

Enabling Lifelong Learning through MOOCs

Self-paced courses@MCI

Presented by:

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MCI Learning Solutions



Agenda

- 1 Context
- 2 Trends and didactic formats
- 3 MCI approach in online education
- 4 Lessons learned from self-paced formats

BACHELOR PROGRAMS

MANAGEMENT & SOCIETY

Business Administration Online	GE	E	Online
Business & Management		E	FT
Business & Management for Professionals	GE		PT
Entrepreneurship, Tourism & Leisure Business	GE	E	FT
Management, Communication & IT	GE		FT
Management & Law	GE		FT
Social, Health & Public Management	GE		Online FT
Social Work	GE		FT

TECHNOLOGY & LIFE SCIENCES

Bio- & Food Technology	GE		FT
Digital Business & Software Engineering	GE		Online
Environmental, Process & Energy Eng.	GE		PT FT
Industrial Engineering	GE		PT FT
Mechatronics, Design & Innovation	GE		FT
Medical-, Health- and Sports Engineering	GE		FT
Smart Building Technologies (dual)	GE		D

FT Full-time PT Part-time Online D Dual E English GE German (approx. 1/3 English)

MASTER PROGRAMS

MANAGEMENT & SOCIETY

Business Psychology & Management



Entrepreneurship & Tourism



European Health Economics & Mgmt.



International Business & Law



International Business & Management



International Health & Social Management



Management, Communication & IT



Social Work, Social Policy & Management



TECHNOLOGY & LIFE SCIENCES

Biotechnology



Environmental, Process & Energy Eng.



Food Technology & Nutrition



Industrial Engineering



Mechatronics - Smart Technologies



Mechatronics - Automation, Robotics & AI



Medical & Sports Technologies



FT Full-time

PT Part-time

 Online

 English

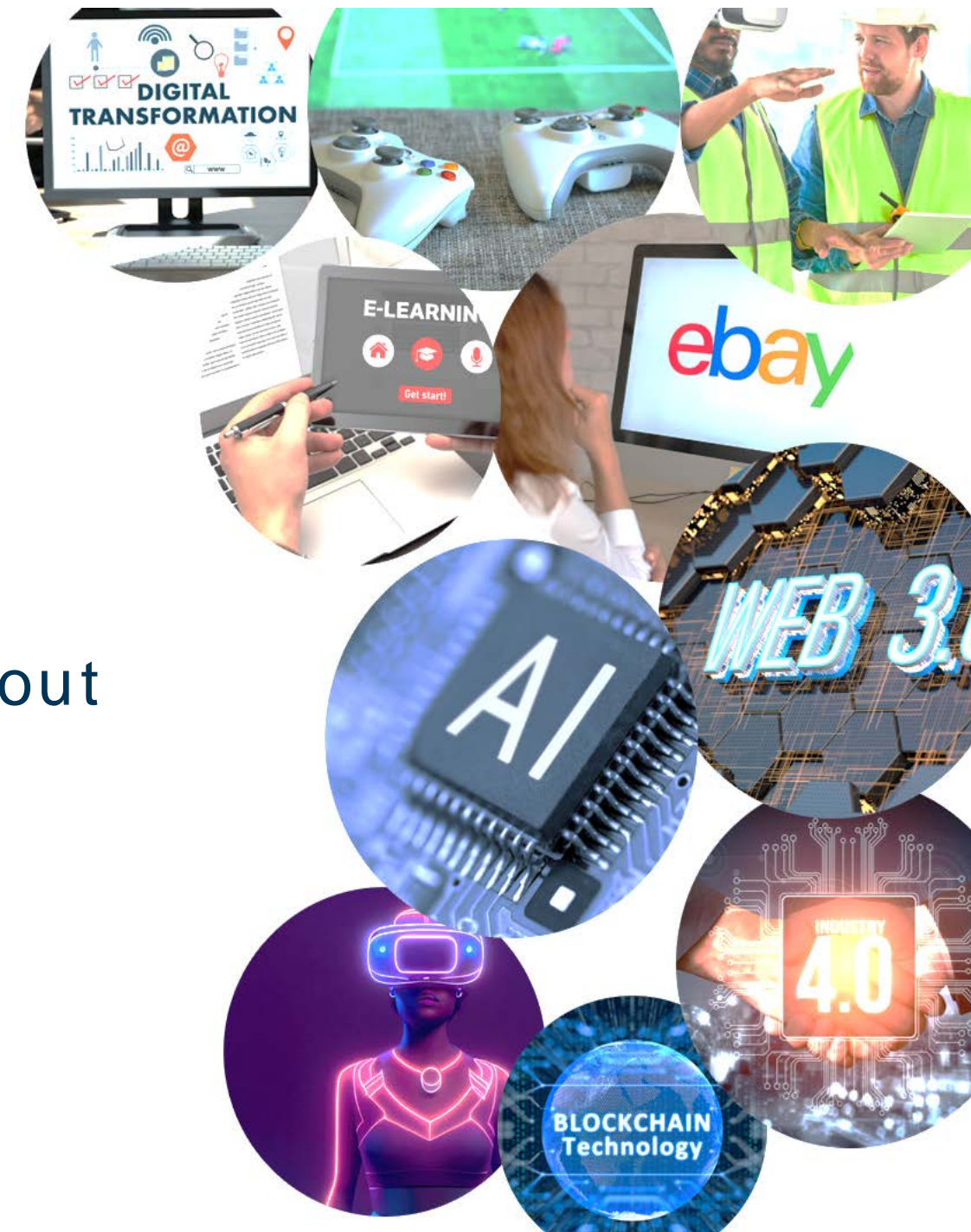
 German (ca. 1/3 English)

