

Conservatoire National des Arts et Métiers

« Les MOOC au milieu du gué : opportunités et menaces d'un modèle à inventer »

19 mars 2014

*MOOC, quels modèles économiques?
Quelles perspectives?*

Sir John Daniel
Senior Advisor, Academic Partnerships

Coût de production d'un MOOC

- € 15.000?
- € 100.000?



Korea National Open University



Comprendre les MOOCs:

Reflexions dans un labyrinthe
de mythes, de paradoxes et
de possibilités

Making Sense of MOOCs

Musings in a Maze of Myth, Paradox and Possibility

“What is new is not true, and what is true is not new.”
– Hans Eysenck on Freudianism





MOOCs began in Canada

University of
Manitoba



*Connectivism &
Connective Knowledge*

25 students on campus
2,300 public - free



xMOOC

edX

coursera

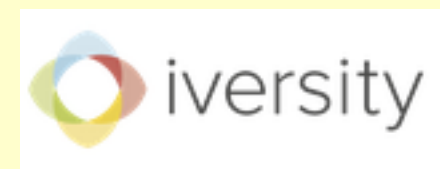
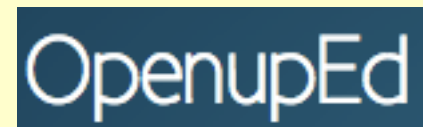
« multiplier le nombre de participants le plus rapidement possible et de se préoccuper du modèle économique ensuite »



xMOOC



- les étudiants paieraient pour des certificats;
- les étudiants paieraient pour passer un test supervisé;
- les employeurs paieraient pour avoir des renseignements sur la performance des étudiants;
- les universités paieraient pour ces renseignements;
- les étudiants paieraient pour le tutorat;
- l'on vendrait la plateforme informatique pour permettre à d'autres de faire des MOOC;
- des compagnies paieraient pour associer leurs noms à certains cours;
- frais de scolarité.

