



MOOCs
“ for the world
of business

BizMOOC Result 3.1

Methodology of Pilot MOOCs

BizMOOC Result 3.1

Methodology of Pilot MOOCs

Beck Pitt

Open University (UK)

(Revised and Updated November 2018)

Methodology based on inputs by all BizMOOC partners: FH JOANNEUM Graz (AT), Open University (UK), University de Alicante (ES), Burgas Free University (BG), University of Economics Krakow (PL), AVL List GmbH (AT), iversity GmbH (DE), Hasso-Plattner-Institut (HPI) für Softwaresystemtechnik GmbH (DE), DIDA srl (IT), Košice IT Valley (SK), The National Unions of Students in Europe (BE), EADTU (NL)

BizMOOC - BizMOOC - Knowledge Alliance to enable a European-wide exploitation of the potential of MOOCs for the world of business

Programme: Erasmus+ | Key Action 2 | Knowledge Alliances

Reference Number: 562286-EPP-1-2015-1-AT-EPPKA2-KA

Grant agreement number: 2015-2929 / 001-001

Project Duration: 36 months, 1/1/2016 – 31/12/2018

Content

1. Introduction.....	4
2. Methodology	4
3. Planning the MOOC.....	6
Learning with MOOC for Professional Development.....	6
Intrapreneurship: Identifying and seizing business opportunities within your organisation	8
How to generate innovative ideas and how to make them work.....	10

Methodology of Pilot MOOCs

1. Introduction

This document summarises the methodology of the three Massive Open Online Courses (MOOC) that were produced as part of BizMOOC's work package 3 activity. Each MOOC was developed to align with one of three selected European Commission Life Long Learning (LLL) Key Competencies, either "Learning to Learn", "sense of initiative (entrepreneurship and intrapreneurship)" or "innovation, creativity and problem solving." The following table provides an overview of each MOOC:

LLL Key Competency	Title of MOOC	Lead partner	Platform and URL to course	Type
Learning to Learn	Learning with MOOC for professional development (iteration 2: Digital Skills, Digital Learning)	The Open University (UK)	OpenLearn Create http://www.open.edu/openlearncreate/course/view.php?id=2696 and http://www.open.edu/openlearncreate/course/view.php?id=3127	Reflective self-paced MOOC
Innovation, Creativity and Problem Solving	How to generate innovative ideas and how to make them work	University of Alicante (UA)	UniMOOC https://learn.unimooc.com/student/courses/course?course=innovative-ideas-2	"xMOOC with some cMOOC features" (REF)
Sense of Initiative (Entrepreneurship and Intrapreneurship)	Intrapreneurship: Make Your Business Great Again (as reported below this was originally titled "Intrapreneurship: Identifying and seizing business opportunities within your organisation")	FH Joanneum	MOOC House https://mooc.house/courses/bizmooc2018	"xMOOC plus cMOOC features and additional e-moderation" (p42, REF)

Table 1: Overview of the three MOOC

2. Methodology

The Open University (UK; OU) has extensive learning design, MOOC and open course development experience. On 28 February and 1 March 2017 the OU led a BizMOOC project workshop in Cardiff, Wales, UK. Based around the OU method of learning design (see: <http://www.open.ac.uk/iet/learning-design/>), and led by technology enhanced learning designer Ruth McFarlane, the workshop aimed for each MOOC production group to agree their MOOC objectives, intended audience, learning outcomes etc. An openly licensed video was produced to help both project partners and external audiences understand more about

how to develop and design an effective MOOC was made available shortly afterwards. You can view the video here: <https://youtu.be/tA5K7nlQ2e0>

During the Cardiff meeting each team was provided with a spreadsheet planner to track the development of their MOOC and align the course's content with learning objectives and outcomes. This course planner is available on an open license here: <http://mooc-book.eu/index/learn-more/resources/> The overview also provides space for adding the details of any assets used, estimating the time for completion of each section and the type of activity being used. For example:

	Type	Title	Subject	Duration		Activity Type	Assets
Section 1							
Step 1	Article	Case studies	Real examples of different people's experiences learning online/with MOOC	30	mins	[Assimilative]	http://hybrid-pedagogy.github.io/LearnerExperiences/nMOOCs/index.html
Step 2	Article	Learning journals	Introducing learners to learning journals	15	mins	[Assimilative]	Learning to learn: Planning for personal change, The Open University, CC BY NC SA.
Step 3	Article	How do you learn?	Thinking about the way you have learnt in the past to plan future learning	45	mins	[Productive] 1.1. Breaking it down	Succeed with learning, The Open University, CC BY NC SA

Table 2: Learning with MOOC... week one (screenshot of detail)

MOOC production groups subsequently worked separately in their teams developing content and artefacts based upon a *Blue Print for Pilot MOOCs* (R3.2) Gantt chart that was developed and distributed at the Cardiff meeting (see R3.2 *Blue Print for Pilot MOOCs* for the full version). The purpose of this chart was to give a standard trajectory of MOOC development for all MOOC teams, based around the original project proposal.

