



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 BOOC Version 1.0** (old version, not updated anymore): <http://bizmooc.eu/mooc-manual/>
- **R2.3 Publication of the MOOC BOOC 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-(in)trapreneurship)”, “Innovation & creativity” in teams by applying the MOOC BOOK of WP2.

Leader: P3 (UK) – Open University UK

Public outcomes:

- **R3.1 Methodology of Pilot MOOCs** [[PDF](#)]
 - R3.1.1 How to produce a MOOC? [video](#)
- **R3.2 Blue Print for Pilot MOOCs** [[PDF](#)]
- **R3.3 Promotion strategy for Pilot MOOCs** (confidential)
- **R3.4 Feedback solicitation strategy** (confidential) [[methodology](#)]
- **R3.5 Three Pilot MOOCs** [[overview](#)] [[PDF](#)]
 - [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

Public outcomes:

- **R.4.1 [Execution of Pilot MOOC](#)** (all 3 MOOCs carried, all of them still [available](#) as self-paced Version) [[PDF](#)]
- **R4.2 Joint Evaluation Report on Three Pilot MOOCs** [[PDF](#)]
 - R4.2a Evaluation Report on Pilot MOOC1 – Learning to Learn [[PDF](#)]
 - R4.2b Evaluation Report on Pilot MOOC2 – Innovation, creativity & problem-solving [[PDF](#)]
 - R4.2c Evaluation Report on Pilot MOOC3 – 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**
 - [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)



- [MOOC BOOK 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 “BizMOOC 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** (consortium-internal)
- **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*)