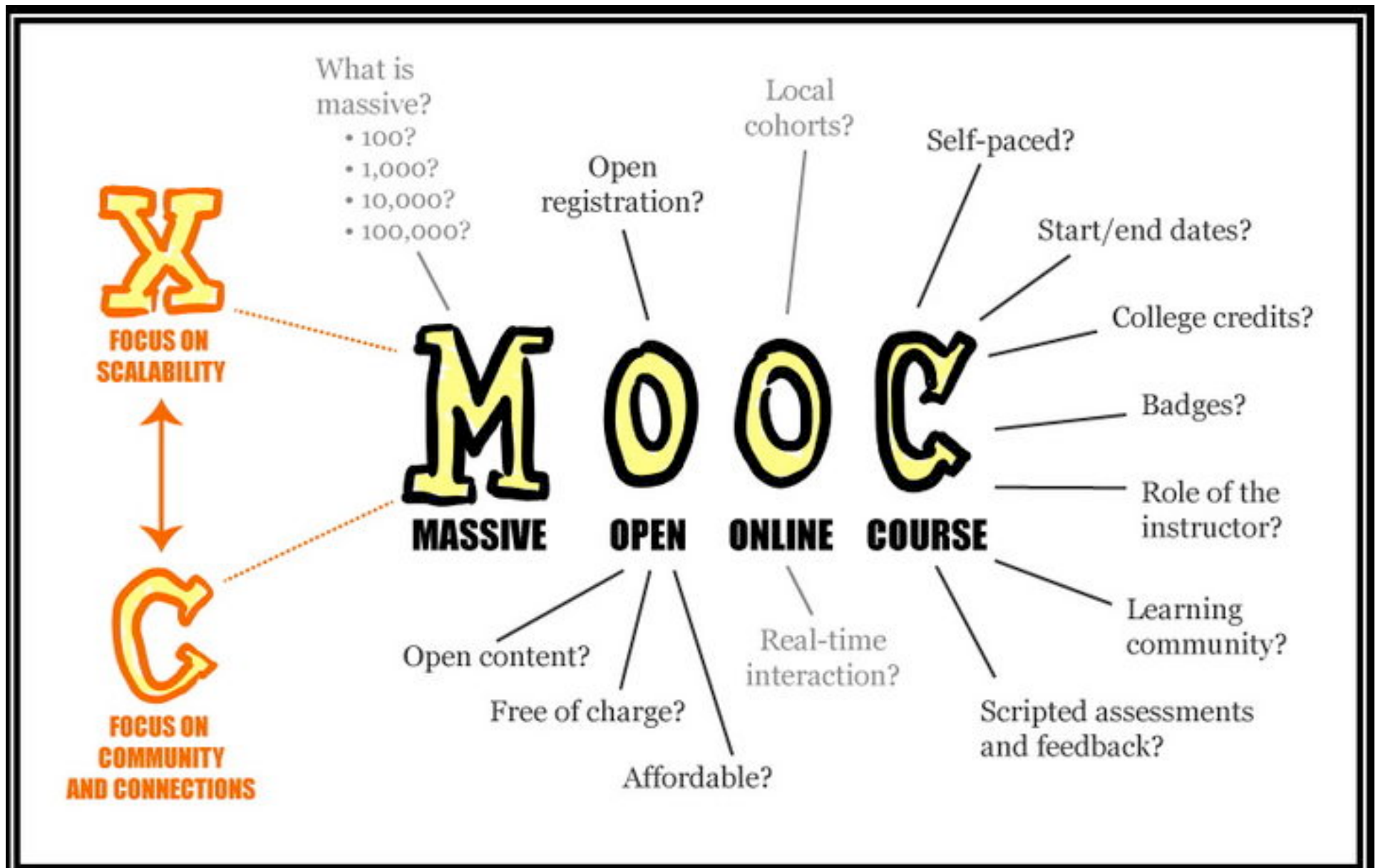


NPTEL

E-LEARNING COURSES FROM THE IITS & IISC



Initiatives MOOC en dehors des E-U



La signification de chacune des 4 lettres peut se négocier!



- **250,000+ students**



Andrew Law
Director of Open Media
The Open University



The Open
University