The digital space - a public sphere with a spatial character...

LIFELONG LEARNING

Initiatives driven by the European Union in order to **reskill and upskill the European workforce and civil society.**

Promotes continuous skill development and education throughout an individual's life, **empowering learners** to stay relevant in a rapidly changing world.



Trends & Didactic Contexts

EdTech

Innovations in **digital tools**, adaptive learning, and immersive technologies like **AR/VR**. It is transforming traditional education models and increasing access to learning worldwide.

Adaptive Learning

Use **data and AI** to adjust content and pace, providing **personalized learning experiences** that meet individual student needs.

Artificial Intelligence-LLM

Revolutionizing learning through personalized tutoring, adaptive learning, and automating administrative tasks.

Social Media

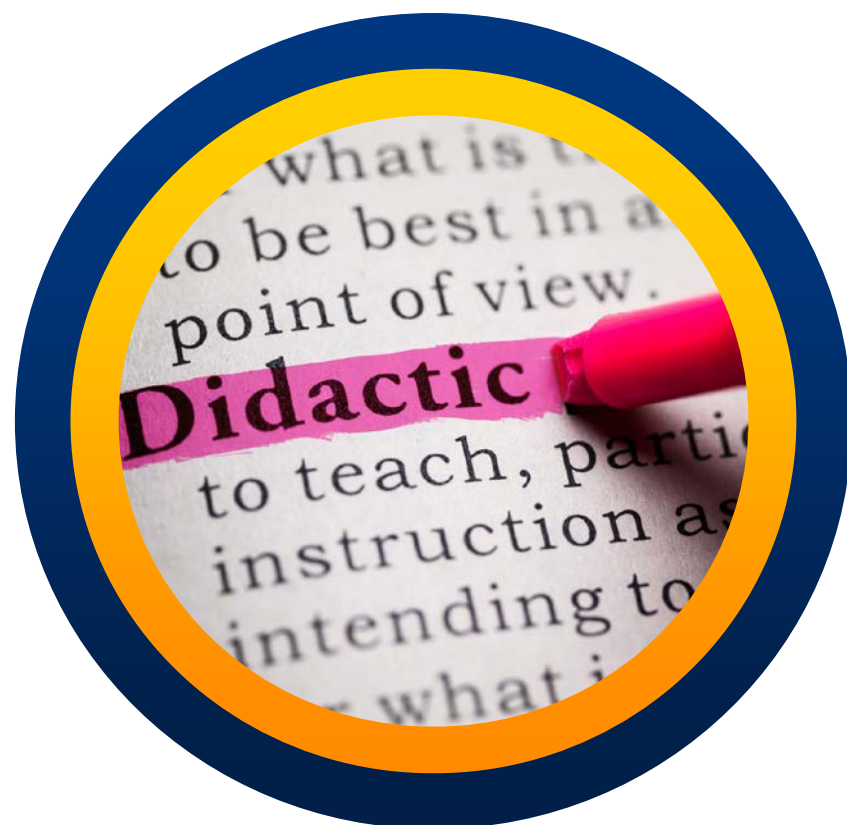
The most widely used source of information for students, offering a platform for **collaboration**, **community building**, and **real-time** updates on educational trends and resources.

Microcredentials

Promotes continuous skill development to respond rather rapidly to **skills- and qualification shortages**. (European Qualifications Framework).

Self-paced Formats

Online courses, MOOCs (Massive Open Online Courses), and OER (Open Educational Resources) provide learners with flexible, accessible, and affordable education.





Why self-paced?

- Flexibility of learning (time/place/content)
- Sustainable access to resources/teaching material
- Developing digital skills and other soft skills
- Reaching new target groups (lifelong learning)
- Making teaching more interactive/active through online communication and collaboration, interactive learning materials
- Learner-centered (“digital natives”)

Promotes continuous skill development and education throughout an individual’s life, empowering learners to stay relevant in a rapidly changing world.

