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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 Open Online Course

- Massive (large enrolments)
What is a MOOC?

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- Open (open entry, free)
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- Online (access worldwide)
What is a MOOC?

Massive Open Online Course

- Massive (large enrolments)
- Open (open entry, free)
- Online (access worldwide)
- Course ??? (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)
My MOOCs
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Attract learners worldwide

Daoism

Leadership Thinking
SIX POINTS

◆ 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
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◆ 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
Attract learners worldwide

Daoism

Leadership Thinking

DE TAO GROUP
Hundreds of Masters from the Whole World
THANK YOU

Sir John Daniel

For text & slides:
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