The Business of Free Learning

Andrew Law
Director of Open Media,
The Open University, UK

OJIS 2014

What do we do with free learning?



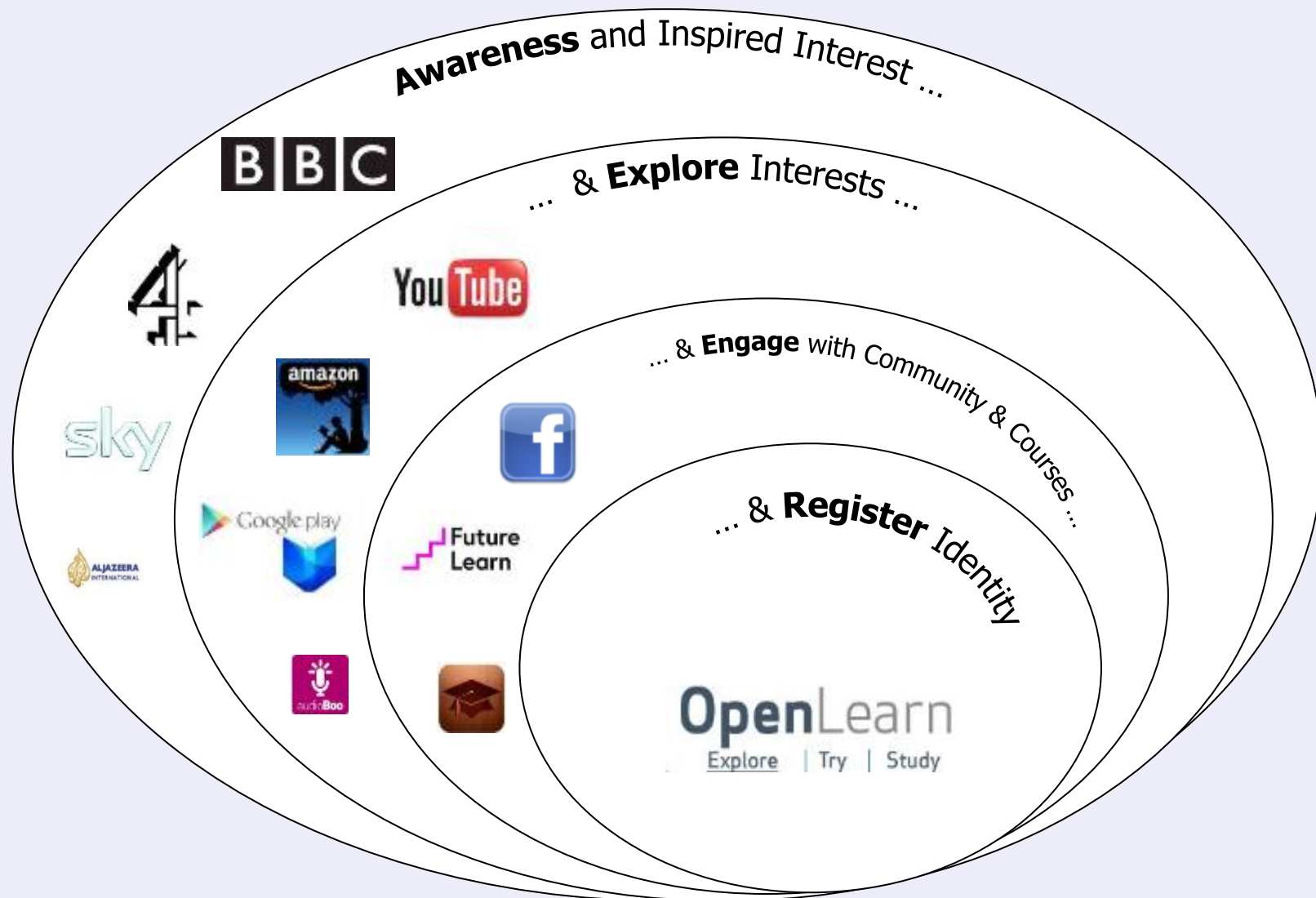
“Advancement and dissemination of learning and knowledge ... to promote the general wellbeing of the community.”