LIFELONG LEARNING



Self-Paced offers @MCI

MCI's self-paced offers provide flexible, high-quality online education tailored for professionals, allowing them to advance their knowledge and careers at their own pace, independent of time and location.

Here are just some examples...

- » **MOOCs** (target group: public/since 2022)
- » **eStudy** (target group: students/since 2022)
- » Ulysseus MOOCs and self-paced online courses (target group: students, and faculty members)
- » D2S Erasmus+ Courses (target group: students, faculty members and public) -> **D2S: Digital Soft Skills**
- » Self-paced training for employees (target group: MCI employees)



»»» MOOCs @MCI: Decision-making

Start: 01.01.2021

A cooperation with the MedUni
(WTZ research project)



»»» MOOCs @MCI: Entrepreneurship & Technology

Start: 10.01.2021

Proactive decision-making -
Example job search / career decision



MOOCs @MCI: Decision-making



Target group: High school graduates, students

3 ECTS / 10 lessons / approx. 80 hours workload

Lector: Johannes Siebert

Registrations: approx. 1500

Content:

- Formulating decision problems correctly
- Identifying relevant goals and values
- Structuring goals
- Assess the consequences of the options for action
- Identify the best option for action
- Articulate and aggregate preferences
- Using decision support systems correctly
- Acting proactively in decision-making situations

MOOCs @MCI: Entrepreneurship & Technology



Target group: High school graduates, students
0,5 ECTS / 5 lessons / 10-15 hours workload

Lectors: Christof Engl, Bernd Ebersberger, Experts

Registrations: approx. 500

Content:

Unit 1: Entrepreneurship

Unit 2: Business Models

Unit 3: Intellectual Property and Technology Transfer

Unit 4: Regulatory Requirement for Medical
Devices

Unit 5: Finance Fundamentals

Kursinhalt



What is this MOOC about?

The MOOC includes the following units:

- Unit 1: Entrepreneurship
- Unit 2: Business Models
- Unit 3: Intellectual Property and Technology Transfer
- Unit 4: Regulatory Requirement for Medical Devices
- Unit 5: Finance Fundamentals

Lernziele



What will I be able to do after finishing this course?

After this lectures the participants

- are able to **define entrepreneurship & innovation** and its characteristics
- are able to **apply** different **tools** to describe a **business model**
- know the **basic concepts** of **intellectual property rights**
- know when a research result may have **commercial potential**
- know how to **define a medical device** and the way to CE-marking
- know how to **enter a market** when developing an idea
- know the **different types of financing** a business

Vorkenntnisse



What prior knowledge do I need to complete this MOOC?

The main target group of this MOOC are students, scientists and those interested in founding their own business – regardless of which discipline the participants come from. The target group implies an academic level in the content of this MOOC, whereby no concrete prior knowledge in the field of entrepreneurship is necessary.

<https://imoox.at/course/entrepreneurship>

EN
Selbstlern-Kurs
Medizintechnik - Andere Technische Wissenschaften - Wirtschaftswissenschaften

