Train4Health

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Erasmus+ Programme
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Project Meeting - 24th June 2020

Best practices EU-funded Project

BizMOOC tackles the European challenge of enabling businesses, labour force and HEIs to increase their activities and exploitation (economies of scale) of the MOOC potential

The European Students' Union contributed as a partner,

Coordinated by FH JOANNEUM Graz, University of Applied Sciences, Graz

Knowledge Alliance to enable a European-wide exploitation of the potential of MOOCs for the world of business

https://bizmooc.eu

- ★ Programme: Erasmus+ | Key Action 2 | Knowledge Alliances
- ★ Reference Number: 562286-EPP-1-2015-1-AT-EPPKA2-KA
- ★ Grant agreement number: 2015-2929 / 001-001
- ★ Project Duration: 36 months, 1/1/2016 – 31/12/2018

BizMOOC Consortium

11 full partners, 3 associate partners, 11 countries from HEIs & Industry (large companies & SMEs), NGOs, networks, cluster.

Jointly they have established of a common body of knowledge on MOOCs, identify needs, gaps & reasons for businesses, labour force and HEIs to boost their MOOC activities.

No	Name	Acronym	Country
P1	FH JOANNEUM GESELLSCHAFT M.B.H.	FHJ	Austria
P2	THE OPEN UNIVERSITY	OU	UK
P3	UNIVERSIDAD DE ALICANTE	UA	Spain
P4	BURGAS FREE UNIVERSITY	BFU	Bulgaria
P5	UNIWERSYTET EKONOMICZNY W KRAKOWIE	UEK	Poland
P6	AVL List	AVL	Austria
P7	iversity GmbH	IVE	Germany
P8	DIDA NETWORK srl	DIDA	Italy
P9	Košice IT Valley z.p.o.	ITV	Slovakia
P10	The National Unions of Students in Europe	ESIB	Belgium
P11	VERENIGING VAN EUROPEAN DISTANCE TEACHING UNIVERSITIES	EADTU	Netherlands

What...?

BizMOOC...

❖ enable **universities, businesses and society in all parts of Europe** to exploit the full potential of MOOCs (Massive Open Online Courses) = *transfer of an innovative way of teaching & learning into new contexts (businesses, labour forces and universities without MOOCs)*

❖ focuses on work force & HEI-training and the acquisition of labour market key competences through applying new methodologies for online teaching & learning. Ahieved by creating common standards & frameworks on MOOCs by integrating the experiences from Higher Education and the business world.

❖ creates a common framework **(MOOC BOOK, 3 Pilot MOOCs & BizMOOC Community)** that promote MOOCs for workplace teaching & training, the acquisition of labour market-relevant skills and entrepreneurial activity.

❖ **3 Pilot MOOCs**
  ➢ focusing on LLL (life-long learning) and business key competences
    ■ "Learning to learn (through MOOCs)",
    ■ "sense of initiative (entrepreneurship & intrapreneurship)" and
    ■ "innovation, creativity & problem-solving" developed to test different methods & didactical approaches.

❖ BizMOOC **benefits** businesses, HEIs, teachers, learners & policy-makers through the core results MOOC BOOK (business & quality models, methods & tools, IPR strategies, certification, competence-based education etc.), Pilot MOOCs, BizMOOC Community & events.

Ambition level of BizMOOC Project

- A European framework of standards for rolling out MOOCs in regions and sectors where there are none;

- Bringing together European key players with a diverse spectrum of expertise (different university types, companies and networks) to join forces

- Using an interdisciplinary, cross-sectoral and -border approach to MOOCs

- Developing educational measures for the acquisition of LLL & business key competences

- The main results (MOOC BOOK & Pilot MOOCs) are living, interactive, flexible and open access deliverables that are designed to cope with the fast-changing development.