OU Charter





Channels 2014-15



Reflection: How does each channel type add value?

Income?



Business to Business Media Sales



Business to Business Donors & Product / System

'Sponsors' (now less than 7% of total costs covered by this)



Business to Consumer Media or Service Sales

(certificates, eBooks, SPOCs currently insignificant)

Reflection: Are you reliant on non-sustainable income?



Benefits – do they balance?

Benefit	% of all costs	% if only online (costs and benefits)
Reach	44%	7%
Registration	19%	55%
Asset	38%	22%
Income	6%	26%
TOTAL	108%	109%

Reflection: Can benefits offset costs ?

The objects of the University shall be the advancement and dissemination of learning and knowledge by teaching and research **by a diversity of means such as broadcasting and technological devices appropriate to higher education**, by correspondence tuition, residential courses and seminars and in other relevant ways, and shall be to provide education of University and professional standards for its students and **to promote the educational well-being of the community generally.**

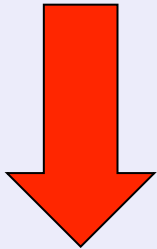




The Open University

OUR MISSION

1970s



2010s



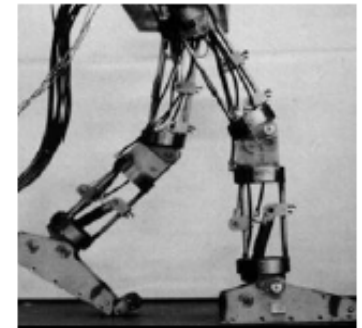
People



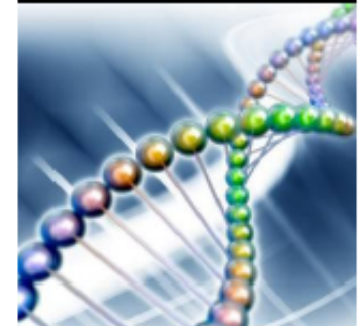
Places



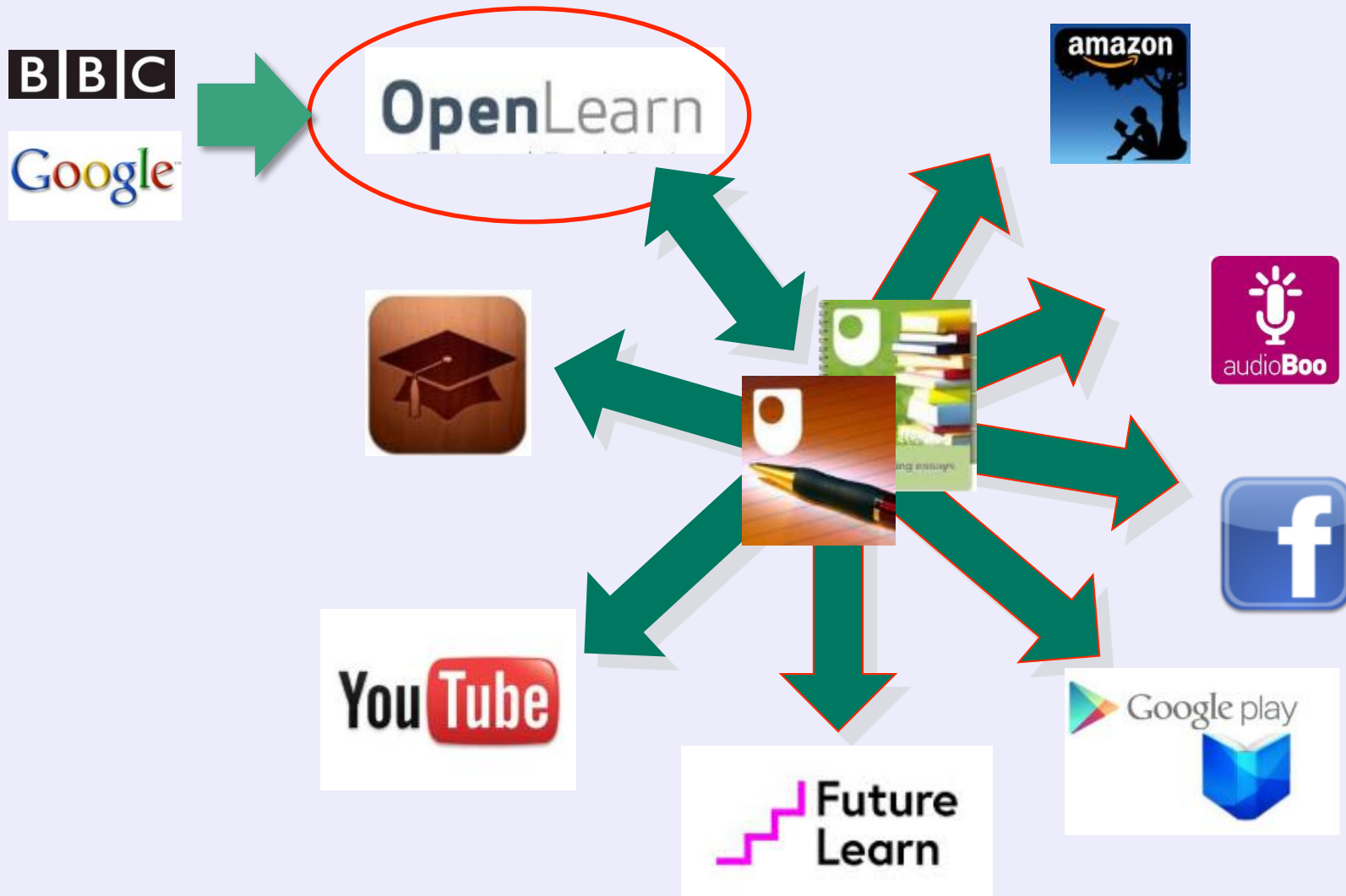
Methods



Ideas



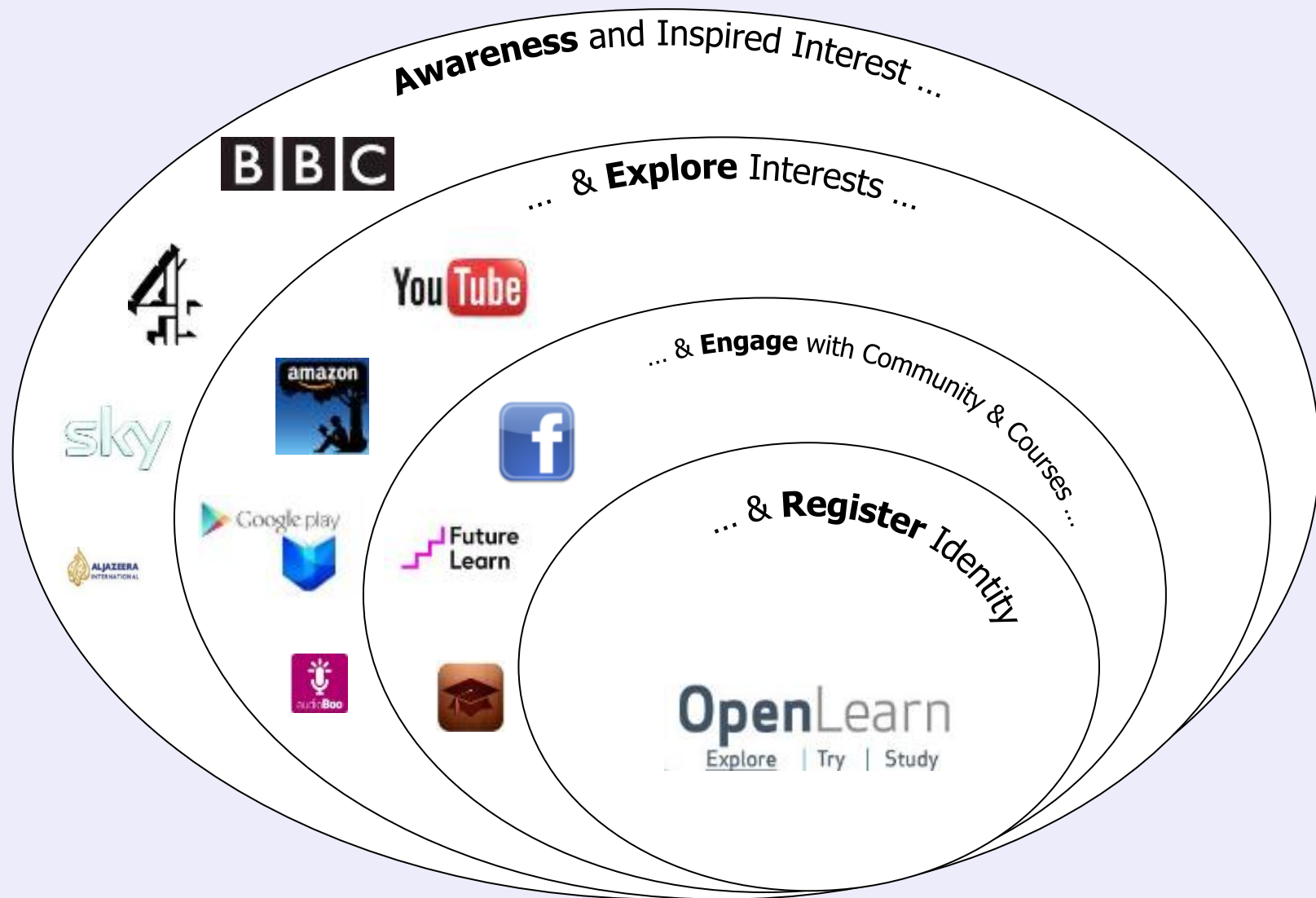
Reach new learners



Reflection: Can you use 3rd party channels to improve reach ?



Channels 2014-15



Reflection: How does each channel type add value?



Outside the UK today:

> 40,000 students (OU awards)

~ 250,000 students (local awards with OU courses)

