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MOOCs: Opportunities and Challenges

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SIX POINTS

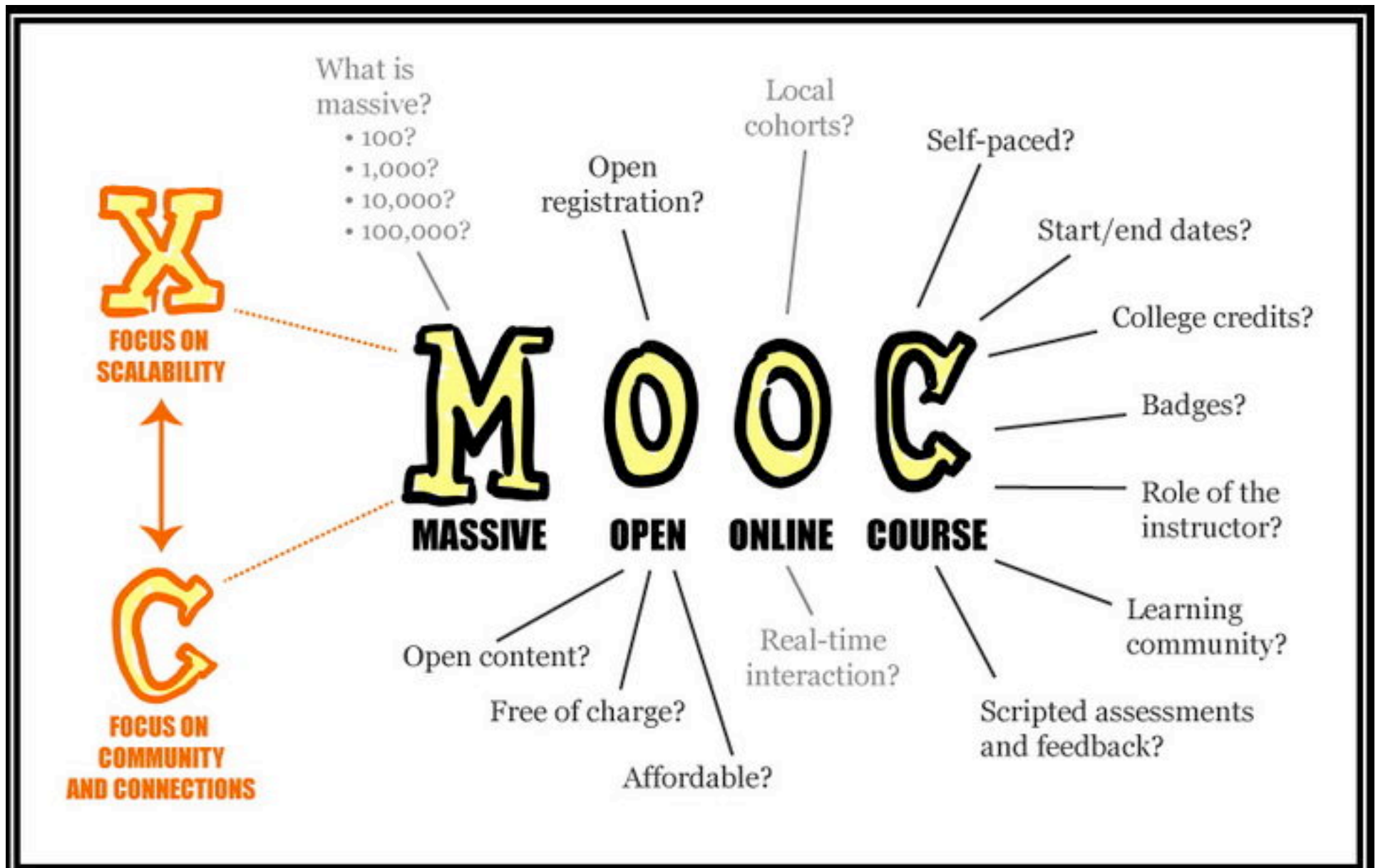
◆ 3 Opportunities

◆ 3 Challenges



A
student
of
12
MOOCs





Meanings vary widely

What is a MOOC?

Massive **O**pen **O**nline **C**ourse

- **M**assive (large enrolments)

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- **O**nline (access worldwide)

What is a MOOC?