Core features of BizMOOC project

- Establishment of a common body of knowledge on MOOCs,

- Identifying needs, gaps & reasons for businesses, labour force and HEIs to boost their MOOC activities,

- Setting up of guidelines, recommendations & good practice in an interactive, open access MOOC BOOK,

- Developing, implementing & evaluating Open Educational Resources in the form of 3 Pilot MOOCs focusing on LLL and business key competences "Learning to learn (through MOOCs)", "sense of initiative (entrepreneurship & intrapreneurship)" and "innovation, creativity & problem-solving" and testing different methods & didactical approaches,

- Dissemination, networking, community building (BizMOOC community) & events.

MOOCs – why (not)? Opportunities and barriers for European universities and organisations

- Identify the main opportunities and barriers to maximising the potential of MOOCs within the business community at the European Union level.

  - During the first phase of the project, an in-depth study was carried out to identify reasons why some business organisations and HEIs are <u>not yet part</u> of the MOOC movement.

    - Paper presentation presents first results of interview part

      - 110 interviews with business organisations and HEIs. The analysis presented are based on 42 interviews with business and 40 with HEIs

Methodology and sample (1)

- Following existing literature in the field of qualitative business research, and in line with the one focused on MOOCs, an interview guideline/survey was elaborated for each target group

Item	Organisations	HEIs without MOOC experience	Society
Used method	Qualitative, semi-structured interviews		Qualitative survey
Type of data acquisition	Telephone / Skype / Personal interviews		Survey Monkey (emailing & interviews)
Structure of the method	Qualitative interview guideline with 28 open questions		24 closed questions
Sample	42* organisations	40* Higher Education Institutions	1.193 persons all over the world
	59% in Western Europe and 41% in Eastern Europe	45% from Western Europe 55% from Eastern Europe (and Cyprus)	10 languages
Time frame	01/04/2016 – 15/09/2016		
Analysis method	Qualitative content analysis and quantitative analysis (mixed analysis) by Bryman (2007)		

Methodology and sample (2)

- Items covered by the interviews:

  - A short introduction to Massive Open Online Courses (MOOCs) concept and the perception of the interviewees of this new phenomenon.

  - More specific aspects of online courses and MOOCs.

  - Needs (and/or interest) for collaboration with other organisations on MOOCs

- Categories used for the interpretation of the results of the interviews:

  - Awareness and perception of MOOCs;

  - Involvement in online and MOOC activities;

  - MOOCs expectations, reasons, benefits and barriers;

  - Opportunities and interest for collaboration with other institutions.

  - Existing infrastructure for promoting MOOCs at regional and national level (this beeing used only for HEIs).

Involvement in online and MOOC activities

- Among the organisations interviewed, 66% already involved

Organisations	Involved already		% over total sample	Not involved		% over total sample
	Value	% over total		Value	% over total	
Western Europe	20	71.43%	47.62%	5	35.71%	11.90%
Eastern Europe	8	28.57%	19.05%	9	64.29%	21.43%
TOTAL	28	100%	66.67%	14	100%	33.33%

- The majority of HEIs are involved in eLearning in general, but not for business community.

HEIs´ perspective	Involvement in online training for businesses		Involvement in eLearning in general	
	YES	NO	YES	NO
Western Europe	8	10	16	2
% over Western Europe	44,44%	55,56%	88,89%	11,11%
% over subsample	53,33%	40,00%	43,24%	13,33%
Eastern Europe	7	15	21	1
% over Eastern Europe	31,82%	68,18%	95,45%	4,55%
% over subsample	46,67%	60,00%	56,76%	6,67%
TOTAL	15	25	37	3
% over total interviewed	37,50%	62,50%	92,50%	7,50%