BRITAIN' S TOP NINE UNIVERSITIES

Quality Rankings of Teaching

based on all subject assessments 1995-2004
(*Sunday Times University Guide 2004*)

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<u>THE OPEN UNIVERSITY</u>	87%
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and OU top for student satisfaction



Assets?



Re-Use of Online

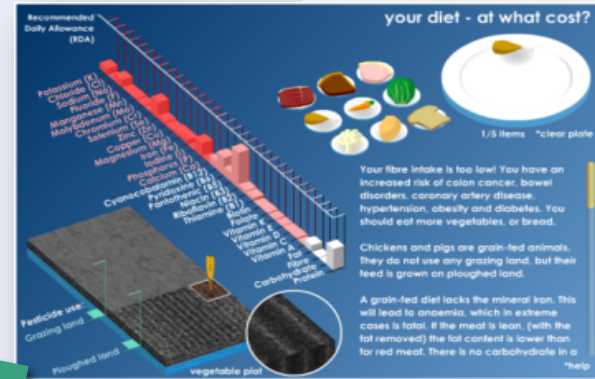


Re-Use of Broadcast
/Archive



Assets 'in kind'

Reflection: Might partners give you more than you thought?



Try
Free extracts from OU course materials

Obesity: Balanced diets and treatment

Intermediate Level
Duration 15 hours
Updated 16 Apr 2013

The Open University

The incidence of obesity is on the increase in affluent societies, and the phenomenon commands increasing attention from health professionals, legislators and the media.

Study
Change your life with The Open University

Practical science: biology and health

Intermediate Level
Duration 300 hours
Updated 14 Apr 2013
Register by 09 Jan 2014

By The Open University

Study a range of practical activities in biology and health science – from fundamental human and animal behaviour to the vital themes of biochemistry and...

[Visit prospectus >](#)





الجامعة العربية المفتوحة
Arab Open University



中央广播电视大学
THE OPEN UNIVERSITY OF CHINA



มหาวิทยาลัยสุโขทัยธรรมมาธิราช
Sukhothai Thammathirat Open University



THE OPEN UNIVERSITY OF JAPAN



AFRICAN VIRTUAL UNIVERSITY
UNIVERSITE VIRTUELLE AFRICAINE
UNIVERSIDADE VIRTUAL AFRICANA



The Open University

Allama Iqbal Open University



Korea National Open University



The **Open** University of Sri Lanka
LIFE LONG LEARNING THROUGH DISTANCE EDUCATION



