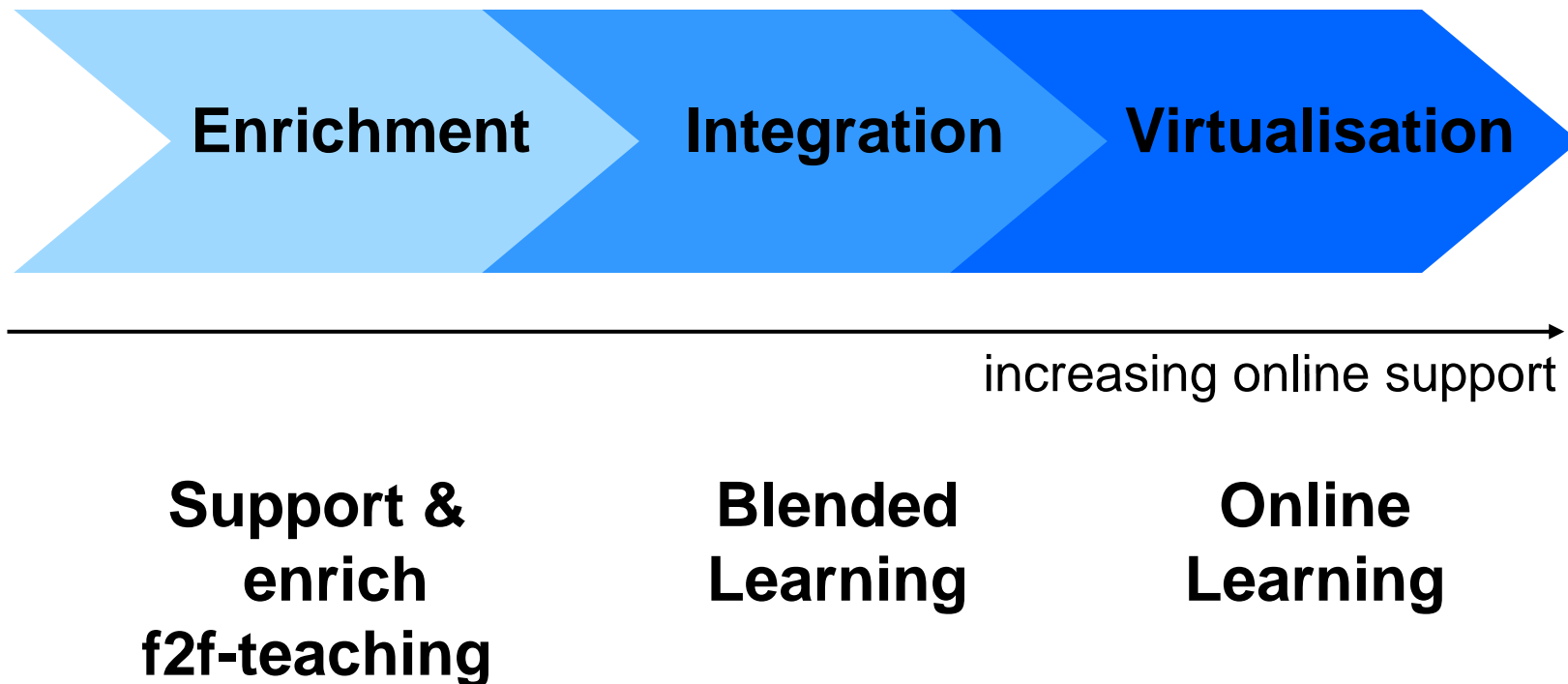


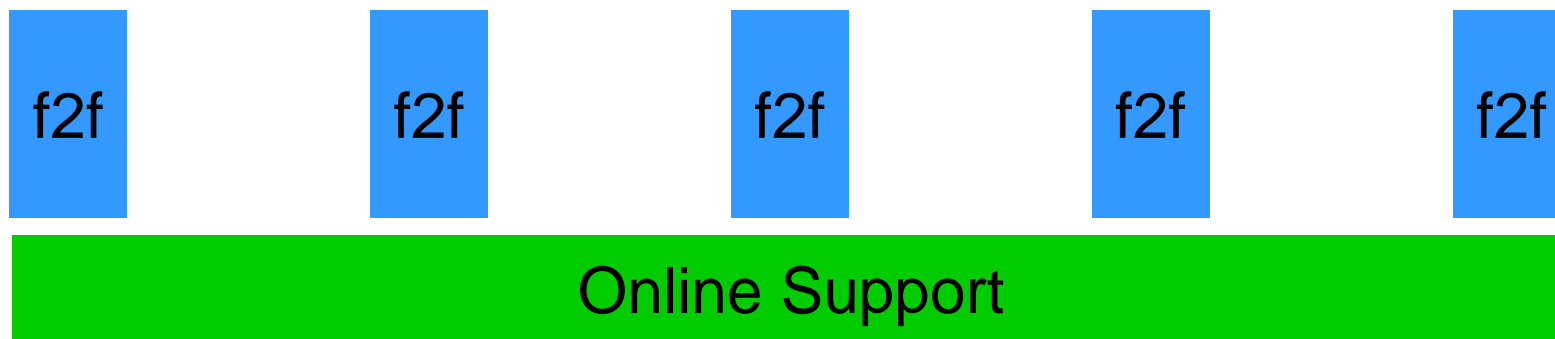
Elearning, MOOCs and business models