Further to the Cardiff meeting a check list for MOOC creators (see R3.2 *Blue Print for Pilot MOOCs*) was drafted. This document was developed in line with WP4's evaluation strategy as well as being informed by WP3 expertise on MOOC and open course development. The document was finalised and shared during September 2017.

On Wednesday 21 May 2017, a WP3 online meeting with representation from all project partners was held. The aim of this meeting was to review each MOOC to date, look for synergies and overlap between these and raise any concerns or challenges that people were experiencing. The meeting also reviewed the proposed WP4 evaluation strategy and WP7 dissemination strategy for promoting the MOOC. In addition to virtual meetings, each MOOC team also held at least one face-to-face meeting to review their MOOC.

3. Planning the MOOC

This section summarises the development of each MOOC as at mid-2017 and before piloting of the courses took place. The learning objectives, curriculum, target learners, platform, how learners will acquire particular competencies etc. and detailed work-in-progress outlines of each course are outlined below. Detail of subsequent revisions made to each course, including new iterations, in response to evaluative feedback are detailed in each MOOC's contribution to R4.2, which can be found under the relevant section here: <http://bizmooc.eu/outcomes/>

Learning with MOOC for Professional Development

MOOC title		Learning with MOOCs for Professional Development
Learning objectives		Understanding how learning takes place every day Appreciating and developing the qualities, skills and knowledge you have already Knowing how to learn effectively using MOOCs Exploring a range of digital skills and practices Developing a critical approach to learning online
Number of weeks		4
Total study time		12 hours
Target learners (eg academic level)		Labour force and society (people learning at work; students wanting to improve digital skills; anyone interested in doing MOOCs and anyone interested in exploring how to be a digital citizen)
Requirements / pre-requisites for learners		None
Platform		OpenLearn Create http://www.open.edu/openlearncreate/course/view.php?id=2696
BizMOOC Partners	Organisation	
	OU	Bea de los Arcos, Martin Weller, Beck Pitt
	DIDA	Sara Miani, Chiara Sancin
	ESIB	Beth Button
Date:		Pilot in September
Details of badging/certification plans		Certificate of Completion (self-paced).
Language of MOOC		English
How are you incorporating the MOOC Book in your course?		See week 2
face-to-face meeting with MOOC team		Autumn 2017

Table 3: Learning with MOOC for Professional Development (Overview)

Learning with MOOC... is a short 4-week self-paced course with no pre-requisites aimed at a range of learners. It has also been designed to act as a springboard to the other MOOC being developed as part of the bizMOOC project, where appropriate. The course aims to familiarise learners with the concept of MOOC, life-long learning and develop critical and digital skills so that learners can find and benefit from learning

material (such as MOOC) online. Participants are awarded a certificate of completion when they have worked their way through all aspects of the course.

The course's five learning objectives (outlined above) are achieved through the following learning outcomes for each week of the course:

Week No	Title	Summary / Activity type	Learning Outcomes		Hours
1	Week 1	About Learning <i>Assimilative & Productive</i>	1	Think about how you learn best	3
			2	Learn to set up realistic goals	
			3	Develop an action plan to achieve your goal	
			4	Start your learning journal	
2	Week 2	About MOOC and learning with MOOC <i>Assimilative & Productive</i>	1	About MOOC in general	3
			2	Assessing the quality of MOOC	
			3	Finding MOOC	
			4	Using MOOC for successful learning	
3	Week 3	About Digital Skills <i>Assimilative & Productive</i>	1	Being effective in a digital world	3
4	Week 4	About Digital Skills in more depth <i>Assimilative & Productive</i>	1	Explore your digital footprint and ensure it's healthy	3
			2	Develop critical approaches to online sources	
			3	Explore online tools to help you work effectively online	

Table 4: Learning with MOOC for Professional Development (Learning Outcomes)

Intrapreneurship: Identifying and seizing business opportunities within your organisation (provisional title)