Massive **O**pen **O**nline **C**ourse

- **M**assive (large enrolments)
- **O**pen (open entry, free)
- **O**nline (access worldwide)
- **C**ourse ??? (it depends)

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◆ 3 Opportunities

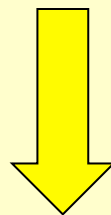
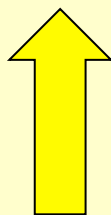
- 1. Serving many new students

My MOOCs

- The Mind is Flat (Warwick University)
- Talk the Talk (Open University)
- Start Writing Fiction (Open University)
- Challenging Wealth and Income Inequality (Open University)
- Childhood in the Digital Age (Open University)
- What is a Mind? (University of Cape Town)
- Empire: The Controversies of British Imperialism (Exeter U.)
- Logical and Critical Thinking (University of Auckland)
- Exploring English: Magna Carta (British Council)
- Basic Science: Understanding Numbers (Open University)
- Strategies for Successful Ageing (Trinity College Dublin)
- **Mindfulness & Wellbeing for Peak Performance (Monash U)**



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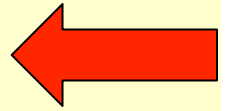
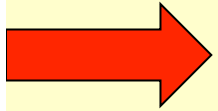
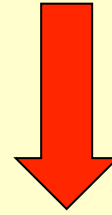
**Future
Learn**

My MOOCs

- The Mind is Flat (Warwick University)
- Talk the Talk (Open University)
- Start Writing Fiction (Open University)
- Challenging Wealth and Income Inequality (Open University)
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Daoism

Leadership
Thinking



Attract learners worldwide

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◆ 3 Opportunities

- 1. Serving many new students
- 2. Give Masters greater reach



Hundreds of Masters from the Whole World

SIX POINTS

◆ 3 Opportunities

- 1. Serving many new students
- 2. Give Masters greater reach
- 3. Attract new Masters/students

SIX POINTS

◆ 3 Challenges

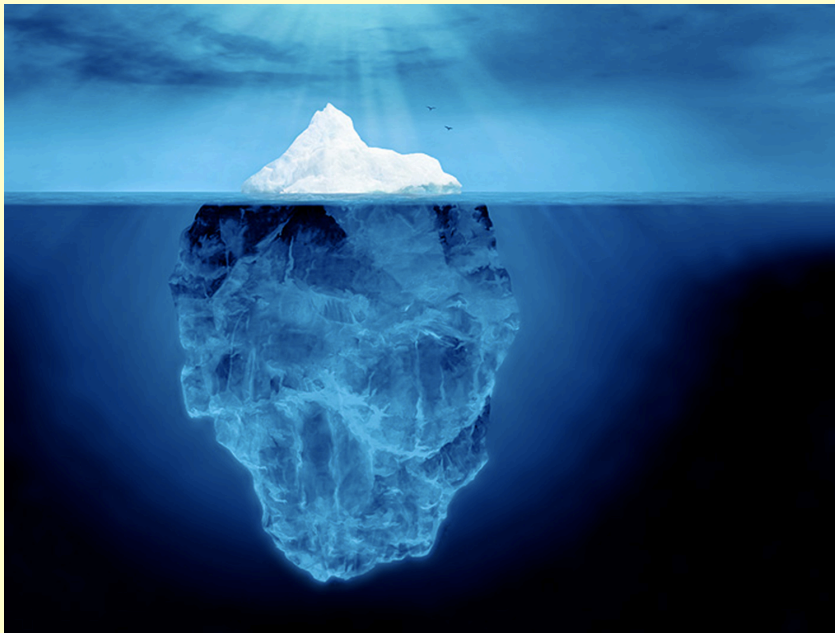
- 1. Create a good MOOC

Create a good MOOC!

- Good topic (DeTao expertise)

Create a good MOOC!

- Good topic (DeTao expertise)
- Create a team (think – ICEBERG)



← Presenter

← Support team

SIX POINTS

◆ 3 Challenges

- 1. Create a good MOOC
- 2. Generate revenue
(Cost ~ \$50,000 - \$250,000)

Generate revenue

- ◆ Sell certificates



(40% more than expected)



Attract people to DeTao

- ◆ Sell books, CDs, etc. on MOOC site

SIX POINTS

◆ 3 Challenges

- 1. Create a good MOOC
- 2. Generate revenue
- 3. Sustain and develop

Sustain and develop

- Update content
- Improve from feedback

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◆ 3 Opportunities

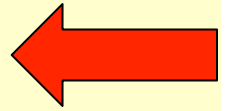
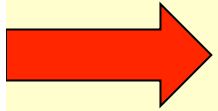
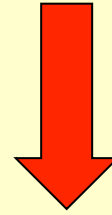
- Serving many new students
- Give Masters greater reach
- Attract new Masters & students

◆ 3 Challenges

- Create good MOOCs
- Generate revenue
- Sustain and develop

Daoism

Leadership
Thinking



Attract learners worldwide



Hundreds of Masters from the Whole World

=



THANK
YOU



Sir John Daniel

For text & slides:
www.sirjohn.ca