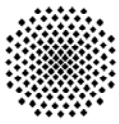


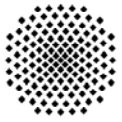
Corporate Learning 2.0 MOOC: An Open Online Course on Formal and Informal Learning in Organisations

Claudia Bremer, Goethe-University of Frankfurt
Joachim Niemeier, University of Stuttgart

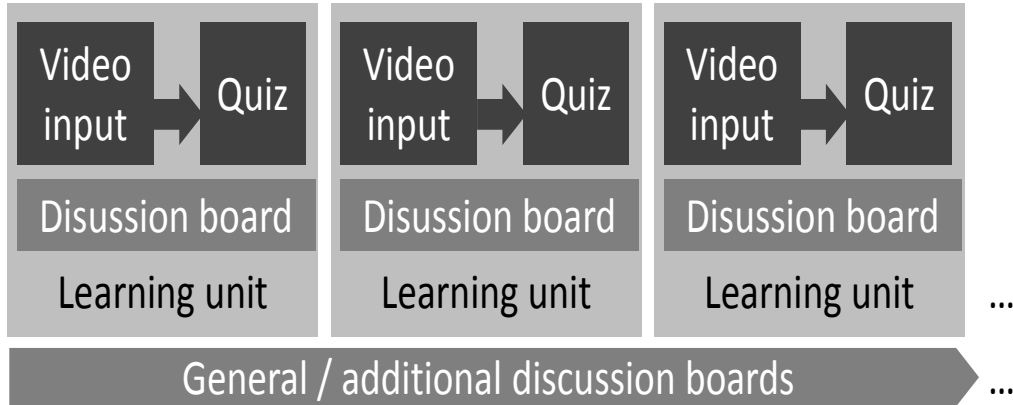


Corporate Learning 2.0 MOOC

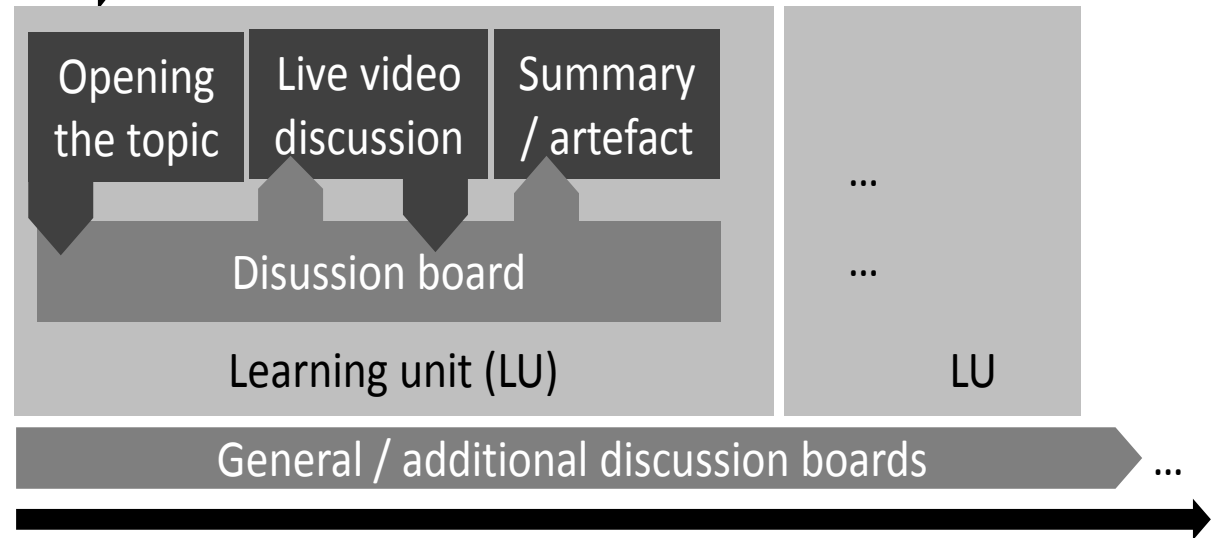
- **Organized by Corporate Learning Alliance**
a loose non-commercial German network of experts in the field of corporate learning
- **cMOOC**
Learning and knowledge built upon a diversity of inputs and opinions
- **8 weeks 8 topics**
(September - November 2015): Every week another company provided a challenge in the field of corporate learning to be discussed openly and online with the broad group of participants
- **Target group:** Corporate learning professionals
- **Over 1.650 registrations** (mainly from DACH region)