Athabasca
University



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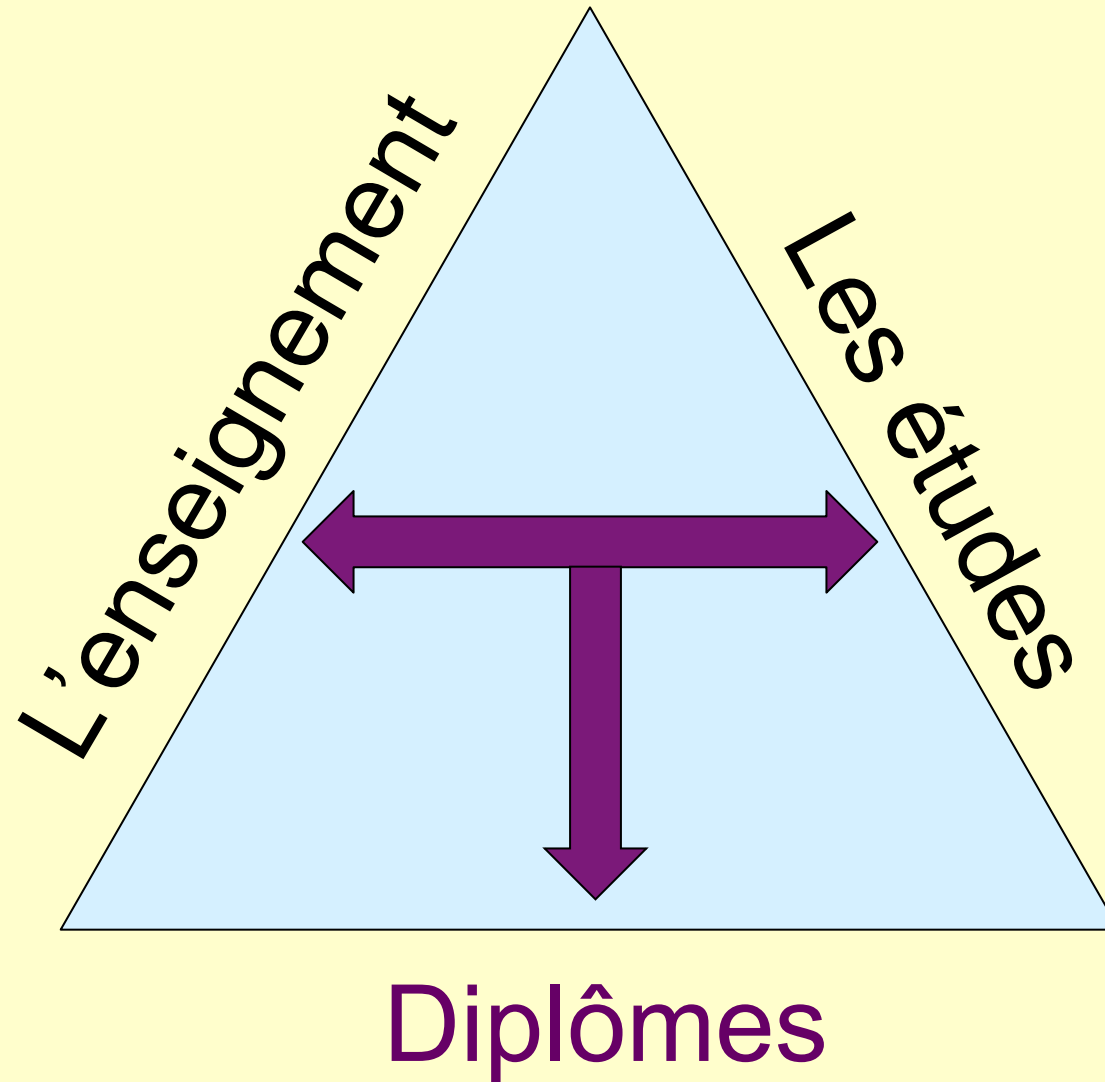
Quelles perspectives?

