Planning for a MOOC

An Event Perspective

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Overview

MOOC as a massive multimedia event
At the end of this talk

- You will appreciate why a MOOC is managed like an event
- Especially an event where media has a very important role
- See Week 2: Event Management
Definitions

• Event
• Event Management
A MOOC is a unique event

- Set duration
- Spatially extended
- Too large for a classroom
Planning a MOOC

- Audience research
- Identify focus
- Research learning needs
Audience research will inform

- Timing
- Duration
- Time investment
A multi-disciplinary team

• Synergise capabilities and expertise
• Commitment to quality and punctuality
Team needs a leader

- The lead faculty member
- Anchors core values
Ground rules & code of honour

• MOOC as a public space
• Codes of honor strictly observed
Activities start much earlier

- Conduct audience research
- Source essential content
- Sequence topics & assignments
- Identify & test the software ecosystem
Reaching out to potential learners

- Or, “marketing”
- Informed by audience research
- Use multiple modes
Security & integrity of course space

• Must be guaranteed to all stakeholders at all times
• Repeated tests are helpful
Media production ready before start

• Important for videos
• Industrial facility no needed
• Practice and test-produce