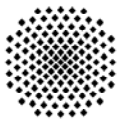
xMOOC versus cMOOC



Design of a typical xMOOC

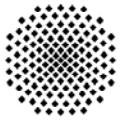


Design and structure of a learning a cMOOC t



Course topics and companies

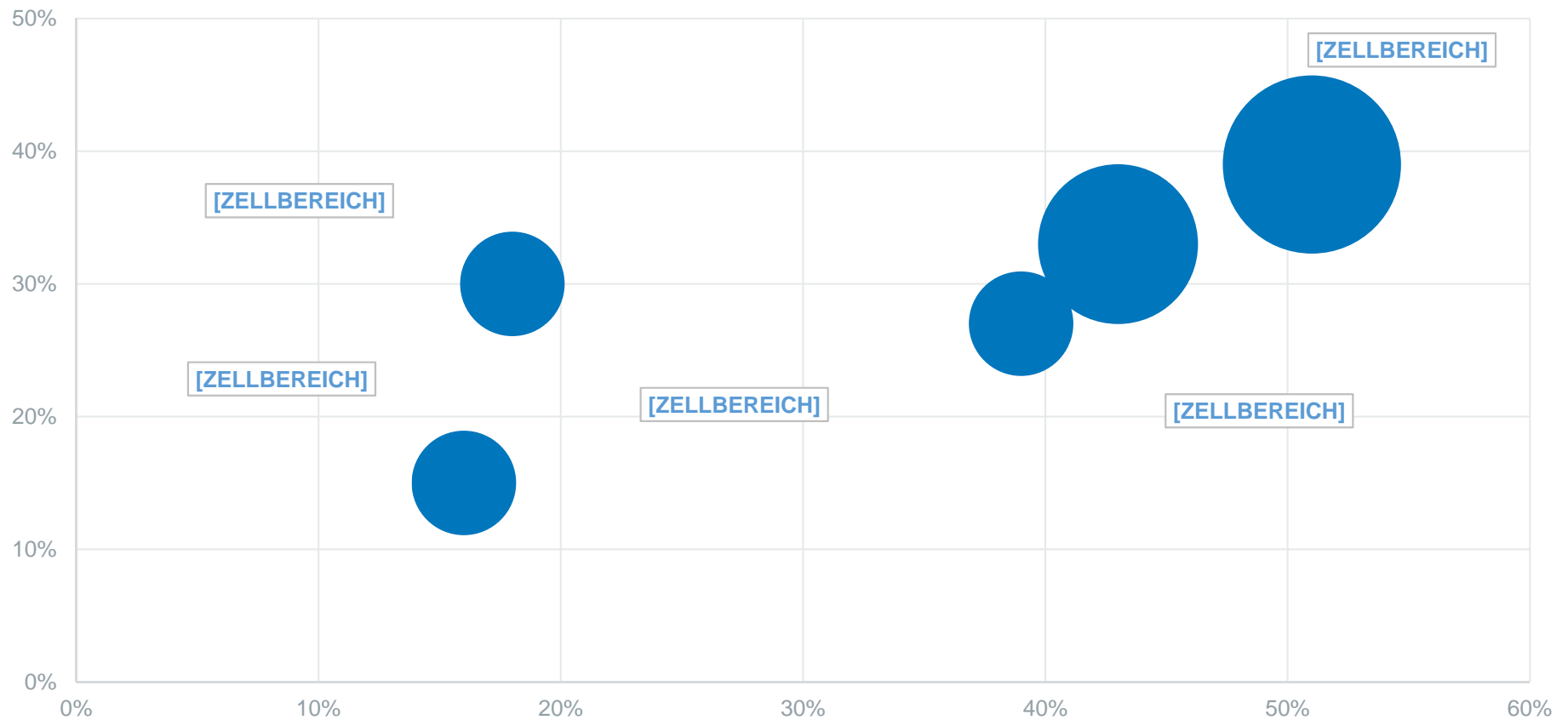
Week	Topic	Company
1	Next Education	DB Training
2	Making digital learning more attractive	Swisscom
3	Self-directed learning in leadership development	ÖAMTC
4	Social learning after formal learning	Festo
5	Open versus closed learning	Miele
6	Informal learning in international sales	SICK AG
7	Gamification	SAP
8	adidas Learning Campus – Past & Future	Adidas