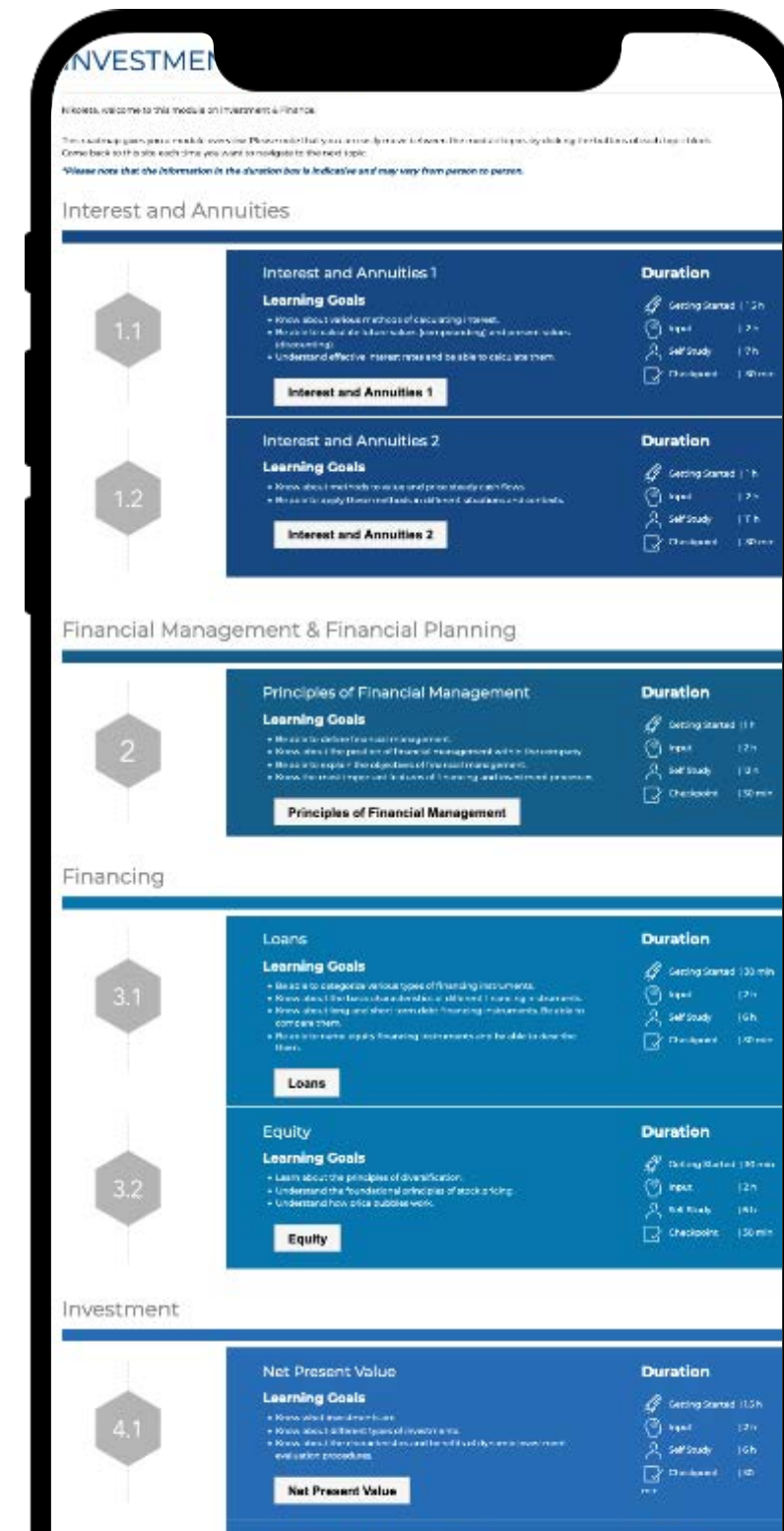
ENTREPRENEURSHIP & TECHNOLOGY
from idea to market

Entrepreneurship & Technology: From Idea to Market
MCI | Die Unternehmerrische Hochschule®
Prof. Dr. Christoph Engl

Über Inhalt Bewertung

eStudy Modules

- | Investment & Finance
- | Digital Competence & Self-Management
- | Introduction to Economic History & Economics
- | Marketing & Sales
- | Academic Writing & Empirical Social Research
- | Fundamentals of Law
- | Accounting (I/II)
- | Research Methods I
- | Data Management & Statistics
- | Business Communication (I/II)
- | Intercultural Competence & Diversity Training
- | Operations Management
- | Human Resource Management & Leadership
- | Decision Theories & decision Making



Forward-looking Concept & Design

The self-paced formats at MCI offer a forward-thinking approach, providing students with a highly personalized, interactive, and organized learning experience that adapts to individual needs while ensuring flexibility and efficiency.



Personalized

- Personalized and automated salutation
- Personalized, approachable texting



Standardized

- Preparation & structure
- Teaching content, design & learning path



Workload

- Clear, well-organized workload



Modular system

- Combinable and divisible units



Interactive learning experience

- Partial assessments through checkpoints, interactive videos and powerpacks



Organized

- Reminders for personal time management
- Time information for orientation in each subtopic



Responsive design

- Teaching content can be accessed via various end devices



Navigation

- User-friendly, easy to navigate

access, welcome to this module on Operations Management!
This roadmap gives you a module overview. Please note that you can easily move between the module topics by clicking the buttons of each topic block.
Come back to this site each time you want to navigate to the next topic.

**Please note that the information in the duration box is indicative and may vary from person to person.*

Introduction to Operations Management

1.1

Overview & key terms

Learning Goals

- Describe Operations Management and its functions.
- Explain the differences between manufacturing and service.
- Analyze impact factors of business operations.

Overview & key terms

***Duration**

- Getting Started | 45 min
- Input | 75 min
- Self Study | 1 h
- Checkpoint | 30 min

1.2

History & trends

Learning Goals

- Reproduce the influence of the different industrial revolutions on society.
- Describe the basic principles of Taylorism.
- Discuss the advantage of computer technology in production.
- Define new trends in operations management.

