Biz MOOC

E+ Information days, Graz, October 2016

Co-funded by the
Erasmus+ Programme
of the European Union

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Knowledge Alliance to enable a European-wide exploitation of the potential of MOOCs for the world of business (562286-EPP-1-2015-1-AT-EPPKA2-KA)

Funding Scheme: Erasmus+, KA2 – Knowledge Alliances
Project Duration: 36 months, 1/1/2016 – 31/12/2018
Grant: € 758.264 plus own contribution by partners

Coordinator: FH JOANNEUM, University of Applied Sciences, Graz

11 full partners:
Open University (UK), University de Alicante (ES), Burgas Free University (BG), University of Economics Krakow (PL), AVL List GmbH (AT), iversity GmbH (DE), DIDA srl (IT), Košice IT Valley (SK), The National Unions of Students in Europe (BE), EADTU (NL)

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WHAT ARE WE TRYING TO DO?

BizMOOC...

- shall enable **universities, business and society in all parts of Europe** to exploit the full potential of MOOCs (Massive Open Online Courses) = *transfer of an innovative way of teaching & learning into new contexts (business, labour force and universities without MOOCs)*

- by creating a common framework **(MOOC BOOK, 3 Pilot MOOCs & BizMOOC Community)** that promote MOOCs for workplace teaching & training, the acquisition of labour market-relevant skills and entrepreneurial activity.

BizMOOC core features in a nutshell

- **11 full partners**, 3 associate partners, 11 countries from HEIs & Industry (large companies & SMEs), NGOs, networks, cluster,
- Establishment of a common body of knowledge on MOOCs,
- Identifying needs, gaps & reasons for businesses, labour force and HEIs to boost their MOOC activities,
- Setting up of guidelines, recommendations & good practice in an interactive, open access **MOOC BOOK**,
- Developing, implementing & evaluating Open Educational Resources in the form of **3 Pilot MOOCs** focusing on LLL and business key competences "Learning to learn (through MOOCs)", "sense of initiative (entrepreneurship & intrapreneurship)" and "innovation, creativity & problem-solving" and testing different methods & didactical approaches,
- Dissemination, networking, **community** building & events.

HOW DOES THIS GET DONE, AT PRESENT?

- MOOCs caused a **major impact on education worldwide**. Business models, target groups, quality standards, certification, sustainability, teaching, delivery & learning methods were all affected. Europe is yet to respond to these emerging trends.

- MOOC initiatives in the EU exist, but remain isolated, both geographically, and by their sectors. They lack impact on the HEI area as a whole, and do not sufficiently include the business community.

- Some players only see the expenses or risks, but not the potential and/or duty to follow global developments and trends.
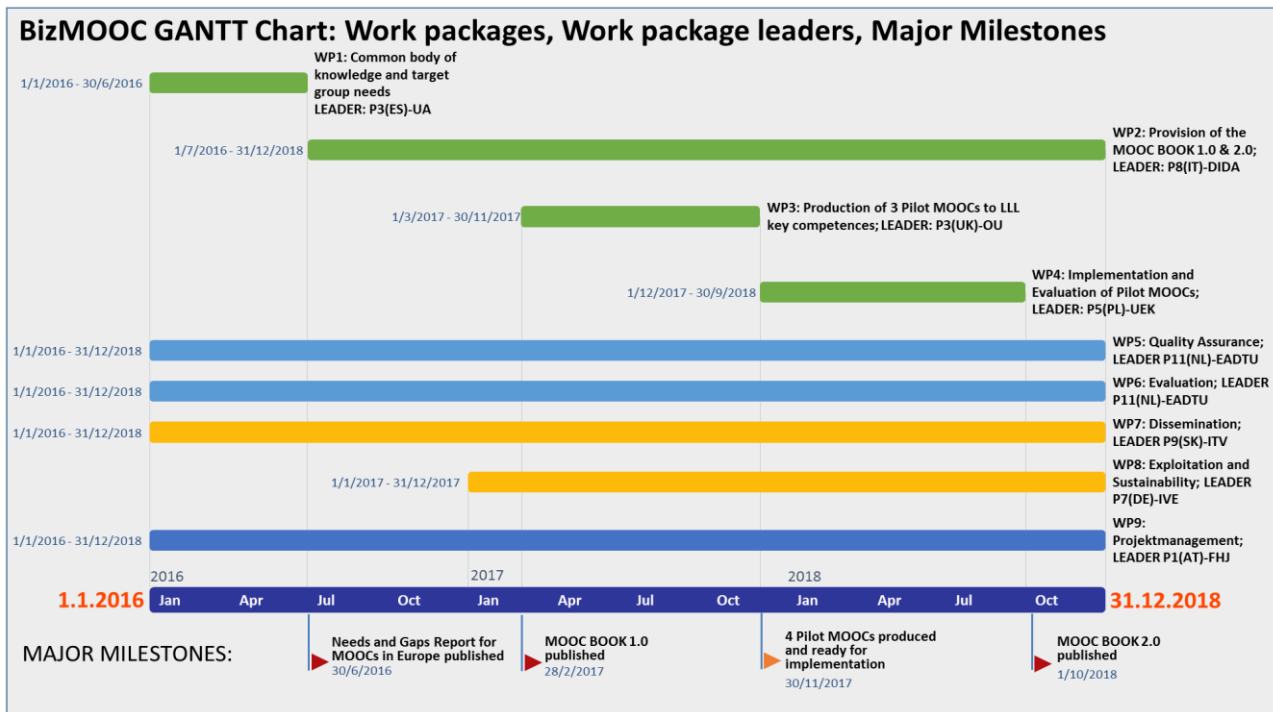
WHAT IS NEW/INNOVATIVE ABOUT OUR APPROACH AND WHY DO WE THINK IT WILL BE SUCCESFUL?

