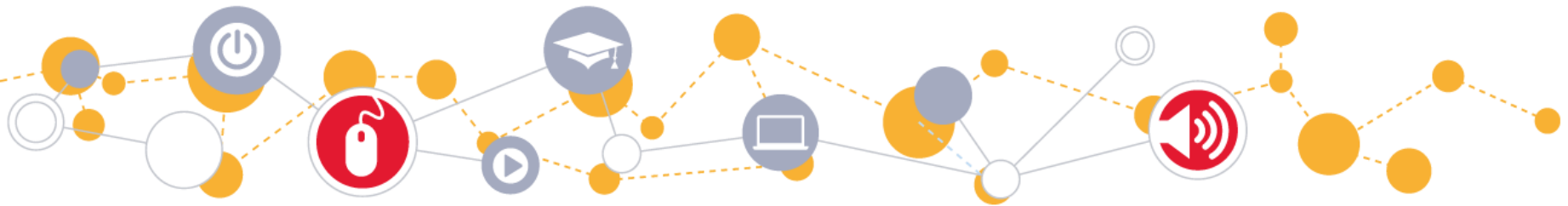


Lübeck University of Applied Sciences **Open for career advancement**

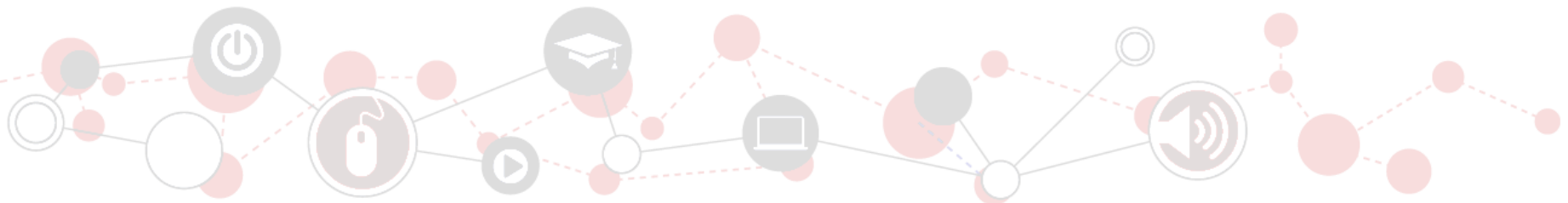
Strategic implementation of „professional Massive Open Online Courses“
(pMOOCs) as an innovative format for transparent part-time studying



Strategic implementation of pMOOCs...

Overview

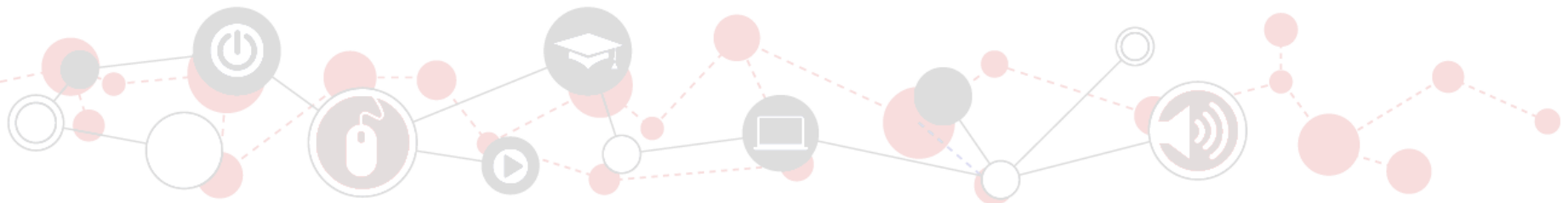
1. Introduction
2. Lübeck University of Applied Sciences – Background Information, Online Education and MOOCs
3. The Idea behind the Project
4. The Research Project – Research Questions, Work Packages, Expected Outcome and Sustainability



Strategic implementation of pMOOCs...

Introduction

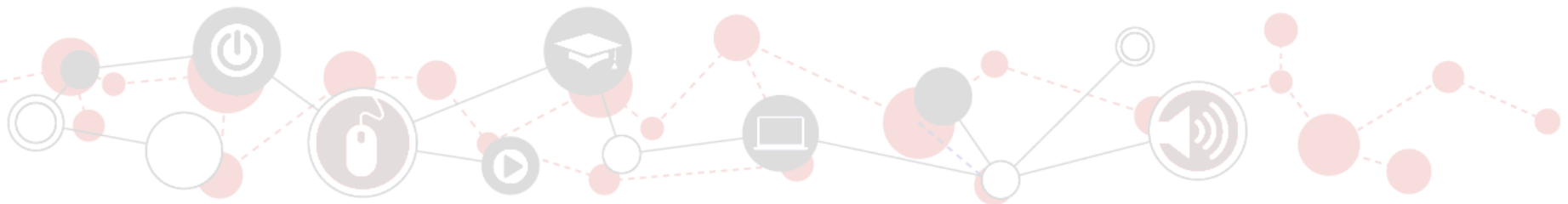
- 3 ½ + 2 ½ year research project, started in August 2014
- Funded by the Federal Ministry of Education and Research
- Title: Strategic implementation of „professional Massive Open Online Courses“ (pMOOCs) as an innovative format for transparent part-time studying
- Expected outcome:
 - part-time study courses for different target groups, offered in the MOOC-format, leading to formal certificates
 - Answer to several research questions and the utilization of the results to other institutions of higher education
 - Sustainable change at LUAS: (p)MOOCs are a strategic cornerstone at LUAS



Strategic implementation of pMOOCs...