History & trends

Duration

- Getting Started | 1.5 h
- Input | 2.5 h
- Self Study | 1.5 h
- Checkpoint | 30 min

How to shape the future

2.1

Operations Strategy

Learning Goals

- Sketch aspects of an operations strategy.
- Describe the mission and vision of a business.
- Discuss the corporate environment and core competencies.
- Demonstrate what order qualifiers and order winners are.

Operations Strategy

Duration

- Getting Started | 60 min
- Input | 2 h
- Self Study | 1.6 h
- Checkpoint | 30 min

Forecasting & capacity planning

3.1

Forecasting

Learning Goals

- Demonstrate why forecasting is important.
- Distinguish forecasting from planning.
- Describe the steps involved in the forecasting process.
- Evaluate the different types of forecasting methods.

Forecasting

Duration

- Getting Started | 75 min
- Input | 1.2 h
- Self Study | 1.6 h
- Checkpoint | 30 min

3.2

Capacity Planning

Learning Goals

- Demonstrate the different planning time horizons and how capacity can be measured.
- Calculate different kinds of utilization.
- Demonstrate the 6 big losses and the impact the overall equipment effectiveness.

Capacity Planning

Duration

- Getting Started | 60 min
- Input | 2.5 h
- Self Study | 1.8 h
- Checkpoint | 30 min

Reading and Library

Reading and Library

To prepare for the module completion as well as to deepen the knowledge

- read the given literature
- deepen your knowledge
- learn more about the topic

Reading & Library

Duration

- Self Study | 1.3 h

Module Completion

Completion

In order to earn credits, you must take the following examinations:

- Multiple Choice Test
- Written Paper "Estimate of the time required. This can vary individually."
- Oral examination

For detailed information about the examination, go to your program's page.

Duration

- MC Test | 30 min
- Written Paper | 90 min
- Oral Exam | 20 min

Overview & key terms

Unit Overview & Learning Management

In this unit, you will get an overview about Operations Management and why it is important for every kind of business. You will learn how it is connected to other business functions and what it is about. Additionally, you will gain some insights into similarities and the differences of manufacturing and service. Finally, an approach to analyze impact factors on operations is discussed.

access. In this unit, we will look at the following content:

- the fundamentals of operations management
- main functions and their characteristics
- similarities and differences of manufacturing and service

After this unit, you will ...

- describe Operations Management and its functions
- explain the differences between manufacturing and service
- analyze impact factors of business operations

access, make sure to plan your own learning carefully.

Follow the rules of good time management and plan your study time using the duration times given for each task.

Duration

- Getting Started | 45 min
- Input | 75 min
- Self Study | 1 h
- Checkpoint | 30 min

Getting Started

Let's get started and learn more about the context and practicalities of the topic at hand.



Now it is time to meet Uncle Luiz and his pizza restaurant. In this module, you will explore the field of operations management through the lens of Uncle Luiz. Luiz will serve as your guide throughout this module, and you will learn more about his restaurant on the next slide.

Every time an exercise is about Uncle Luiz Pizza restaurant, you will find the orange case sign in the left corner and the special background colour on the slides.

Overview & key terms

access, ready to learn more about key terms to get an overview?

Manufacturing vs. Service

MANUFACTURING VS. SERVICE

How can we analyze problems?



Think about the six M's. Write down your ideas about possible factors for each M that affect the effectiveness of an organization.

