

Outcomes



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

Public 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 [Online] [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

Public 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 (old version, not updated anymore):***
<http://bizmooc.eu/mooc-manual/>
- ***R2.3 Publication of the MOOC BOOK Version 2.0:***
www.mooc-book.eu > revised and enriched publication with conclusion from Pilot MOOCs, community and expert feedback
- ***R2.4 (additional result): Open Textbook “Massive Open Online Courses for Business Learning” based on the MOOC BOOK and providing a layouted and structured downloadable version of the MOOC BOOK.***

WP3

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

of WP2.

Leader: P3 (UK) – Open University UK

Public outcomes:

- **R3.1 Methodology of Pilot M00Cs [PDF]**
 - *R3.1.1 How to produce a M00C? video*
- **R3.2 Blue Print for Pilot M00Cs [PDF]**
- **R3.3 Promotion strategy for Pilot M00Cs (confidential)**
- **R3.4 Feedback solicitation strategy [PDF] [methodology]**
- **R3.5 Three Pilot M00Cs [overview] [PDF]**
 - *Learning with M00Cs for professional development*
 - *How to generate innovative ideas and how to make them work*
 - *Intrapreneurship: Make Your Business Great Again*

WP4

Implements the Pilot M00Cs based on materials of WP2&WP3, evaluates & draws recommendations based on the lessons learnt.

Leader: P5 (PL) – Cracow University of Economics

Public outcomes:

- **R.4.1 Execution of Pilot M00C** (all 3 M00Cs carried, all of them still available as self-paced Version) [PDF]
- **R4.2 Joint Evaluation Report on Three Pilot M00Cs [PDF]**
 - *R4.2a Evaluation Report on Pilot M00C1 – Learning to Learn [PDF]*
 - *R4.2b Evaluation Report on Pilot M00C2 – Innovation, creativity & problem-solving [PDF]*
 - *R4.2c Evaluation Report on Pilot M00C3 – Intrapreneurship: Make Your Business Great Again [PDF]*
- **R4.3 Lessons Learnt, Recommendations and Good Practice**

from Pilot MOOCs [Online] [PDF]

WP5

Quality assurance.

Leader: P11 (NL) – EADTU

Outcomes:

- ***R5.1 Quality management system (consortium-internal)***
- ***R5.2 Quality Assurance 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 Hendrikx, EADTU, Netherlands*
- ***R5.3 Interim and final quality assurance reports (consortium-internal)***

WP6

Evaluation of the project effectiveness and impact.

Leader: P11 (NL) – EADTU

Outcomes:

- ***R6.1 Evaluation Framework (consortium-internal)***
- ***R6.2 Evaluation and impact assessment reports (consortium-internal)***

WP7

Dissemination of the project results to all stakeholders

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

Public Outcomes:

- ***R7.1 Dissemination strategy (consortium-internal)***
- ***R7.2 Dissemination materials***
 - *BizM00C Flyer (5000 printed)*
 - *BizM00C Poster (A2 Format: 250 printed, B1 Format: 100 printed)*
 - *BizM00C Roll-Up (12 printed)*
 - *M00C B00K Flyer (print on demand)*
 - *M00C B00K Sticker (200 printed)*



- ***R7.3 Social Media Campaign***
 - *Project Social Media Channels:*
 - *Facebook*
 - *Twitter*
 - *Researchgate*
 - *Linkedin (page) (group)*
 - *Youtube.com*
- ***R7.4 Final conference [Short summary] [Photos]***

Took place on 9.11.2018 with the title "BizM00C Final

Conference: Upgrading Business Competence Globally for Today and Tomorrow" at the Cracow University of Economics, PL. 109 participants f2f,

WP8

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

Leader P7 (DE) – OpenHPI

Outcomes:

- ***R8.1 Exploitation and sustainability strategy [PDF]***
- ***R8.2 Round tables*** (215 participants at 12 BizMOOC round tables):
 - *07 December 2017, Potsdam, "Barriers and opportunities to better exploit the potentials of MOOCs"*
 - *29 May 2018, Burgas, "Barriers and opportunities to better exploit the potentials of MOOCs I"*
 - *2 June 2018, Burgas, "Barriers and opportunities to better exploit the potentials of MOOCs II"*
 - *13 September 2018, Graz, „MOOCs – muss das sein? (MOOCs – is that really necessary?)"*
 - *19 September 2018, Potsdam, "MOOCs machen Karriere – Austausch und Einblicke aus Wirtschaft und Forschung"*
 - *25 September 2018, Vienna, "MOOCs and student involvement"*
 - *5 October 2018, Alicante, "MOOCs in HEIs and Business"*
 - *15 October 2018, Kosice, "Board of Director's meeting"*
 - *17 October 2018, Rome, "Barriere ed opportunità per esplorare le potenzialità dei MOOC"*
 - *23 October 2018, Milton Keynes, "BizMOOC"*

Roundtable”

- *3 December 2018, Kosice, “Business stakeholders meeting”*
- *13 December 2018, Maastricht, “MOOCs for the world of Business”*
- ***R8.3 BizMOOC community [MAP]*** *86 institutions provided letters of intent, 106 institutions have been involved in the project’s analysis, and 116,428 individuals been involved in BizMOOC activities.*

WP9

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

Leader P1 (AT) – FH Joanneum

Outcomes:

- ***R9.1 Project management handbook (consortium-internal)***
- ***R9.2 Project management Cockpit with Dashboard (consortium-internal)***
- ***R9.3 Interim and final Reports (consortium-internal)***