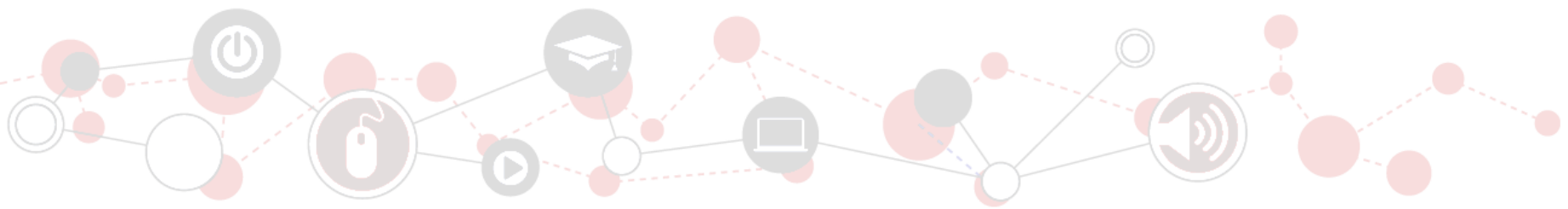
Lübeck University of Applied Sciences – Background Information

- Fachhochschule Lübeck - Lübeck University of Applied Sciences
- Educational history on that campus since 1808 (College for seafarers)
- Officially founded in 1973
- Today having 4 faculties, offering 27 study programs
- 4.500 students
- Several spin-offs incl. oncampus ltd.
- Institute for Educational Services (former E-learning-department)
- Professional School founded recently



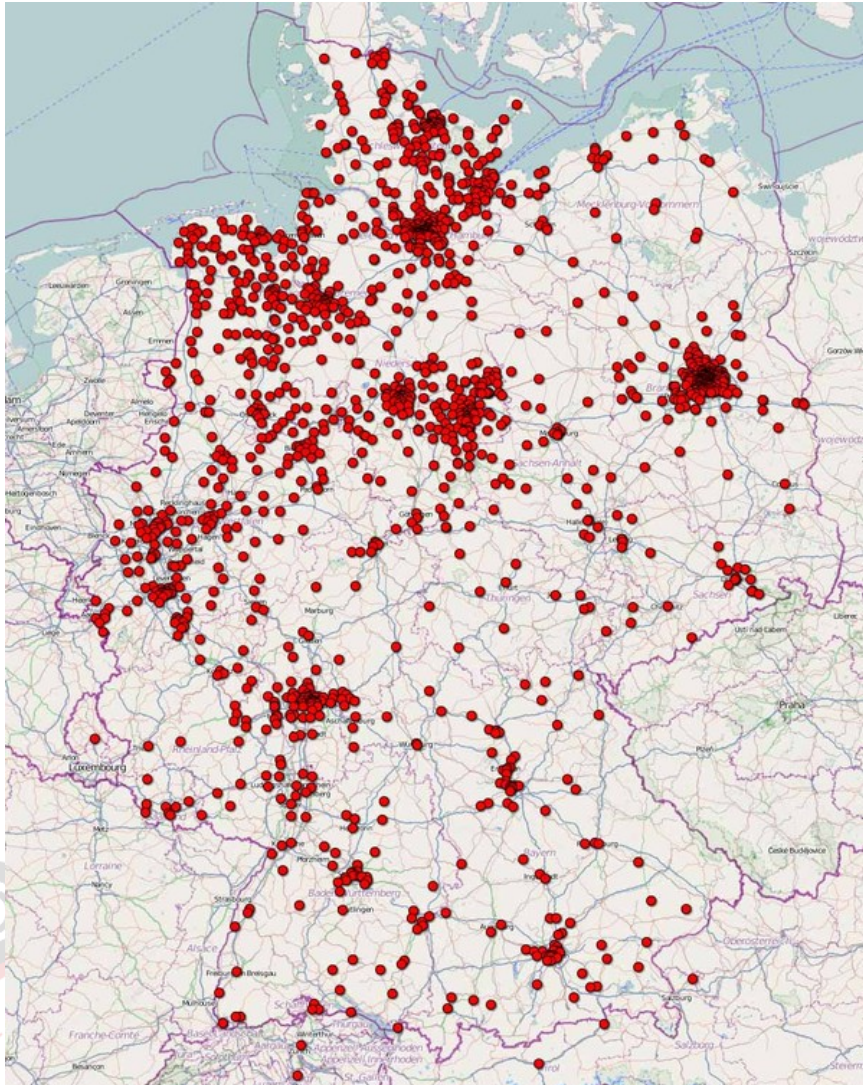
Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – Background Information



Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – Online Education

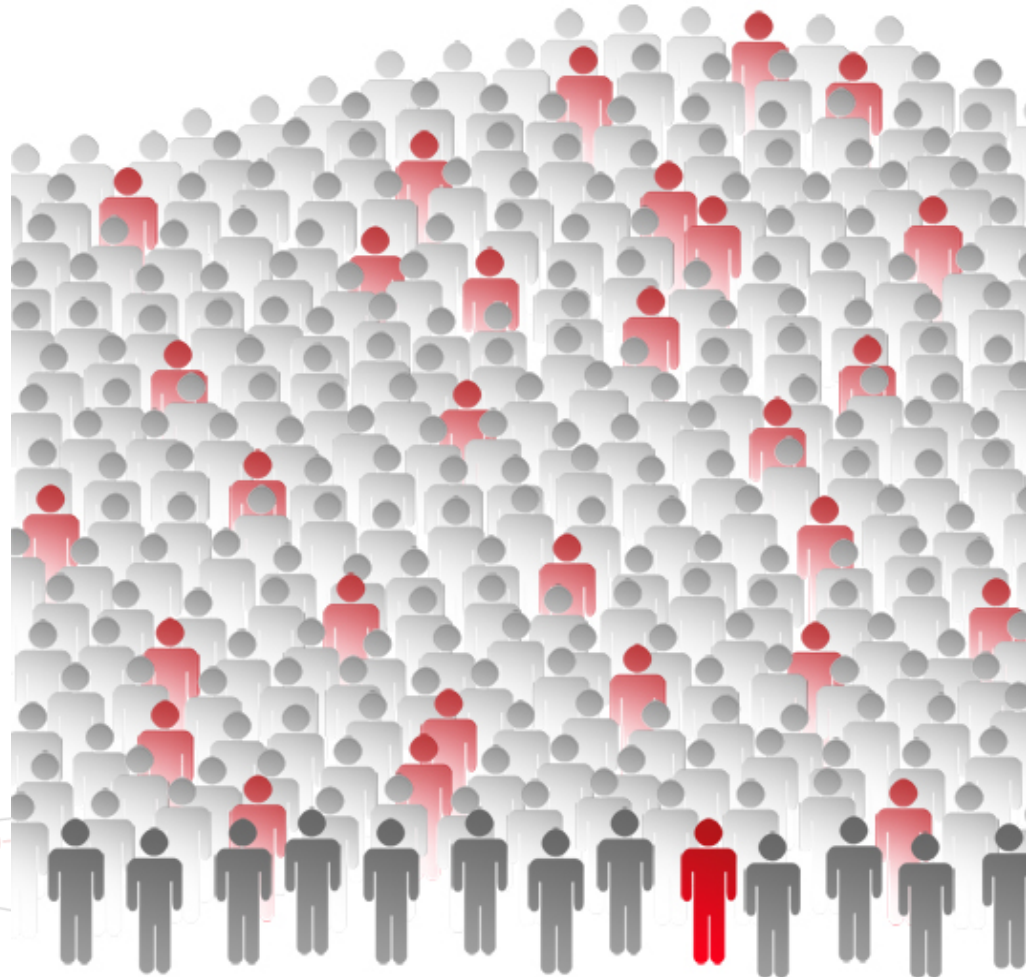


- Virtual University of Applied Sciences
- 8+ study programs
- 10 universities
- 3.500 students
- Hosted in Lübeck
- Since 1997 / 2001



Strategic implementation of pMOOCs...

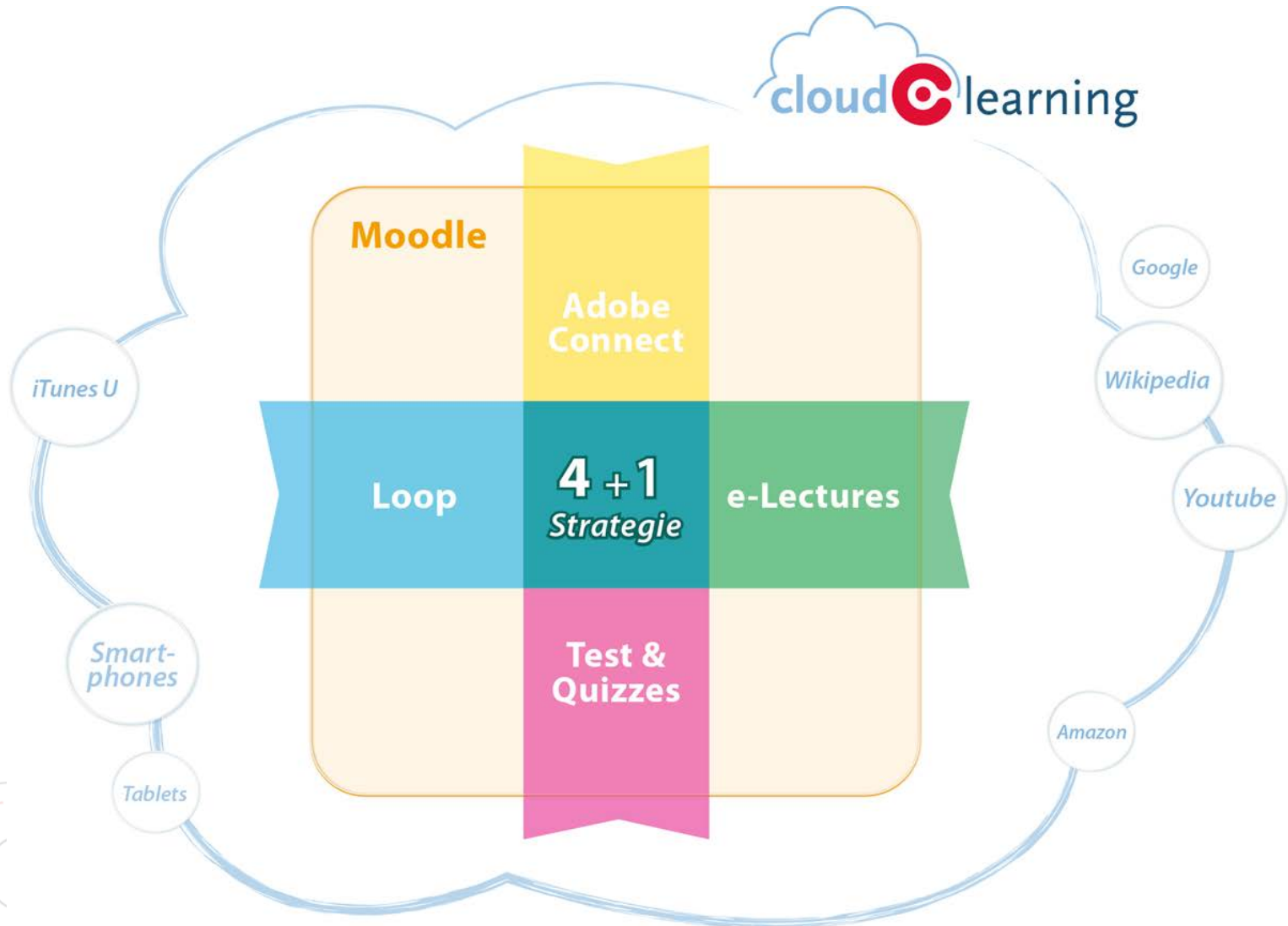
Lübeck University of Applied Sciences – Online Education



Jede/r **8.**
an der
FH Lübeck
studiert
online!

Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – Online Education



Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – Networks

ram

PELIT
Projekt E-Learning für die IT-Branche

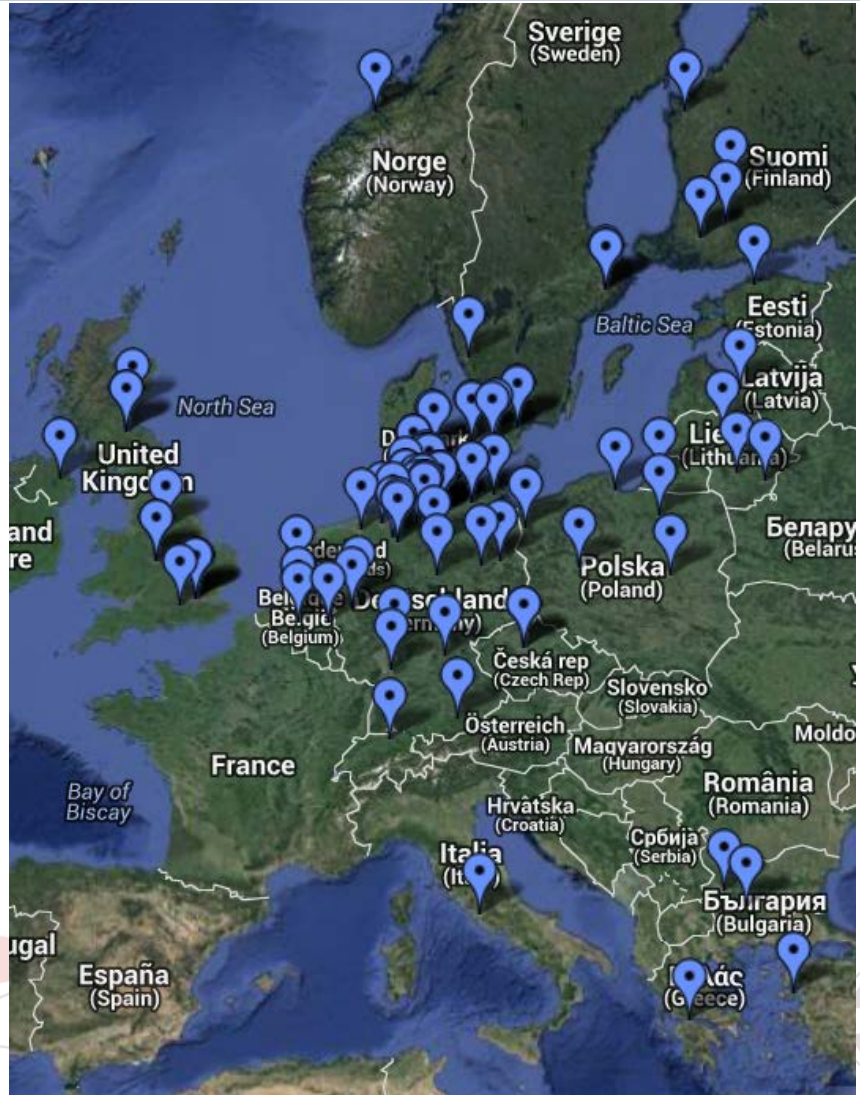
Qualifizierungsprogramm
Chemie Campus
Schleswig-Holstein

BeltScience

ISDEP
Improving Security By Democratic Participation
With the financial support of the Prevention of and Fight against Crime Programme
European Commission - Directorate-General Home Affairs

Lernen im Netz
Aufstieg vor Ort
Offene Hochschulen in Schleswig-Holstein

casemaker



KNOWME

baltfood

Northern Maritime University
North Sea Region

MUSBELT

VISIT

EngAGE

Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – MOOCs

Sie sind angemeldet als **Andreas Wittke** (Logout)

f t y

HANSEMOOC

KURSÜBERSICHT

Hier gelangen Sie zurück zur Übersichtsseite

Kursübersicht

KURSINFOS

Dauer:
Der HanseMOOC findet in zehn wöchentlichen Kapiteln vom 04.04.-06.06.2014 statt.

Prüfung:
Während des Kurses können Sie eine Reihe von Quizfragen beantworten. Mit etwas Recherche im Internet - manchmal auch anhand der Videoinhalte - können Sie diese sicherlich beantworten.

Preis:
Der HanseMOOC ist vollständig kostenfrei.

Altersbegrenzung:
12-99 Jahre - alle können mitmachen!

Bearbeitungszeit:
Sie benötigen pro Woche etwa 30 - 45 Minuten zur Bearbeitung der Lektionen

FACEBOOK
Besuchen Sie uns auch auf Facebook

HANSEMOOC

WOCHE 1 WOCHE 2 WOCHE 3 WOCHE 4 WOCHE 5 WOCHE 6 WOCHE 7

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

HERZLICH WILLKOMMEN IM HANSEMOOC!

Wir wünschen Ihnen viel Erfolg und vor allem viel Spaß beim Anschauen der Videos der ersten Einheit, beim Bearbeiten der Fragen und beim angeregten Diskutieren im Forum (weiter unten auf dieser Seite). Schauen Sie sich gut um: Es gibt nicht nur die Videos zu entdecken...

1.1 HERZLICH WILLKOMMEN!


QUIZFRAGE

In welcher Stadt hat Julia Seidl studiert?

Wählen Sie eine Antwort:

Lübeck
 Freiburg
 Hamburg
 Würzburg

ANTWORTEN



- xMOOC
- 10 chapters in 10 weeks
- 70 videos (240min)
- Weekly competitions for best answers to open questions
- Badges
 - 106 got the last badge
 - 160 others at least one badge
- 2000+ participants
- Multiple Choice Tests + Peer Review + Self Study
- Traditional marketing through Hanseatic Day (print media etc)
- General educational / non-academic / no ECTS
- Average participant had academic background (55%) and was older than 40



Strategic implementation of pMOOCs...