Digitalization in enterprises: HR lags behind

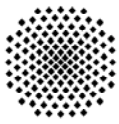
Driver for implementation

2007-2015 Digitalization Top 5



Source: Metastudie based on 31 studies

User of digital technologies



A week's structure

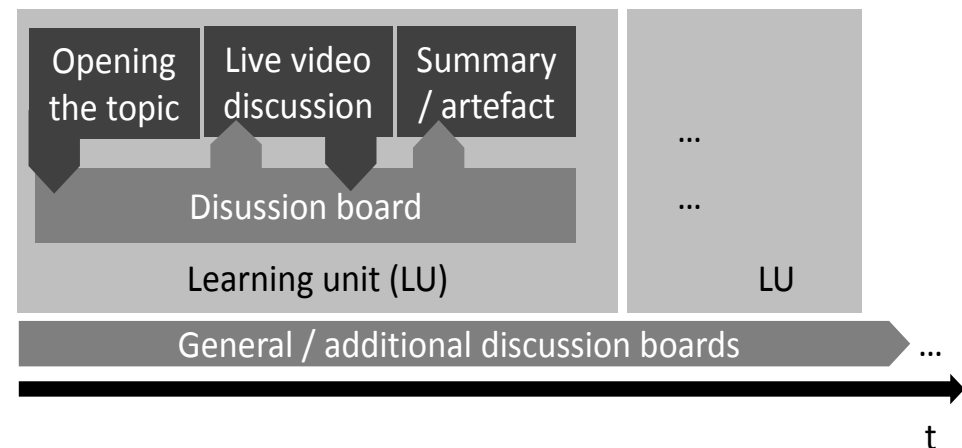
Monday: Presenting the case in a webinar

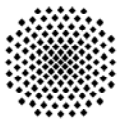
Whole week: Discussion in the forum
Crowdsourcing of new ideas through
Joint brainstorming (online mind mapping)

Wednesday: Summary, new impulses, questions

Friday Feedback in the webinar
Summary in forum

:





Input and communication within the course

Input formats

- Short Videos
- Whitepapers
- Status reports

moocin

Joachim Niemeier

Corporate Learning 2.0 MOOC

Woche 1

Woche 2

Woche 3

Lektion 1

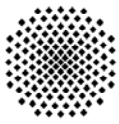
Lektion 2

Lektion 3

Lektion 4

Lektion 5

Lektion 6



Input and communication within the course

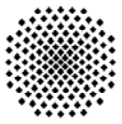
Input formats

- Short Videos
- Whitepapers
- Status reports

Communication processes

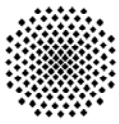
- **Live Online Sessions and chats**
- **Plenary discussions in forums**
- Blog Posts
- Collaborative Writing
- Collaborative mindmapping
- Ideas competitions
- **Badges**
- Face to face Learning Groups
- Facebook Community





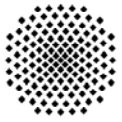
Live session as f2f-events





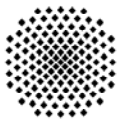
Evaluation and results

- **Questionnaires** developed for the assessment of cMOOCs used in 4 cMOOCs already in order to make them comparable
 - applied in the middle and by the end of the course
 - **additional tracking data** : course access, video usage,.....



