplace training and the development of skills necessary of today’s labour market. M00Cs are now a feature of the European educational system, with European growth rates overtaking those within the United States. Nevertheless, most initiatives remain isolated, both geographically and by their sectors. M00Cs lack impact on the university system as a whole, and have yet to make their mark on the business community. The aim

of the EU-funded BizM00C research project is to explore the challenges of maximising the potential of M00Cs across the European education and business landscape. In 2016, the project conducted qualitative interviews with 110 institutions (both universities and business organisations), as well as an online survey to address the learner's perspective.

This paper discusses the findings from the first phase of this research.

The full paper was published in the Conference Proceedings

The presentation can be downloaded [here](#).