Sir John Daniel

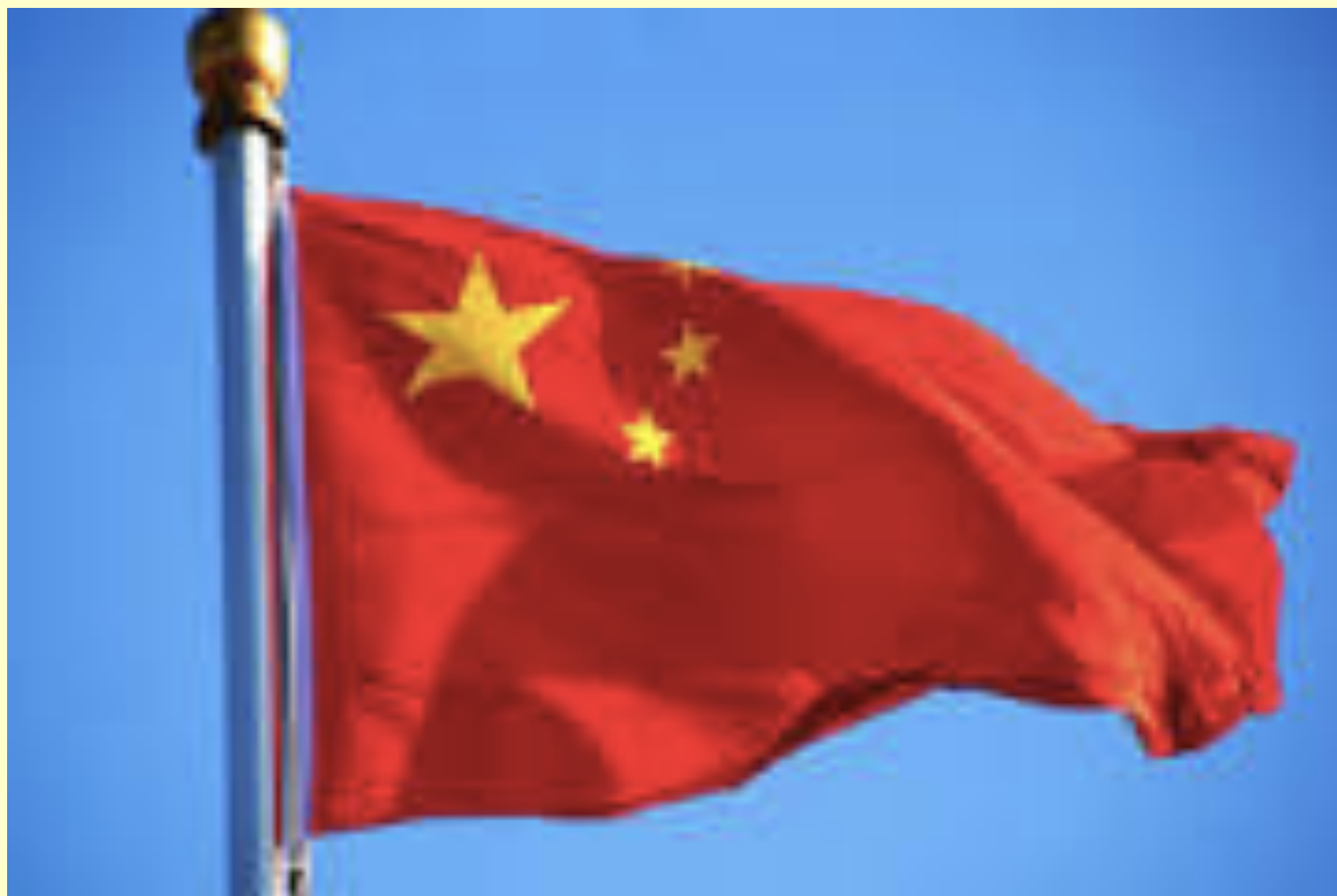
Senior Advisor, Academic Partnerships

MOOC

une bonne façon de se
préparer pour offrir
l'enseignement régulier
en ligne

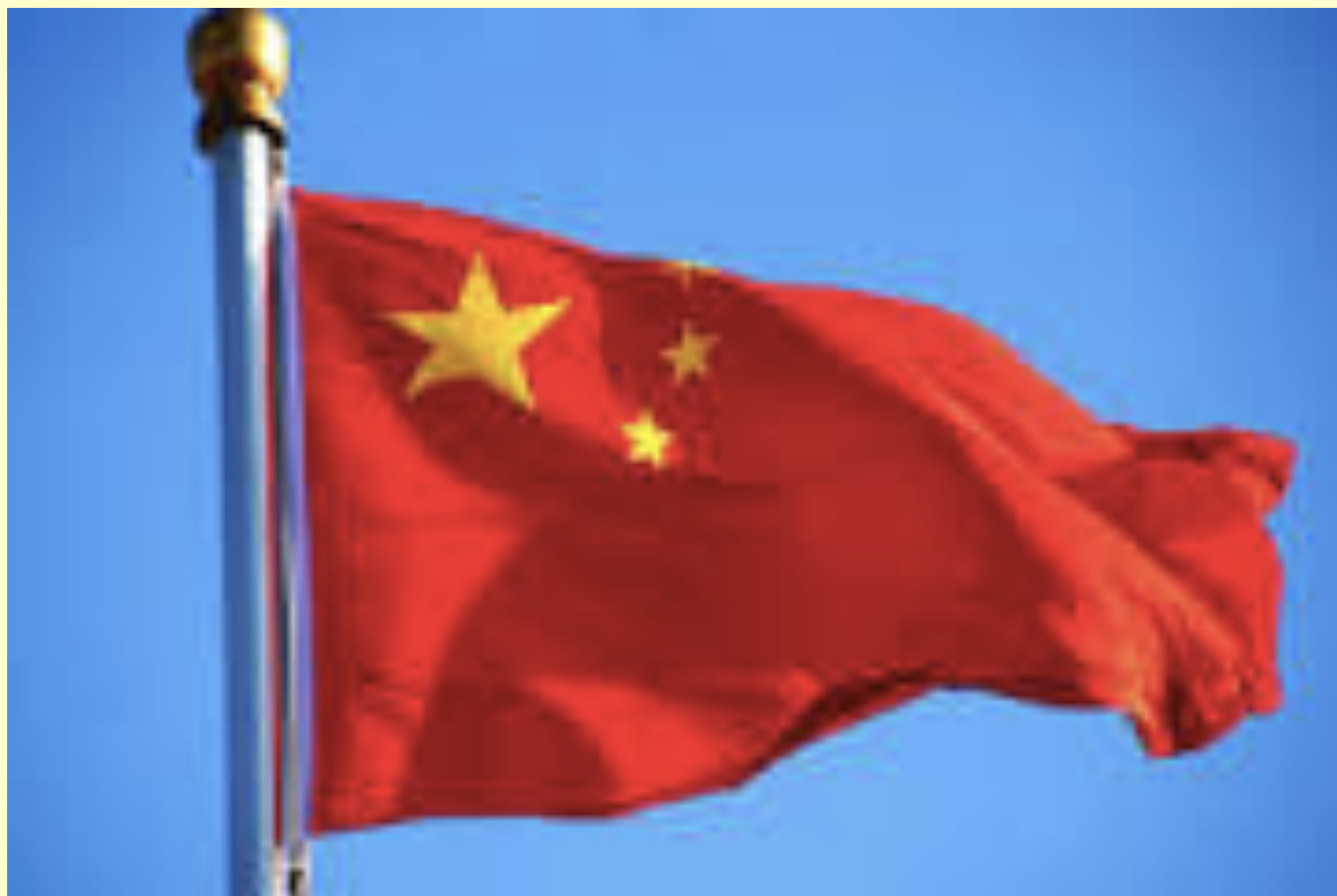