Lübeck University of Applied Sciences – MOOCs



Grundlagen des Marketing Philosophie und Grundlagen – Lerneinheit 1

Prof. Dr. Marc Oliver Opresnik

Professur für Allgemeine Betriebswirtschaftslehre,
insbes. Marketing und Management
Prof. Dr. Marc Oliver Opresnik



- homework assignments
- peer reviews
- web conferences

- xMOOC
- 12 chapters
- 22 e-lectures = 300+ min



The screenshot shows a MOOC interface. On the left, there is a video conference window with two participants. Below it is a list of participants including names like 'Andreas Witten', 'Prof. Dr. Marc Opresnik', and 'Markus Bredel'. The main content area displays a slide titled 'I. Marketing-Management-Prozess' from 'FACH HOCHSCHULE LÜBECK'. The slide contains text about marketing management, mentioning 'Marketing-Manager', 'KMU', 'Marketing-Automatisierung', and 'Marketing-Ziele'. At the bottom, there is a chat window.

- certificate of participation after online exam (215x)
- 5 ECTS university certificate after written exam at five universities (39x)
- 6374 enrolled participants from all over the world (56% Germany)
- 50+% University Degree
- 50+% Full-time employed

Strategic implementation of pMOOCs...

pMOOCs – the Idea behind the Project

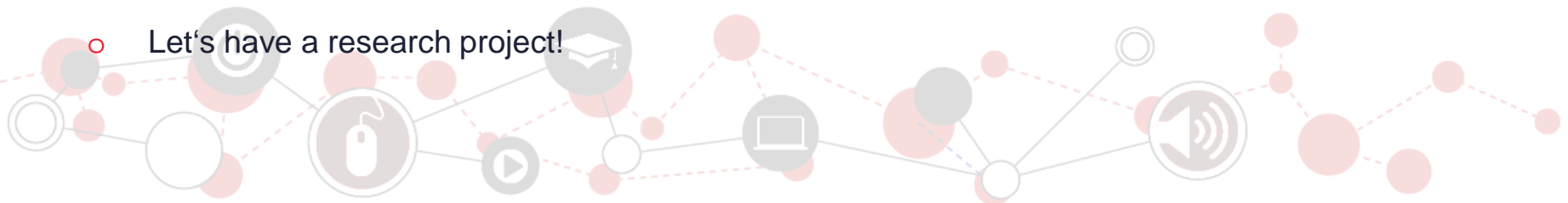
- MOOCs are a field of research
- MOOCs are a field of pilot implementations
- ... but there is no strategic implementation yet!

- MOOCs have other target groups than universities
- MOOCs implicate different didactical approaches than universities
- ... but there is no match yet!

- Universities are opening up and scale their education
- The permeability of the educational system is getting bigger
- ... can MOOCs help to fill out the growing gap?



- Let's have a research project!



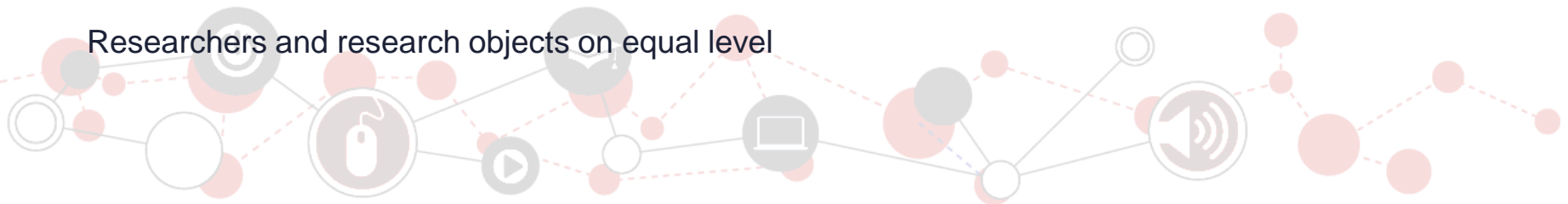
Strategic implementation of pMOOCs...

7 Research Questions Guiding through the Project

1. How can pMOOCs be presented in content, didactically and technically?
2. How can transition from pMOOC participants into the formal higher education system be supported effectively?
3. How can non-formal learning results from pMOOCs be credited?
4. How can pMOOCs be established at the university financially and organizationally?
5. How can social networks be used for pMOOC development, in order to bring target group orientation and academic profile in an optimum balance?
6. How can MOOCs of other institutions be integrated value-adding?
7. Which resources are needed for the development of sustainable pMOOCs?

