Open Textbook "Massive Open Online Courses for Business Learning"

Dear community, we have produced an **open textbook** on Pressbook with an open license **based on the MOOC BOOK** to provide you a **structured**, **layouted and downloadable version** of the MOOC BOOK online version. It contains all you need to know about Massive Open Online Courses (MOOC) for the world of business. It was written by academics and business experts from across Europe as part of the BizMOOC project. Inside you will find a

detailed analysis of key literature in this field along with a range of practical tips for designing, implementing, evaluating and improving online learning at scale. Use this guide to understand the MOOC potential for you and your organisation.



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