

MOOC on MOOC



MOOCconomics

MOOC4D

massive open online courses
for development

MOOCs are free!

- Free for the student!
- It is **EXPENSIVE** to the producer

Production Costs

- People
 - Faculty Members (Domain Experts)
 - Project Manager
 - Design Team
 - Video Production Team
- Time
 - 10 mts. needs 6-8 hours of preparation by the Instructor
- Cost
 - \$4000 to 5,000 per hour of Video(if you have the infrastructure in place)

And then you have to deliver the course

If the students are not paying,
where is the money coming from?

So far

- Venture Capitalists
- University Endowments
- Governments

- How to make is self-sustaining?

Digital Disruption

- Unable to charge for content
 - Wikipedia
- Advisories
 - Travel and real estate advisories
- Music
 - Unbundling

What to charge for?

- Charge for the course
- Course is free - Verified Certificate costs
 - Coursera Signature track \$50
 - edX Verifies Track \$25
 - NPTEL Rs. 2000

MOOCs for Credit

- 4 courses from Coursera
 - Earn college credit towards a degree
- Georgia Tech
 - Online Master of Science in Computer Science
 - Students 380(Spring 2014), 1400(Fall 2014)

MOOC is the new text book

- Platform plus the content
- Courseware
 - curriculum
 - course materials
 - assessments
 - analytics to track student progress, feedback

Other models

- Rent out a MOOC to use in a blended classroom
- Advertising
- Student Data for potential Employers
 - Digital Portfolio

Business Model

- Who pays
 - Student
 - Employer
 - Government
 - Sponsor
- For What
 - Content
 - Data, Analytics
(portfolio, tracking..)
 - Services
(certification, access,..)

Thank You