Action research + interviews + workshops + surveys + secondary research

Researchers and research objects on equal level

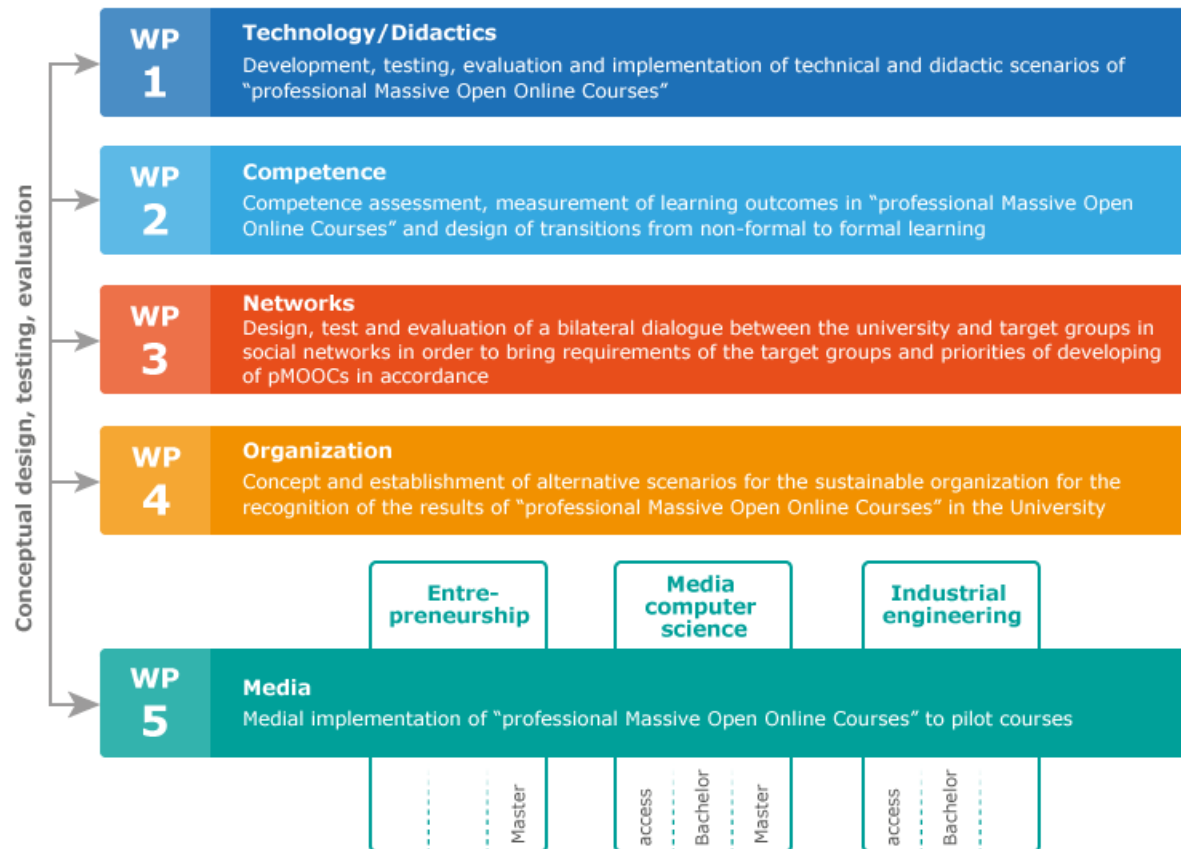


Strategic implementation of pMOOCs...

6 Work Packages Organizing the Project

Lübeck University of Applied Sciences: Open for career advancement

*Strategic implementation of Massive Open Online Courses (pMOOCs)
as an innovative format of permeable part-time studying*

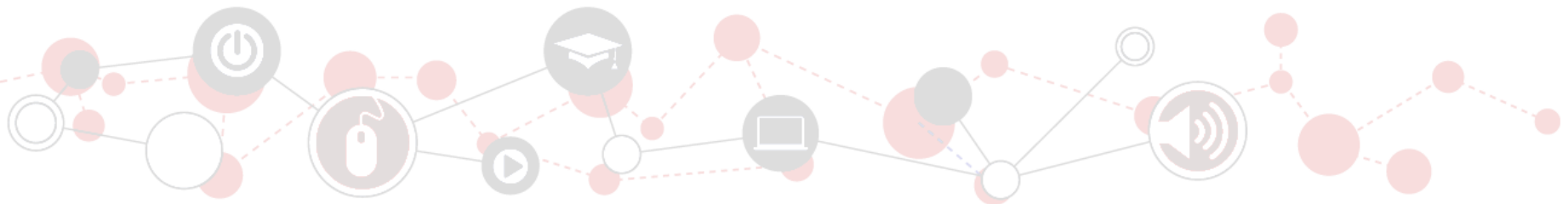


Strategic implementation of pMOOCs...

Work Package 1: Technology / Didactics

Development, Testing, Evaluation and Implementation of Technical and Didactic Scenarios of "professional Massive Open Online Courses"

- Didactic scenarios, geared to the target group
 - xMOOCs for undergraduate level ? (video & peer review based, rather fixed learning path)
 - cMOOCs for (post)graduate level ? (collaborative, connectivism, free learning path)
- 6 pMOOCs will test 6 different scenarios = 6 evaluations
- Technical platform has to display the scenarios and the content but will not be the focus of this project
- (we are developing a technical platform – **MassiveOpenOnlineInternationalNetwork**)

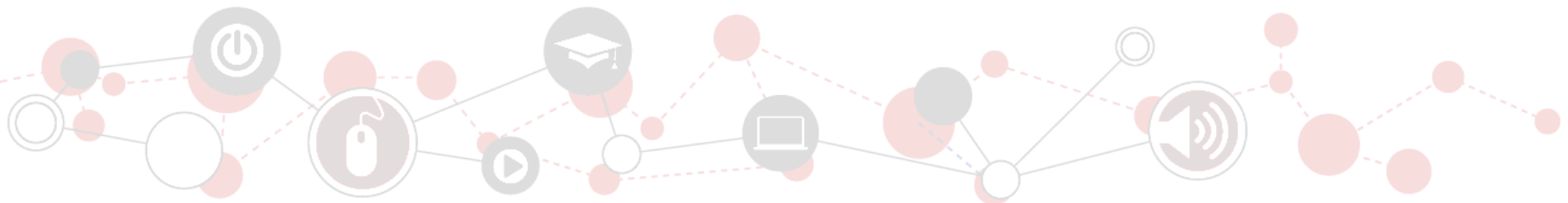


Strategic implementation of pMOOCs...

Work Package 2: Competence

Skills Assessment, Measurement of Learning Outcomes in pMOOCs and Design of the Transitions from Non-Formal to Formal Learning by Crediting Scenarios

- Competences and learning outcomes are more than classic knowledge – and can be gained on various ways (formal / non-formal / informal)
- Role of Universities changes: acquisition of competences happens outside university's reach, but will be credited
- (Reminder: The learning outcome is what we look at, not the learning path)
- Quality management and learning measurement will change, transparent processes needed
- Non-formal learning becomes part of formal learning by recognition
- Plan: recognition of any pMOOC certificate in any online study program in our network
- Processes change, resources will be necessary, national legislation has to be observed

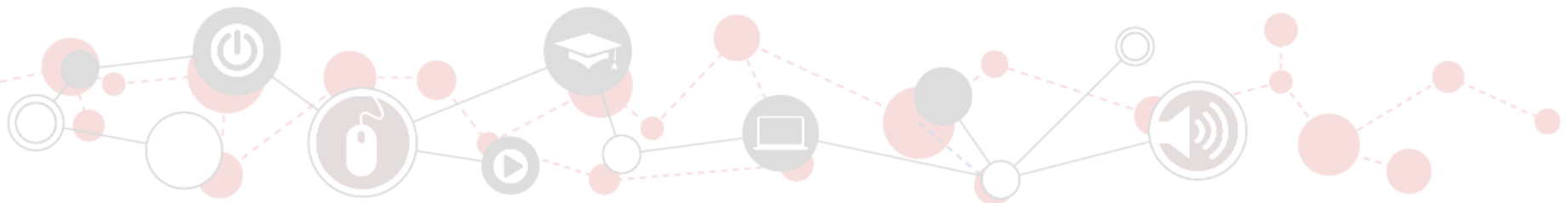


Strategic implementation of pMOOCs...

