Next Generation Blended Learning
A Vision for the Corporate MOOC
La Salle University
Lunchtime Learning Session
Today’s Presenter

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Our Corporate MOOC Credentials

14 YEARS OF LEARNING INDUSTRY EXPERIENCE

50+ CLIENTS & INDUSTRY ANALYSTS ON CORPORATE APPLICATIONS OF MOOC MODEL

WE WORK WITH FORTUNE 500 LEADERS

4 YEARS IN A ROW AS Top 20 Learning Portal Company by Training Industry, Inc.
What’s a corporate MOOC?

How are companies using MOOCs today?

What makes a Corporate MOOC different?
What’s a corporate MOOC?
What Exactly is a MOOC?

Source: MOOC poster April 4, 2013 by Mathieu Plourde
Education MOOCs

Academic MOOC Platforms  Extensive Course Catalog  Certificate of Completion

[Logos of Coursera, Udacity, and edX]

[Image of course catalog and certificate]
What is a Corporate MOOC?

A corporate MOOC provides

• a flexible and social cloud-based learning experience
• scaled expert instruction
• peer to peer collaboration
• opportunities to solve practical challenges
• credentials
How are companies using MOOCs today?
## Academic vs. Corporate MOOCs

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<th>Academic MOOC Course Topics</th>
<th>Corporate MOOC Use Cases</th>
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<td>Onboarding</td>
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<td>Algorithms</td>
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**Academic MOOC Topics**
- Modern Psychology
- Algorithms
- Web Application Architectures
- Getting Your Comic Started
- Global Disease Control
- Etc., Etc., Etc.,

**Corporate MOOC Use Cases**
- Onboarding
- Sales Enablement
- Strategic Initiatives
- Leadership Development
- Talent Recruiting
- Customer & Channel Education
Some Market Examples

Yahoo! sponsors employees to earn Verified Certificates on Coursera

Linux Foundation plans introductory Linux MOOC on edX
The online learning platform is now including material from six nonacademic institutions to meet user demand

By Fred O'Connor
March 5, 2014 11:01 PM ET  Add a comment

Google launches an analytics MOOC
By Roger Riddell  Oct. 2, 2013

Job Market Embraces Massive Online Courses
Seeking Better-Trained Workers, AT&T, Google and Other Firms Help Design and Even Fund Web-Based College Classes

MOOC Spells New Skills For Job Seekers, Can Fill Gaps
By KEVIN DOBBS, FOR INVESTOR'S BUSINESS DAILY
Posted 09/05/2013 06:39 PM ET

SAP Launches MOOC Style Online Courseware

Author: Adi Gaskell
Published: May 28, 2013 at 8:29 am
MOOC Value Proposition

Greater business impact results from a more effective learner experience

- Improve Performance
- Reduce Cost
- Increase Learner Agility
- Increase Organizational Agility
What makes a Corporate MOOC different?
What Makes a Corporate MOOC Different…
One platform to promote, educate and train

….from more traditional learning approaches?

Integrated

• Designed for Scale
• Cohorts, Collaboration and Curation
• Learner Support
• Real-World Application
• Credentials & Badging
What Makes a Corporate MOOC Different…

One platform to promote, educate and train

….from more traditional learning approaches?

…. And “short form content” enables deeper analytics
Evolution of Corporate Learning

- **Classroom**
  - Synchronous
  - Didactic
  - Hands-on
  - Location-bound
  - Synchronous
  - Didactic
  - Flexible access
  - High scalability
  - Varied engagement
  - Optimized for desktop
  - Expensive to produce & maintain
  - Slow to develop

- **eLearning**
  - Asynchronous
  - Didactic
  - Flexible access
  - High scalability
  - Varied engagement
  - Optimized for desktop
  - Expensive to produce/maintain
  - Slow to develop

- **Virtual classroom**
  - Synchronous (and recorded)
  - Primarily didactic, minimal collaboration
  - Limited scalability
  - Varied engagement
  - Optimized for desktop
  - Lower cost to produce/maintain
  - Quicker to develop

- **Next-Gen Blended Learning**
  - Flexible synchronicity
  - "X + C" = expertise + collaboration
  - Massively scalable
  - Complete focus on learner experience
  - Mobile-first
  - Lower cost to produce/maintain
  - Rapid development
Corporate MOOC Design Example

WEEK 1
Learning Path #1: Developing Skill X

WEEK 2
Learning Path #2: Understanding Y

WEEK 3
Learning Path #3: Applying X & Y

LEARNERS

Discussion
With Peers

Assessment

Video

Reading Material

A web page

Reading Material

Discussion
With an Expert

Mission

AWARD!

CREDENTIAL

Reading Material

Reading Material

Discussion With Peers

Assessment

Video

Reading Material

Discussion With an Expert

Mission

AWARD!

LEARNERS
Let’s take a look.
Questions and Feedback?
Experience a Corporate MOOC – Early Summer

Want to learn how to build a corporate MOOC?
A living, breathing learning experience.
REGISTER NOW >>

http://intrepidlearning.com/preregister-corporate-mooc/
Resources

Helpful MOOC Blog Articles
http://intrepidlearning.com/blog/category/mooc/

On-Demand Webinar: MOOC Q&A
http://intrepidlearning.com/blog/category/mooc/

T+D Article: MOOCs Come of Age
http://intrepidlearning.com/resources/articles/moocs-come-age/
More Questions?

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Have more questions?
Let us give you a personalized tour and answer all of your MOOC related questions.

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