Now It's Your Turn

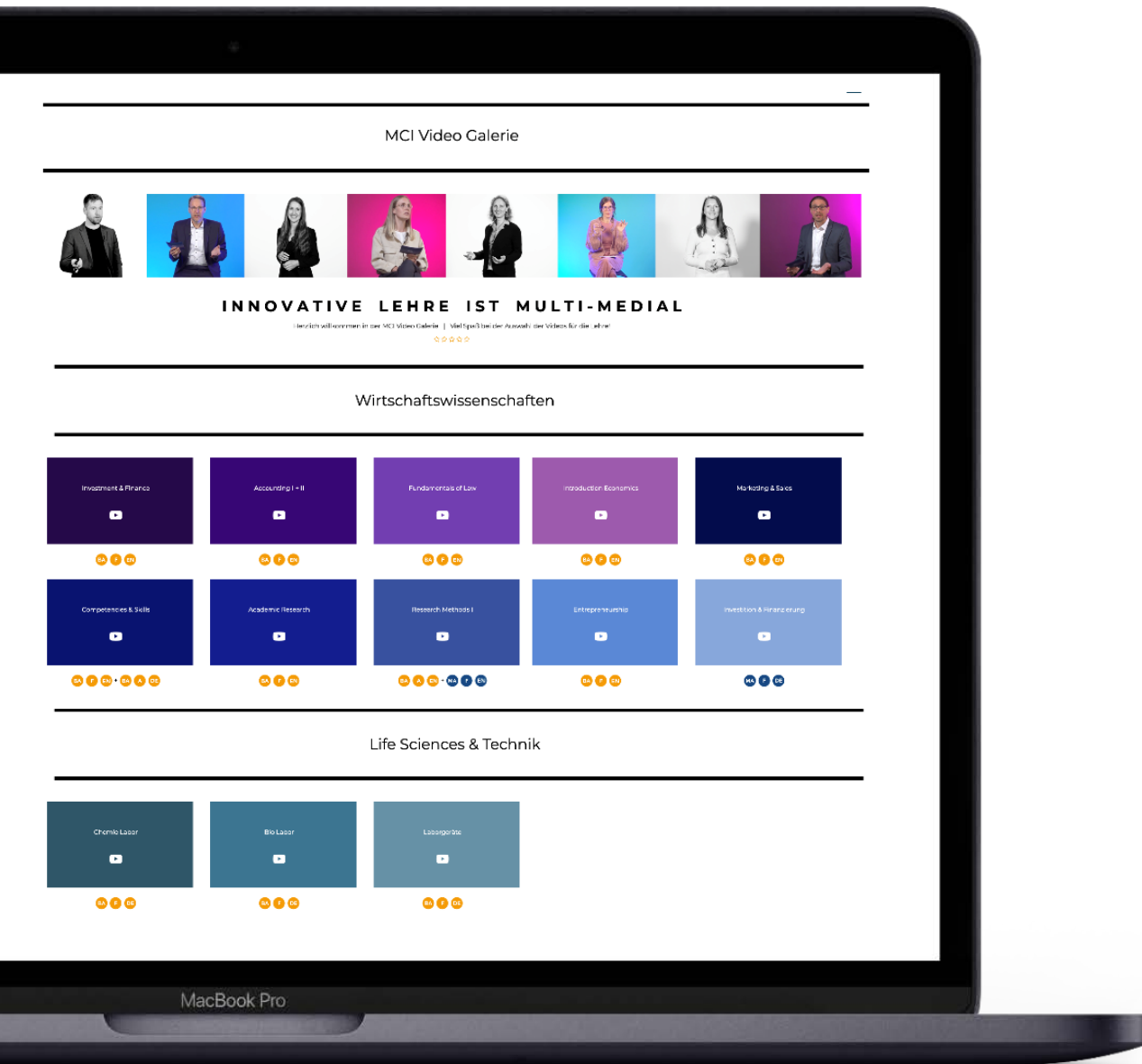
OK, Over to you!
You now have the possibility to practice and go through some tasks related to the topic at hand.
Make sure you have fun and don't forget - it takes some practice to become perfect.

Forecasting the overall monthly demand

Let's start with forecasting total monthly demand. What issues may arise in relation to each M? Click the purple icon to open the text box.