Work Package 3: Networks

Design, Test and Evaluation of a Bilateral Dialogue between the University and Target Groups in Social Networks in order to Bring in line Requirements of the Target Groups and Priorities of Developing pMOOCs

- Dialogue with stakeholders through social media
- Participation of stakeholders through social media
- Target Groups decide on content, scenarios etc.
- Social media can help to gain scope
- Social media can help to reach multipliers

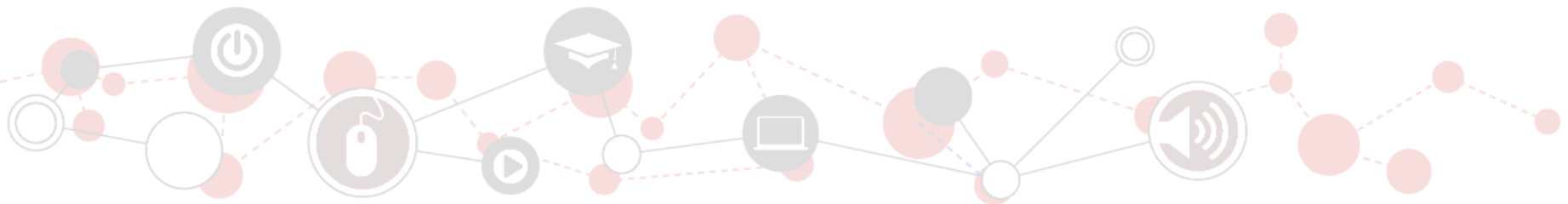


Strategic implementation of pMOOCs...

Work Package 4: Organization

Concept of Alternative Scenarios for the Sustainable Organization and to Sustained Operation of pMOOCs at the University

- Up to now: pilot actions all over Europe
- Target: sustainable structures with resources
- Multiple use of structures and reuse of content reduces costs (scale effects and scope effects)
- Can face-to-face classes be replaced by pMOOCs? Resources could be rededicated in the university, MOOCs would become „capacity relevant“
- Other ideas for financing include fees for participation, fees for exams and third party funding



Strategic implementation of pMOOCs...

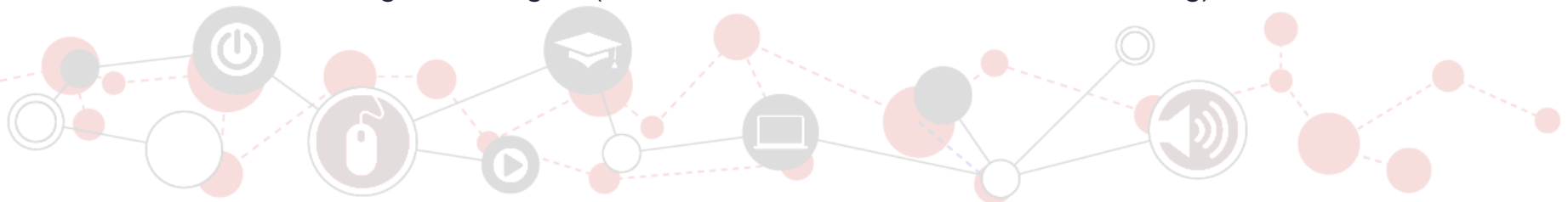
Connecting Research Questions and Work Packages

RESEARCH QUESTIONS		WP 1 TECHNOLOGY/ DIDACTICS	WP 2 COMPETENCE	WP 3 NETWORKS	WP 4 ORGANIZA- TION
1	How can pMOOCs be presented in content, didactically and technically?	○			
2	How can transitions from pMOOC participants into the formal higher education system be supported effectively?		○	○	
3	How can non-formal learning results from pMOOCs be credited?		○		
4	How can pMOOCs to be established at the university financially and organizationally?				○
5	How can social networks be used for pMOOC development, in order to bring target group orientation and academic profile in an optimum balance?	○		○	
6	How can MOOCs of other institutions be integrated value-adding?			○	○
7	Which resources are needed for the development of sustainable pMOOCs?				○

Strategic implementation of pMOOCs...

Work Package 5: Media

- **Multimedia Implementation of “professional Massive Open Online Courses”**
- Exemplary implementation of research results in the fields of
 - Entrepreneurship
 - Media computer science
 - Industrial engineering
 - (and many other ideas)
- Gamification of learning
- Badges & highscores in learning
- Use of all existing technologies (from social networks to video conferencing) without boundaries



Strategic implementation of pMOOCs...