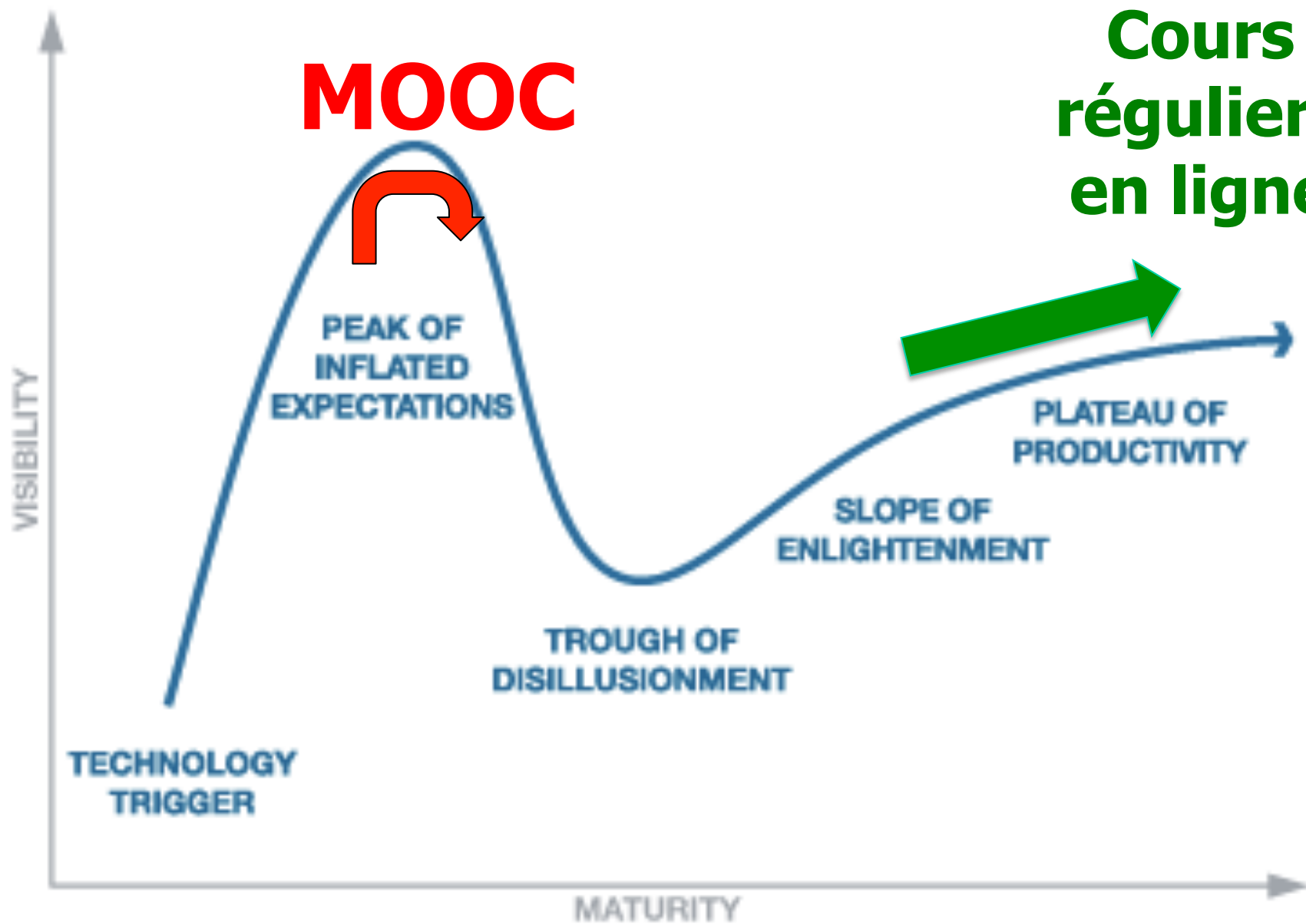
L'enseignement supérieur





MOOC: suivre le troupeau!





Merci!



Sir John Daniel

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odlsirjohn@gmail.com