Some reasons for (not) being involved in MOOCs

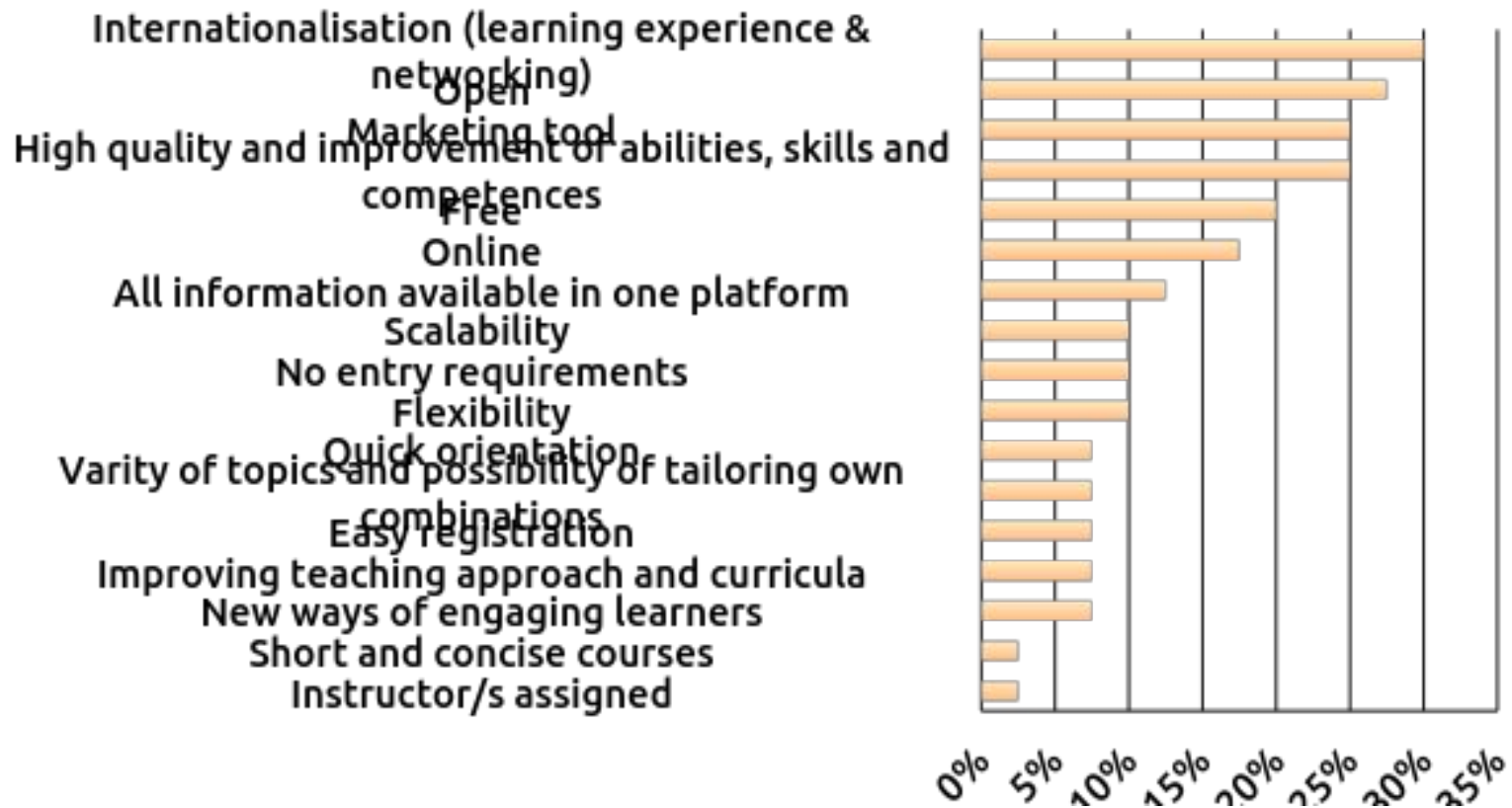| Pros	Cons
Improvement of corporate and individual skills	Low **awareness**
Better than other types of training & education	Lack of **experience**
Cheaper training & education	Not a **priority** for now
Better and **faster** learning environment	Lack of **capacity** to offer/produce MOOCs
Higher **quality and success**	Acknowledged **certificates** needed
Solution for companies with employees all over the world	**Intellectual Property** Rights
Have the **expertise** for developing MOOCs contents	**Legal limitations/legal differences**
The need to build up **competences** very fast	Risk of **revealing company´s secrets**
Network creation/extension	Not covering the **requirements of the companies**
Time saving in improving skills and competences	Social media, videos, interactive content´s etc. **blocking** by the companies´ firewalls or code of conduct