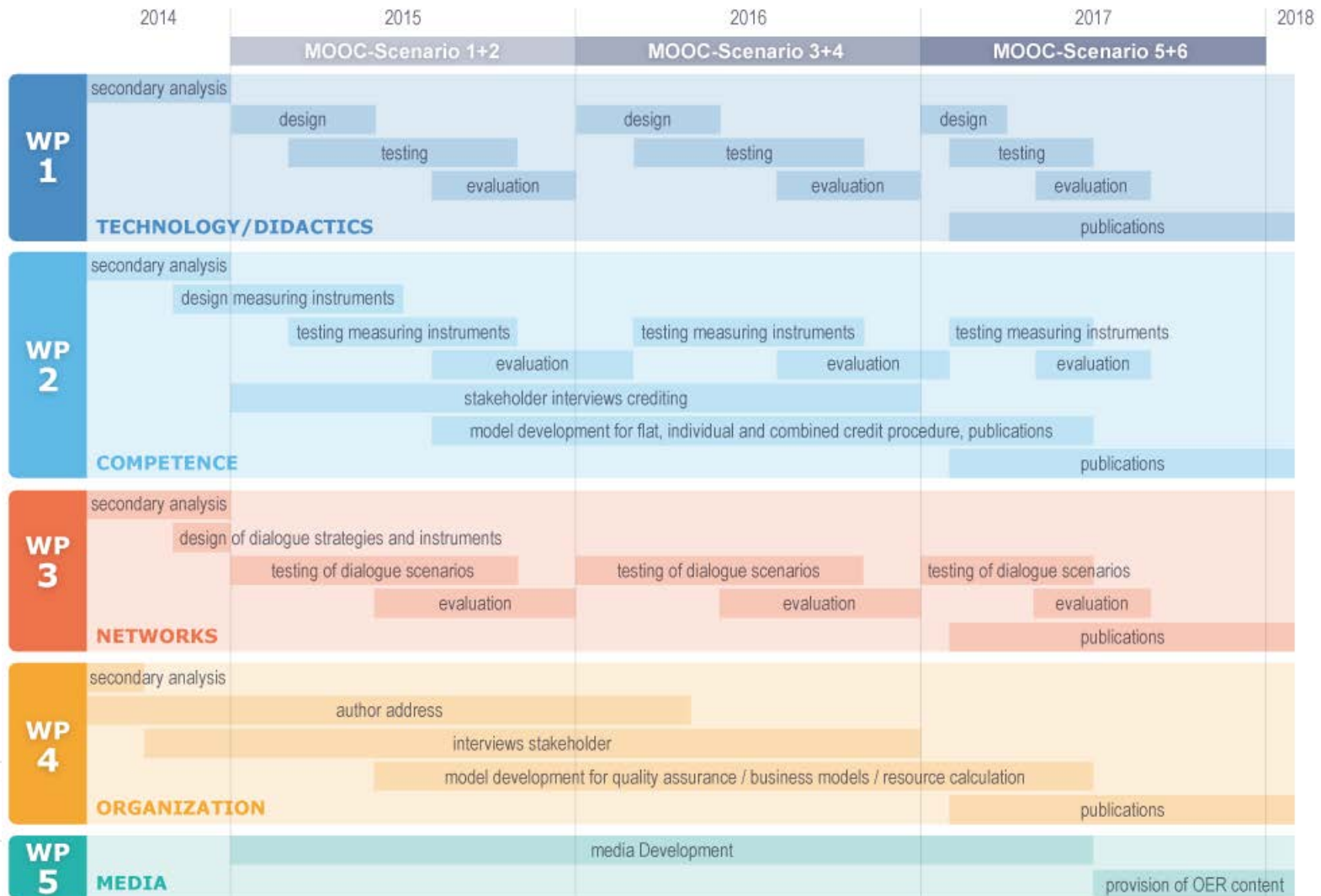
Work Package 6: Project Management & Sustainability

- Approach to Sustainability
 - Multiple use of resources
 - Economics of Scale + Economics of Scope
 - Will need financial support & human resources
 - Will change the organizational structure of the University
- Driven by trends like Web2.0 and LifeLongLearning Universities and their role will change – and we want to create this change actively
 - From supply-driven Universities to market-driven Education
 - From passive recipients to digital natives
 - From formal to non-formal and informal learning
 - Global competition
- Active reframing of the University's strategy to keep pace with the best



Strategic implementation of pMOOCs...

What's next?



Strategic implementation of pMOOCs...

What's next?



The Future
NEXT EXIT 



Strategic implementation of pMOOCs...

And until then?

- www.mooc.uncampus.de (in German language only)

The screenshot displays the ONCAMPUS MOOC-PORTAL website. At the top, the logo "ONCAMPUS" is on the left, and navigation links "Impressum", "Kontakt", and "FAQ" are on the right. The main banner features a woman and a child looking at a laptop, with the text "MOOC-PORTAL" and "Sie haben die Idee für einen MOOC. Wir bieten Ihnen die Plattform." Below this, two course cards are shown:

- HanseMOOC**: A video thumbnail of a woman in a dark hooded jacket. Description: "Erfahren Sie von Archäologin Julia Seidl online alles über die größte Handelsmacht des Mittelalters. Lernen Sie, wie Archäologinnen und Archäologen die Vergangenheit entdecken. In seiner zweiten, überarbeiteten Auflage läuft der HanseMOOC nun bei unserem Partner iversity." Metadata: 06.10.2014, Julia Seidl M.A., deutsch, 8 Wochen, kostenlos. Button: DIREKT ZUM KURS.
- MarketingMOOC**: A video thumbnail of a man in a suit. Description: "Dieser Kurs vermittelt die Grundzüge des Marketing und gibt einen Überblick hinsichtlich der entsprechenden Konzepte, Strategien und Werkzeuge. Im Zentrum des Kurses stehen vier Themenbereiche: Produkt-, Kommunikations-, Preis- und Distributionspolitik." Metadata: beendet, Prof.Dr. Opresnik, deutsch, 8 Wochen, kostenlos. Button: DIREKT ZUM KURS.

At the bottom, there are three social media links: YouTube E-LECTURE-REIHE: MARKETING, ONCAMPUS IN FACEBOOK, and ONCAMPUS IN TWITTER.

Strategic implementation of pMOOCs...

Thank you very much for your attention. Any questions?

Andreas Dörich

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Institute for Educational Services

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Skype: [andreas.doerich1](https://www.skype.com/people/andreas.doerich1)

www.fh-luebeck.de

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Richtig studieren im Netz

