Developing & Delivering a MOOC

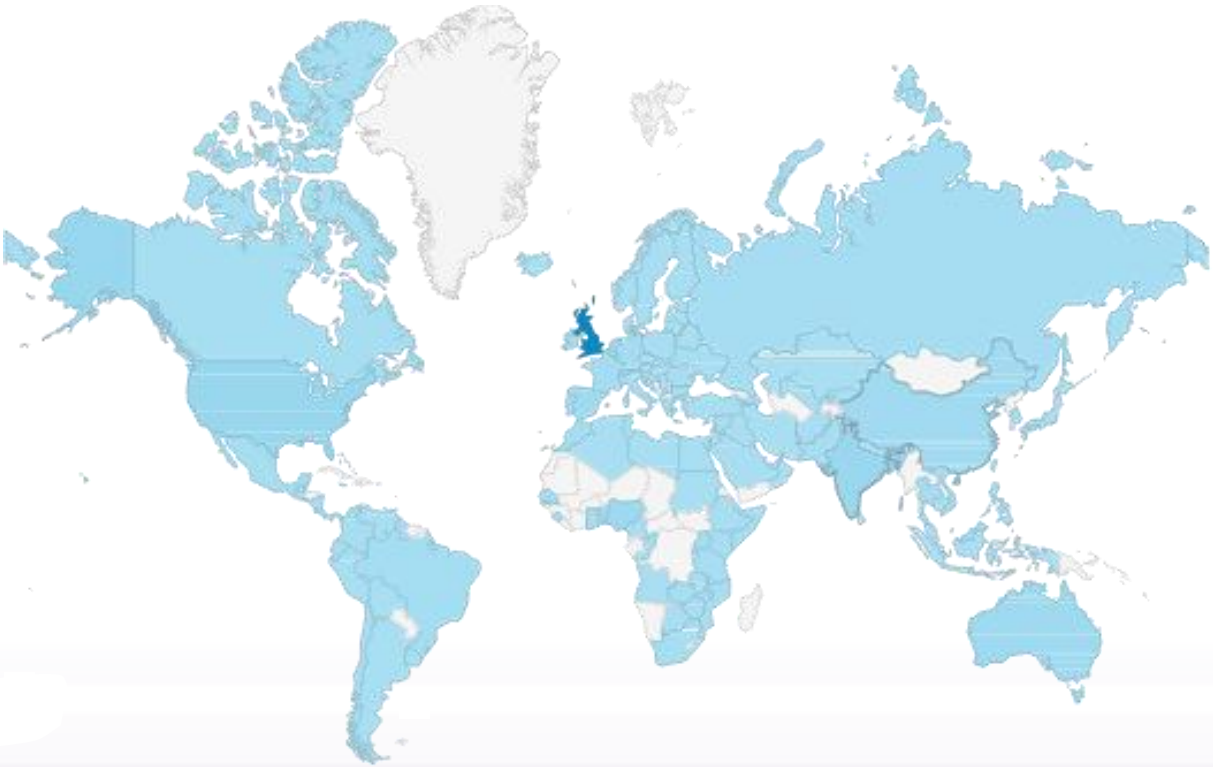
Dr Julie Holland
School of Business & Economics
Loughborough University

Loughborough University

Facts & figures

- Innovation & Enterprise (quarter of a 10 credit module)
- Launched – 14 April, 2014
- Ran for 6 weeks
- Partner – FutureLearn
- Joiners – 13,909
- Learners – 4,014
- Active Learners – 3,060
- Social Learners – 1,252

Location of Joiners – 137 countries



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Considerations for developing a MOOC

- Knowing your learners
  - They will not be your average business school students
- Start at a high academic level and work backwards
- Project management is key
- Keep navigation simple

Advice to educators

- Development will take much longer than you think
- Make sure you have enough resource
- Platforms can be restrictive – can be a good thing
- Scripting is necessary

Final thoughts

- Would we do it again?
- How did we know we had achieved our learning objectives?
- Are they worth the investment?