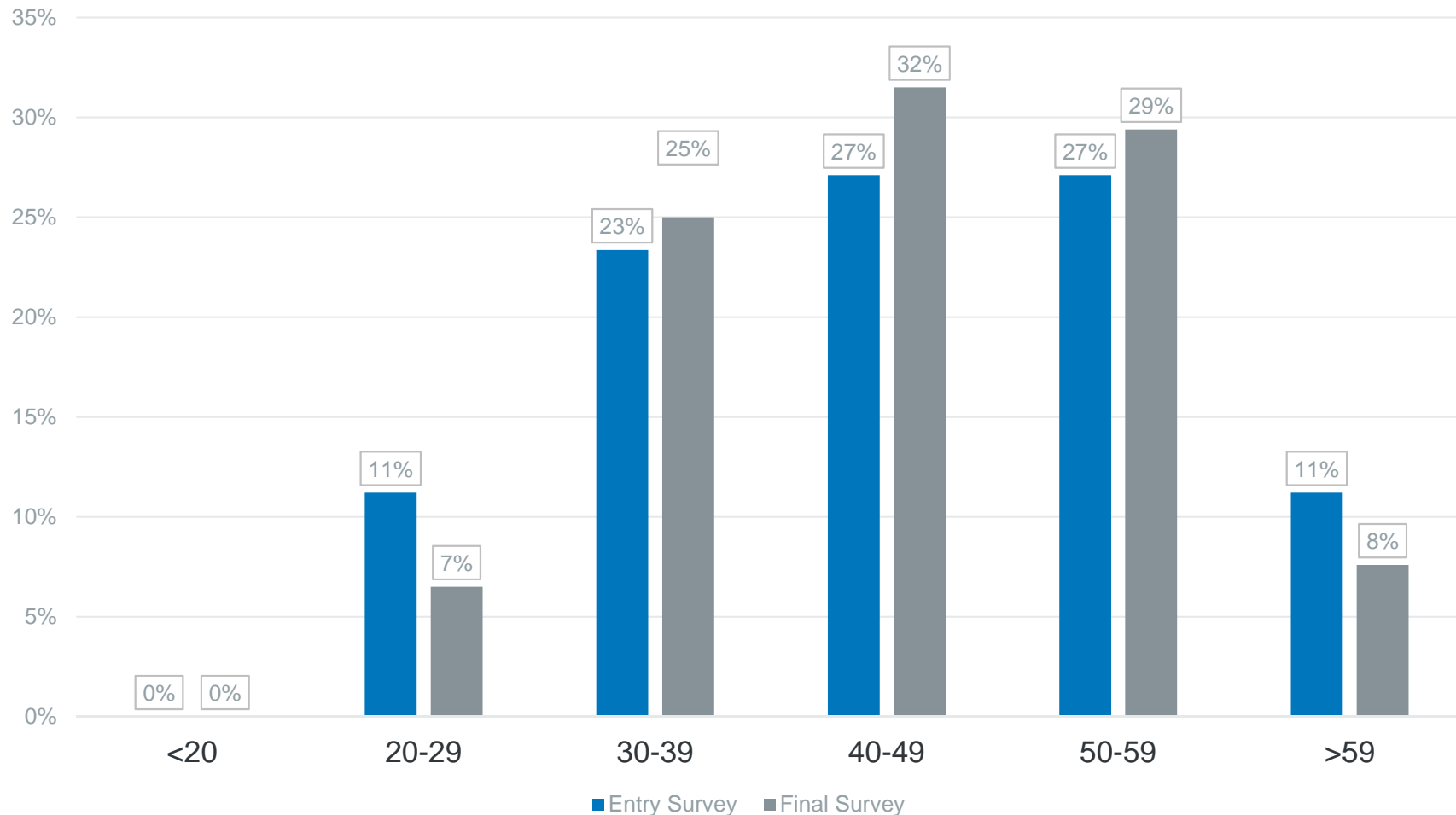
Have we reached our target group?

- Around 46% of the participants were employed in commercial enterprises
- 20% freelancers/self-employed
- 19% worked in a public educational institution
- About one third even had a leadership position

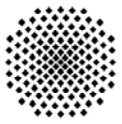


Are MOOCs a question of age?