Challenges/Concerns faced in online training

Main challenges and concerns	
Motivate the participants to be active and do their work	*Legal limitations* **for imposing fees for education (traditional or online)**
MOOCs or online courses ***cannot be for free***	*Different approaches* **of traditional and online education/training**
Mind shift towards different ways of teaching/learning necessary in both learners and employers	**Need of** *enhancing e-study content* **and** *management of online tutors*
To find and create a ***suitable, flexible production model***	**Give actual and** *good* **examples and demonstrations of** *workable solutions*
To ***reach the target group***	**Collaboration with** *business,* **which is** *in a continuous movement*
To maintain ***partnerships, links and relationships***	Making sure **links with industry are woven into the curriculum**
The ***cost of producing the multimedia materials, to set up and host the MOOC platform***	**Lack of knowledge** necessary in digital skills
The time limitation	

Reasons (added value of MOOCs)

HEIs´ perspective

Internationalisation (learning experience & networking)
Open
Marketing tool
High quality and improvement of abilities, skills and competences
Free
Online
All information available in one platform
Scalability
No entry requirements
Flexibility
Quick orientation
Varity of topics and possibility of tailoring own combinations
Easy registration
Improving teaching approach and curricula
New ways of engaging learners
Short and concise courses
Instructor/s assigned

0% 5% 10% 15% 20% 25% 30% 35%

Opportunities and interest for collaboration

Topics for collaboration
Continuous learning skills/learning analytics
IT
MOOC platform
Higher qualification or specialization courses
Project management
Foreign languages and translation services
Leadership
Innovation
Certification services
Follow-up courses
Networks/communities on MOOC

MOOC BOOK

The MOOC BOOK is an open resource for Business, Higher Education Institutions and Learners to better exploit the potential of MOOCs in upgrading labour-market relevant skills.

MOOC BOOK
Visit www.mooc-book.eu

MOOC BOOK - Lessons learnt

Based on all lessons learnt from designing, promoting and implementing three business MOOCs, the BizMOOC consortium offers the 25 key recommendations, clustered in four different domains:
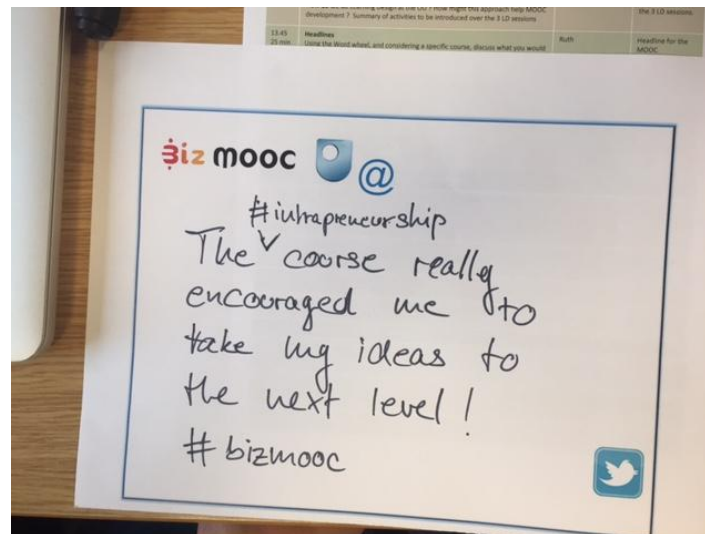
- Promotion
- Course Design
- Participation and Completion
- MOOCs for the World of Business

To know more:
https://mooc-book.eu/

Learn more!

https://bizmooc.eu/

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