University of Strathclyde Business School

Understanding Modern Business and Organisations

Case Study

Viktor Dörfler – Colin Grant – Howard Ramsay

MOOC business models?

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M thousands of participants from all over the world, we cannot be even remotely ready for what we get

O no pre-requisites, and thus a wide variety of backgrounds and knowledge levels

O available from the internet, comparable to anything and everything (immediately), high-tech, advanced multimedia

C all high-tech etc. in service of learning-teaching, or is it not? yes, these are courses but differently…

"By the time you know where you ought to go, it's too late to go there."

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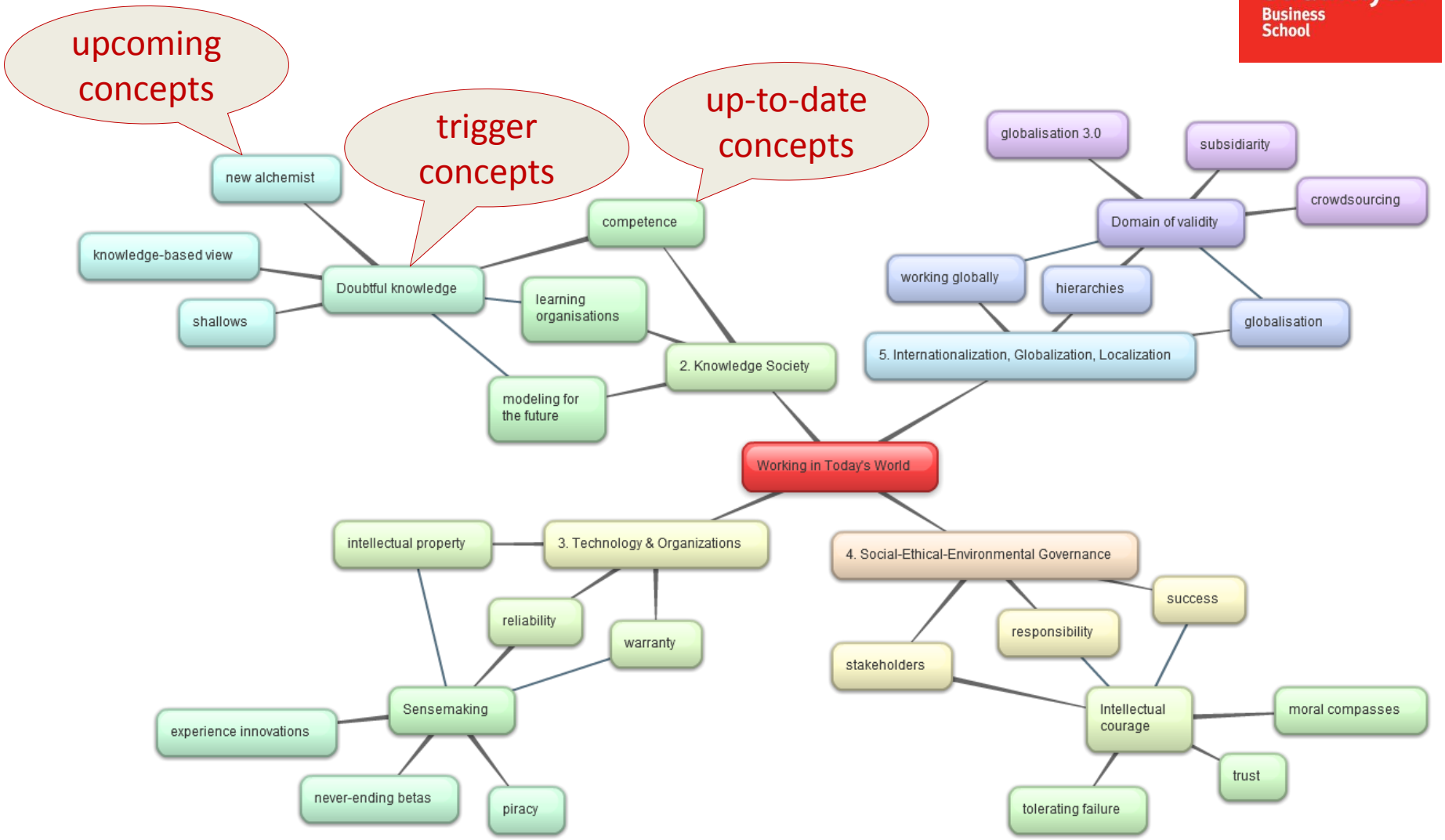
big picture