BizMOOC leads to the following **core impacts, missing on a European level**:

- A European framework of standards for rolling out MOOCs in regions and sectors where there are none;

- Bringing together European key players with a diverse spectrum of expertise (different university types, companies and networks) to join forces

- Using an interdisciplinary, cross-sectoral and -border approach to MOOCs

- Developing educational measures for the acquisition of LLL & business key competences

- The main results (MOOC BOOK & Pilot MOOCs) are living, interactive, flexible and open access deliverables that are designed to cope with the fast-changing development.

The workplan

BizMOOC GANTT Chart: Work packages, Work package leaders, Major Milestones

- **WP1:** Common body of knowledge and target group needs. LEADER: P3(ES)-UA — 1/1/2016 - 30/6/2016
- **WP2:** Provision of the MOOC BOOK 1.0 & 2.0; LEADER: P8(IT)-DIDA — 1/7/2016 - 31/12/2018
- **WP3:** Production of 3 Pilot MOOCs to LLL key competences; LEADER: P3(UK)-OU — 1/3/2017 - 30/11/2017
- **WP4:** Implementation and Evaluation of Pilot MOOCs; LEADER: P5(PL)-UEK — 1/12/2017 - 30/9/2018
- **WP5:** Quality Assurance; LEADER P11(NL)-EADTU — 1/1/2016 - 31/12/2018
- **WP6:** Evaluation; LEADER P11(NL)-EADTU — 1/1/2016 - 31/12/2018
- **WP7:** Dissemination; LEADER P9(SK)-ITV — 1/1/2016 - 31/12/2018
- **WP8:** Exploitation and Sustainability; LEADER P7(DE)-IVE — 1/1/2017 - 31/12/2017
- **WP9:** Projektmanagement; LEADER P1(AT)-FHJ — 1/1/2016 - 31/12/2018

1.1.2016 — 2016 Jan Apr Jul Oct — 2017 Jan Apr Jul Oct — 2018 Jan Apr Jul Oct — **31.12.2018**

MAJOR MILESTONES:
- Needs and Gaps Report for MOOCs in Europe published — 30/6/2016
- MOOC BOOK 1.0 published — 28/2/2017
- 4 Pilot MOOCs produced and ready for implementation — 30/11/2017
- MOOC BOOK 2.0 published — 1/10/2018

Results so far

- 14 (instead of 11) discussion papers published in interdisciplinary teams to different MOOC topics > free download on www.bizmooc.eu; are currently integrated into the MOOC BOOK (WP2) which goes live in Feb. 2017
- Qualitative Research: 102 (!) structured, but open interviews conducted with universities & companies, report drafted, first results already presented at 15th eLearning Day in Graz (Sep. 16) & at upcoming EADTU conference in Rome (Oct. 16)
- Quantitative Research: Open survey in 10 languages with target group „society/learners" to identify needs & gaps: 1.193 respondants, report drafted
- MOOC BOOK system and structure elaborated
- Accompanying activites such as QA plan, website, dissemination (already presentations at 6 events), project management

Next steps

- MOOC BOOK with guidelines and all other content goes live in February 2017 (WP2)

- Production of 3 Pilot MOOCs starts in March 2017 (WP3)

- Implementation of MOOCs (WP4): Starting November 2017

Knowledge Alliances 2015: Learnings so far

- Preparation: If you invite large companies to your project, consider it will take them a long time to get approval; prepare Plan B if they drop-out in the last moment
- Companies and Universities work differently
- Companies are not used to reporting according to funding schemes
- Companies bring in different perspectives, innovative approaches and hands-on experience
- Consider the importance of financial stability when choosing your partners
- The new unit cost system which only directly funds staff costs shift more responsibility towards the coordinator (include obligatory own contribution and meetings participation, and the delivery of reporting documents in the partnership contracts!)
- As coordinator, plan for additional travels to Brussels (every year, no funding)

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Thank you for your attention!

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