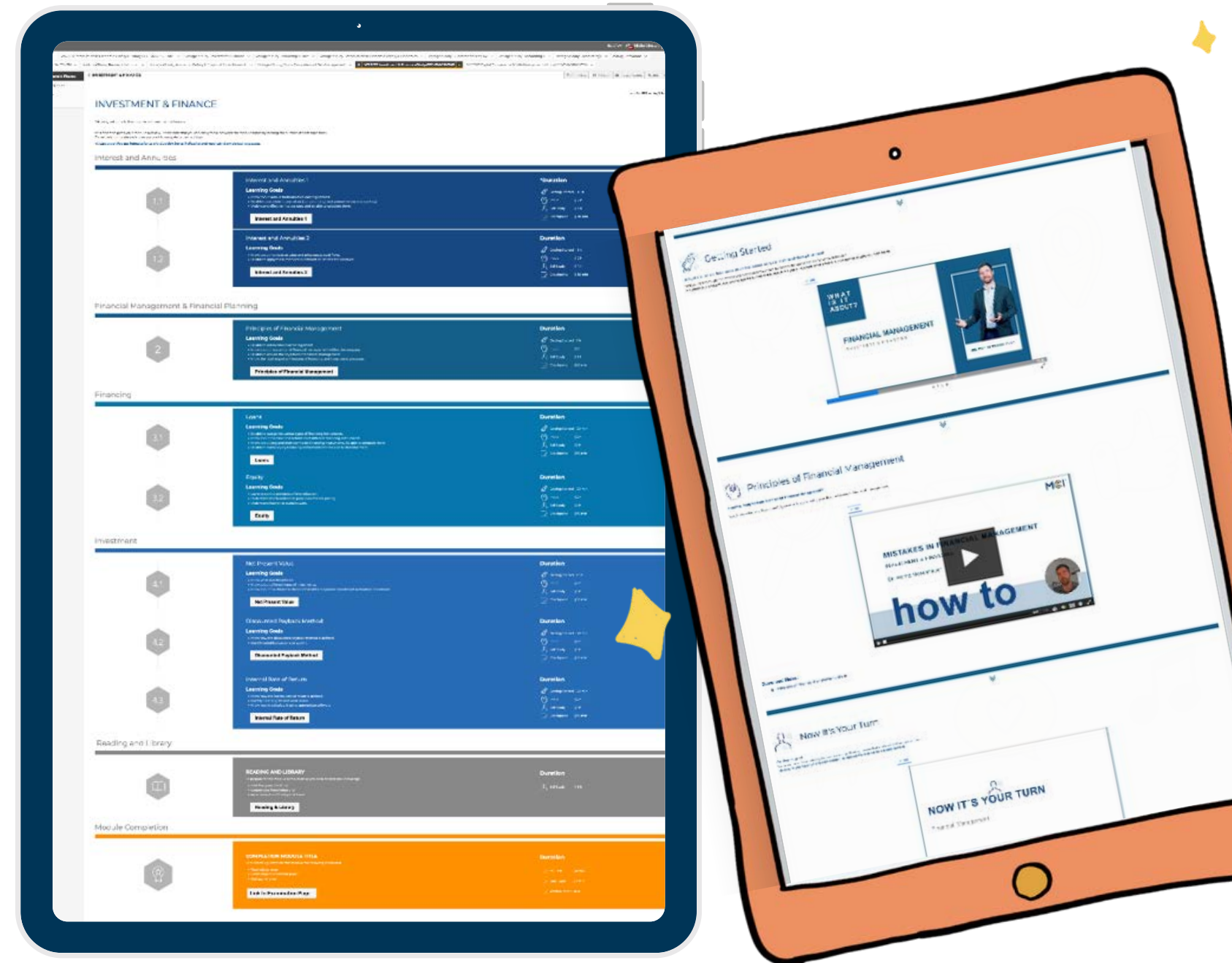
Technology Used



- Learning Management System SAKAI (comparable to Moodle, Blackboard...)
- Video Lectures were produced in the MCI Studio
- H5P was used as an authoring software to produce interactive and engaging videos
- Quizzes and reflection questions engage and motivate learners

Success Factors/ Lessons Learned

- | Know your LMS well.
 - | Have motivated faculty aboard.
 - | Develop a clear, recurring learning path.
 - | Choose well-known dissemination channels.
 - | Consider the puzzle approach.
-
- | Keep calm – you can do this too!