upcoming concepts
trigger concepts
up-to-date concepts
new alchemist
knowledge-based view
shallows
Doubtful knowledge
learning organisations
competence
modeling for the future
2. Knowledge Society
globalisation 3.0
subsidiarity
crowdsourcing
Domain of validity
working globally
hierarchies
globalisation
5. Internationalization, Globalization, Localization
Working in Today's World
intellectual property
3. Technology & Organizations
reliability
warranty
Sensemaking
experience innovations
never-ending betas
piracy
4. Social-Ethical-Environmental Governance
success
responsibility
stakeholders
Intellectual courage
moral compasses
trust
tolerating failure

student experience

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Finnur Bjarki Tryggvason on Flickr (adapted)

engaged for engagement

- may need to handle 'trolls'
- directed + free discussions
- (personal) storytelling
- disagreement is good
- when they form their opinion(s)
- certificates (21% of 'fully participating')

peer review to support focused learning around novel concepts with peers from diverse cultures and personal/professional backgrounds

comments from students

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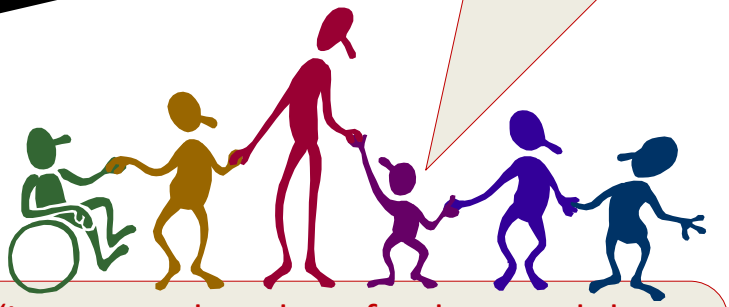
"Very useful. We will receive much more diverse feedback than simply being marked by a tutor."

"I think we learn to communicate with people coming from different backgrounds, with different experiences and having points of view sometimes different from ours."



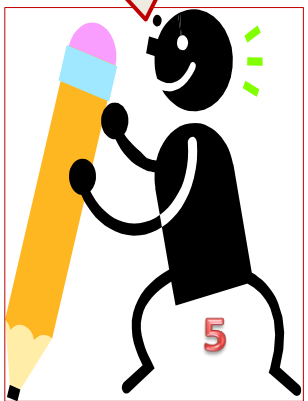
"I liked, it is an opportunity to know others opinions, specially from the entire world."

"It goes to show how fundamental the concepts are as it has relevance to many different people from different parts of the world in different situations."

"You get reviewed by anyone else around the globe. Also have an opportunity to review others work as well. This is even a type of Community of Practice."

Usefulness of REVIEWING another participant's essay?
Quite useful/Very useful: **68%**
A little useful/Not useful: **29%**

Usefulness of HAVING YOUR ESSAY REVIEWED by another participant?
Quite useful/Very useful: **52%**
A little useful/Not useful: **25%**



MOOC Impact

lessons learned

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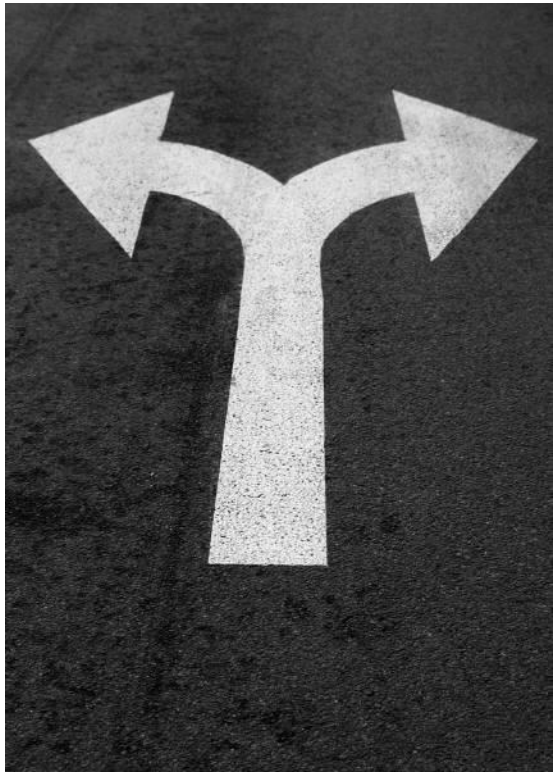

‘new’ expectations of the curious & impatient Shallows

- learning is fun
- learning is social
- learning is active and passionate
- learning is international
- learning is successful

technology may be troublesome

- but can be mastered
- content existing → MOOC is hard
- the other way around works well

any questions?

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