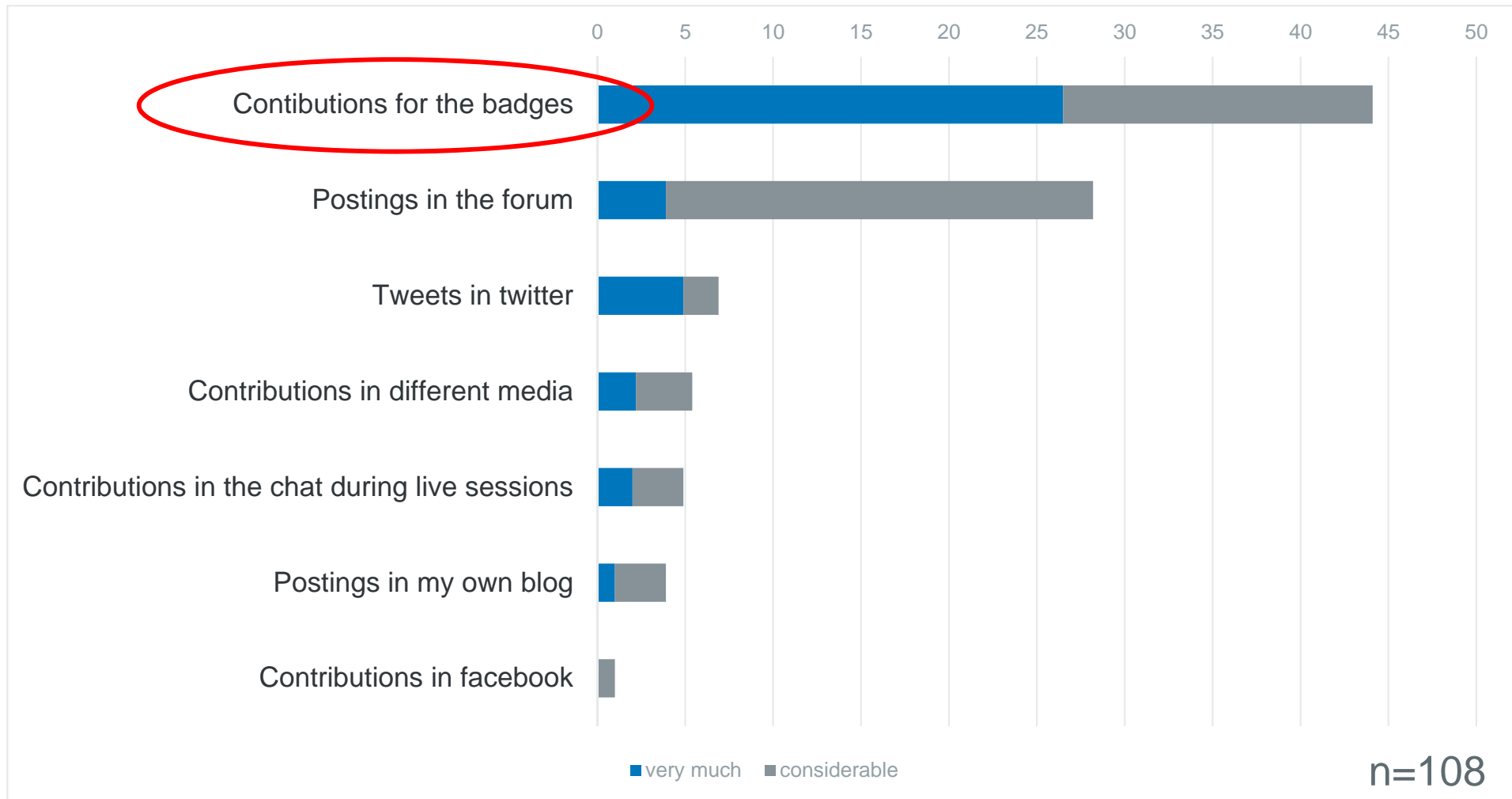
Age of the CL20 MOOC Participants

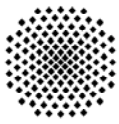


n=109



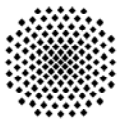
How did the participants contribute?





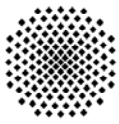
What have the participants appreciated?