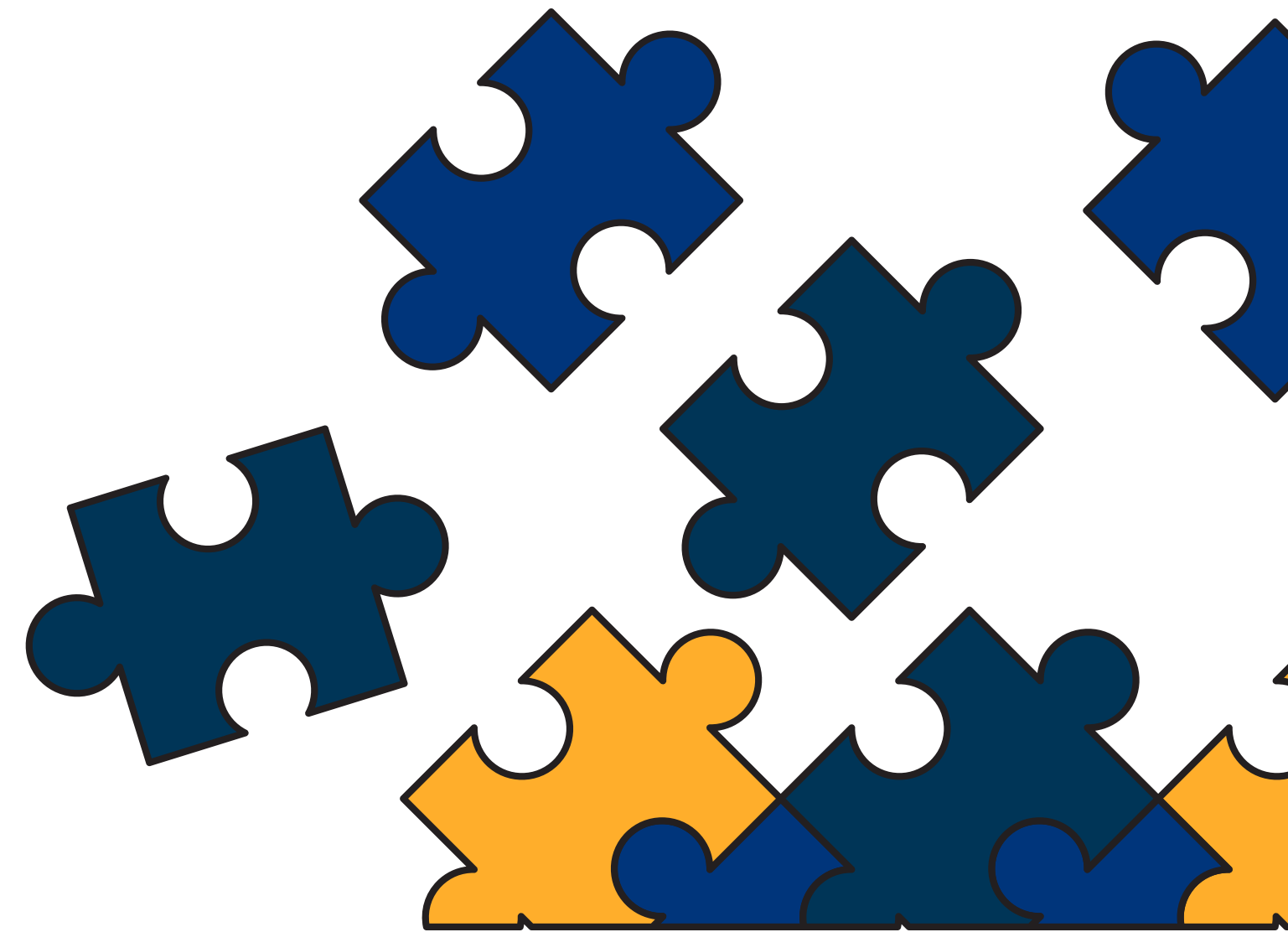


Puzzle Approach

MCI Learning solutions: Use and Application of eStudy Modules

Modul | Topic | Subtopic

- Stand-alone programs
- Compensation for missing ECTS points
- Possibility for “Flexicampus”
- Curriculum for incoming students
- Microcredentials (individual modules as a stand-alone program)
- Business administration for technicians - specializations
- Use for various “barter” agreements
- ...





Most important course info

Course Teaser

Short intro video from the course instructor with information about the goal and content of the course.

General Course

Welcome Words & Rough Content Overview. (2-3 sentences total).

Course Content

Overview of MOOC topics

- ✓ XY
- ✓ XY

Learning Objectives

After completing the MOOC, you will be able to

- ✓ XY
- ✓ XY

Prior Knowledge

- No prior knowledge is required
- Prior knowledge of XA is required

Course Outline

The MOOC consists of XY modules, which are unlocked weekly. In Module 1, you will be introduced to XY....

Certificate

- Certificate of Attendance
- ECTS Recognition

Licence

This MOOC is licensed under CC-BY-MCI

Course Management

MCI | THE ENTREPRENEURIAL UNIVERSITY®

Created by the following experts:
NAME + short bio

Partners:

Detailed Course Overview

1. Welcome to „Course titel“

Introductory Words.

2. What can I expect in this course?

Graphical representation of the learning path as well as brief text.

3. What will I Learn in this course?

Define basic learning objectives. What knowledge, skills and/or competencies do you want the participants to have at the end of the course?

4. How long is the course?

How many units does the course have? In what time frame are they to be completed? What is the workload / week for the participants?

Example: 6 units = 6 weeks at 4h workload / week = 24h in 6 weeks.

5. What do I have to do for a successful course completion?

Course completion

What are my takeaways from the course?

Summary of the key content e.g.

- ✓ Learning objectives and competencies achieved
- ✓ Key Takeaways

Final exam and course completion

Final learning objectives review.

Information about possible recognition as ECTS or similar.

Learning Path – Unit Structure

4-6 units are recommended.

The structure of each unit is as follows:

What is this unit about?

Overview of the process and learning objectives of this unit. In this unit we will deal with the following content:

- Topic 1
- Topic 2...

After this unit you will

- Know
- Understand
- Apply

Getting Started

Tuning into the topic; stimulating prior knowledge and activating the participants - setting first interaction.

Titel unit 1 (Content and Activity)

Capture the specific content of this unit. Pay attention to the common thread! The contents within the unit must be clearly connected to each other, e.g. in the form of a text. The content itself can be prepared in different ways:

- Video tutorials / screencasts
- Audio: Podcast, Interview...
- Graphics
- Animations

When creating the content, make sure it is of appropriate length (learning time).

The content should be prepared with different learning activities to engage learners and also activate them between knowledge units.

Checkpoint

A quiz / game about the content follows at the end of the unit. This serves on the one hand as a check for the confirmation of participation and on the other hand to anchor what has been learned.

MCI Learning Solutions

Thank You
For your Attention

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