	Not decided yet	
MOOC title	Ideas: Intrapreneurship: Seeing and seizing business opportunities within your organisation Intrapreneurship: Identifying and seizing business opportunities within your organisation Entrepreneurship for Business (plus an encouraging subtitle) How entrepreneurship can save your business, Businesspreneurship, Rethinking your business, Re-inventing your business, somehow re-formulating Shark Tank/Dragon's Den for a corporate setting?? Improve your career, why you don't have to leave your company to become an entrepreneur make sure	
Keywords	Sense of initiative, Opportunity, Confidence, Encouragement, Business Glasses, entrepreneur-constants, Entrepreneurship, Intrapreneurship, Corporate Entrepreneurship	
Number of weeks	6 (week 5 and 6 are planned as one)	
Total study time	30 hours	
Target learners (eg academic level)	Type of organisations: from SMEs to large companies (not start-ups) - managers (lower and middle management; fast track for managers with limited time) - engineers, researcher, people working in the field of creative industries - People in between jobs - Students (especially FH J & UEK; maybe HPI): all levels	
Requirements / pre-requisites for learners	none; good command of English language; business experience helpful, but not necessary	
Course learning outcomes	Upon successful completion of this course, participants shall be able to - Identify and assess entrepreneurial opportunities at the workplace - Choose and apply entrepreneurial tools in a work setting - Understand the necessity of cooperation and partnering to leverage new ideas in a work setting - Understand how entrepreneurship works within a corporate context - Develop and deliver idea pitches to different company stakeholders	
BizMOOC Partners	AVL	Thomas Neumann, David Föstleitner
	FH JOANNEUM	Christian Friedl, Jutta Pauschenwein, Anastasia Sfiru
	HPI Hasso Plattner Institut	Stefanie Schweiger, Thomas Staubitz, Christian Willems
	UEK - UNI WERSYTET EKONOMICZNY W KRAKOWIE	Agnes Zur, Marcin Karwinski
Date:	26.02.18-9.4.2018	
Platform	MOOC HOUSE: https://mooc.house	
Details of badging/certification plans	Certificates (with record of achievement) for free. Maybe on-site exams for AVL employees and students from FHJ with ECTS-based certificates; maybe some extra certification UEK students	
Language of MOOC	English (maybe using the new HPI tool for automatic translation in videos/translated subtitles)	
How are you incorporating the MOOC Book in your course?	As assignment in week 5; maybe in week 1, re-directing people to MOOC BOOK who are looking for different types of MOOCs	
face-to-face meeting with MOOC team	25.9.-29.9.17 in Graz at AVL; maybe End of November @ HPI too	

Table 5: Intrapreneurship: Seeing and Seizing Business Opportunities within your Organisation (Overview)

Intrapreneurship... is a 6-week facilitated course aimed at a range of staff working at small and medium sized enterprises (SMEs) and larger organisations. The course is also aimed at students and people looking for employment and between jobs. The course has no pre-requisites and aims to develop participant abilities to identify and engage with opportunities in the workplace and elsewhere. The course also looks at the role of collaboration and the importance of how to pitch your ideas to others both within and external to your organisation or context. Participants are awarded a certificate upon completion of the course.

The course's five learning objectives (outlined above) are achieved through the following learning outcomes for each week of the course:

Week No	Title	Summary / Activity Type	Learning Outcomes		Hours
1	Introductory week	Introduction to MOOC/Content <i>Assimilative, Communication & Assessment</i>	1	Understand the goals and structure of this MOOC	4
			2	Gain information and insight into the content of the MOOC	
			3	Getting to know other learners	
			4	Plan own and team work through the MOOC	
2	Inspirational week	What is the entrepreneurial mindset? Why do some people see opportunities and others do not? What are entrepreneurial opportunities? <i>Assimilative, Communication & Assessment</i>	1	Understand the concept of the entrepreneurial mindset as alertness to opportunities	5
			2	Be able to identify entrepreneurial opportunities at the workplace	
			3	Be able to discuss entrepreneurial opportunities with others	
			4	Be able to assess entrepreneurial opportunities	
3	Entrepreneurs hip toolbox	Tools to start-up initiative <i>Assimilative, Experiential, Communication & Assessment</i>	1	Understand key entrepreneurial tools	5
			2	Be able to choose entrepreneurial tools and apply them in a work setting	
			3	Understand the necessity of coalitions in a work setting	
			4	Converting problems into opportunities	
4	Entrepreneurial skills and their application	Entrepreneurial skills: proactiveness and alertness for	1	Understand the challenges and limitations of entrepreneurship at companies	5
			2	Delivering entrepreneurial solutions	

	for the ideal pitch	opportunities; ability to deliver new ideas and solutions	3	Understand the concept and rules of a entrepreneurial idea pitch at the workplace	
		<i>Assimilative, Communication & Productive</i>	4	Be able to create your own pitch	
Week 5	Preparation and presentation of the entrepreneurial idea pitch	<i>Assimilative, Productive, Assessment & Communication</i>	1	Create a screencast and deliver an entrepreneurial idea pitch that refers to the work environment	5 + 5
			2	Improve presentation skills and argumentation skills	
			3	Reflect and discuss on what I have learnt	
			4	Provide feedback about the course	