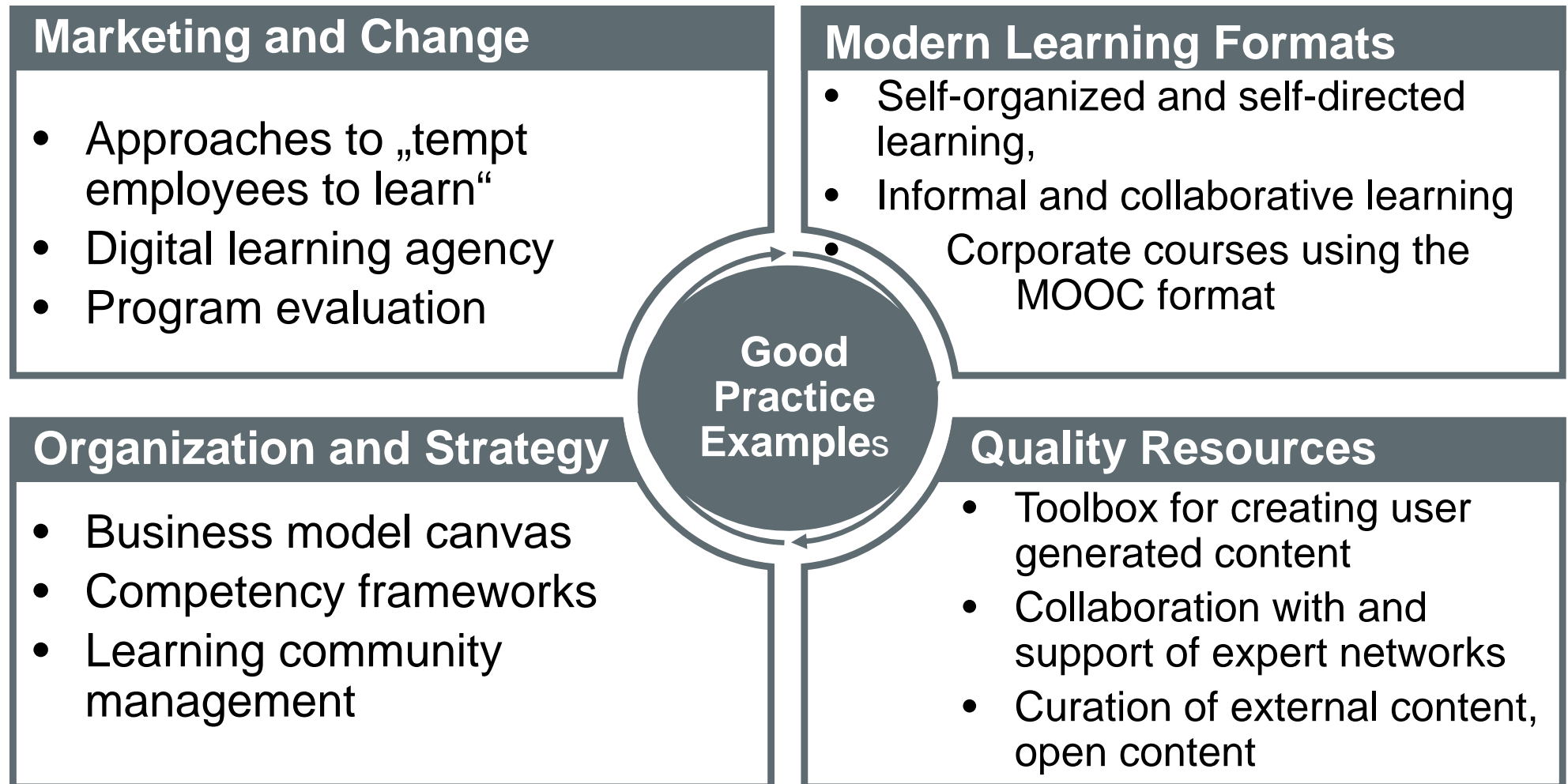


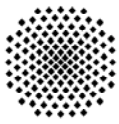
What have the participants appreciated?





Further results: Good practice examples





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