Table 6: Intrapreneurship: Seeing and Seizing Business Opportunities within your Organisation (Learning Outcomes)

How to generate innovative ideas and how to make them work

MOOC title	How to generate innovative ideas and how to make them work
Keywords	idea, creation, creativity, innovation, ideation, problem solving,
Number of weeks	6
Total study time	30 hours (estimate)
Target learners (eg academic level)	University students (ending or just graduated) but open to anyone
Requirements / pre-requisites for learners	none
Learning objectives	<ul style="list-style-type: none"> - Present creativity as a human innate capacity - Stimulate the deployment of creative potential - Get to know a range of different techniques to generate ideas - Learn strategies and techniques for effective problem solving - Identify and learn from failure - Get to know approaches and criteria for evaluating and selecting ideas

BizMOOC Partners	Organisation	person
	UA	Francisco Gallego
	BFU	Mariya Zheleva
	ITV	Andrea Kalafusova
Platform		UniMOOC.com
Language		English / Spanish
1st edition dates		30.10.2017 - 10.12.2017
2nd edition dates		19.02.2018 - 01.04.2018
Badging		One badge per week (to be defined in each week)
Certificat		UniMOOC certificate (customised with BizMOOC graphical elements)
Team 3 meeting in Burgas (BG) dates		End of September tbc
How are you incorporating the MOOC Book in your course?		Not decided yet

Table 7: How to Generate Innovative Ideas and How to Make them Work (Overview)

How to Generate Innovative Ideas... is a 6-week course open to everyone but targeted particularly to university students who are about to graduate or who have just graduated. The course aims to develop participant awareness of their own creativity, harness one's own ability to generate new and innovative ideas and how to assess their viability. The course also looks at how to generate effective strategies to solve problems and aims to increase resilience by encouraging participants to reflect and learn from situations that do not go according to plan. Participants are awarded a digital badge for each week of the section of the course they complete and are also awarded a UniMOOC certificate when they complete all aspects of the course material.

The course's six learning objectives (outlined above) are achieved through the following learning outcomes for each week of the course:

Week No	Title	Summary / Activity Type	Learning Outcomes		Hours	Badge
1	Introduction and motivation	Introduction to MOOC and motivation materials. What is creativity? What's needed to be a creative person? Can I be creative?	1	Get to know the course and its platform	5	"I am creative"
			2	Present creativity as a human innate capacity		
			3	Stimulate the deployment of		

				their creative potential		
		<i>Assimilative & Assessment</i>	4	Communicate/get to know some other learners in the same group		
2	Ideation methods	Introduce several ideation methods/techniques. Difference between divergent and convergent thinking. Divergence principles: SWAMI. Convergence principles: SOARS	1	Get to know a range of different techniques to generate ideas	5	"Ideation methods"
			2	Learn the difference between convergent and divergent thinking		
		<i>Assimilative & Assessment</i>	3	Be able to discuss ideation methods with others		
			4	Be able to identify ideation methods and demonstrate mastery in using at least one of them.		
3	Problem solving methods	Critical thinking steps and problem solving strategies and techniques	1	Get to know what is critical thinking and the main steps of the process	5	"Problem Solving"
			2	Learn strategies and techniques for effective problem solving		
		<i>Assimilative, Productive & Assessment</i>	3	Identify the steps to solving a problem effectively		

			4	Learn how to make the ideas visible, tangible and consequential		
4	Learn from failure	Intelligent fast failure	1	Identify failure	5	"Learn from Failure"
		<i>Assimilative, Productive & Assessment</i>	2	How to learn from failure		
			3	Prototyping ideas		
			4	Get to know and use a concept map		
5	Idea evaluation and ownership (IP)	Improve awareness of Intellectual Property (IP) and open licensing. Develop skills to detect multiple solutions and various alternative ideas and use these to develop new solutions or concepts.	1	Get to know approaches to, and criteria and principles for, evaluating and selecting ideas	5	"Idea evaluation and ownership"
		<i>Assimilative, Assessment & Finding and Handling Information</i>	2	Improve the skills for defining and understanding different criteria for evaluating ideas.		
			3	Improve the skills to search, reuse, adapt and compose new solutions (legally) from existing ideas		
6	Final quiz and practical exercise	Final test and group activity <i>Assimilative, Assessment & Communication</i>	1	Demonstrate the acquired skills in developing, presenting and evaluating ideas	5	"Practical idea generation"

Table 8: How to Generate Innovative Ideas and How to Make them Work (Learning Outcomes)