**Claudia Bremer,
Universität Frankfurt/M.**

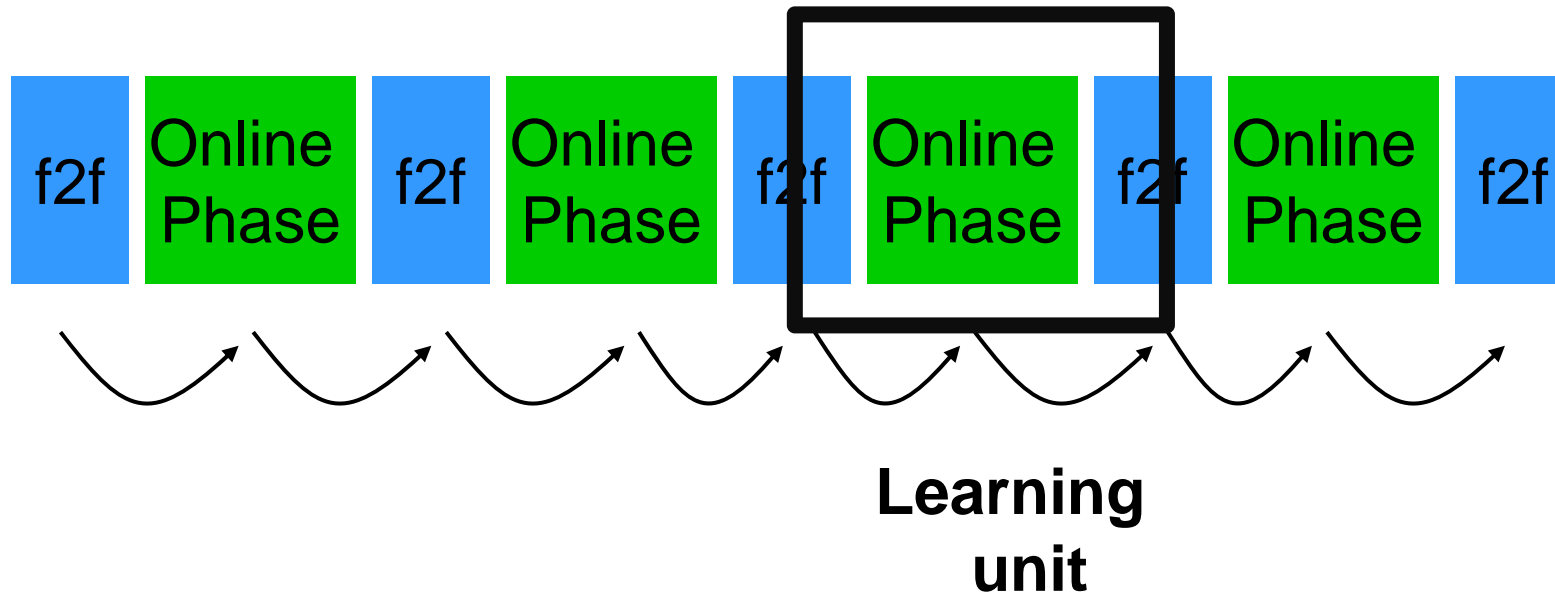
Scenarios



Enrichment



Blended Learning (Integration concept)



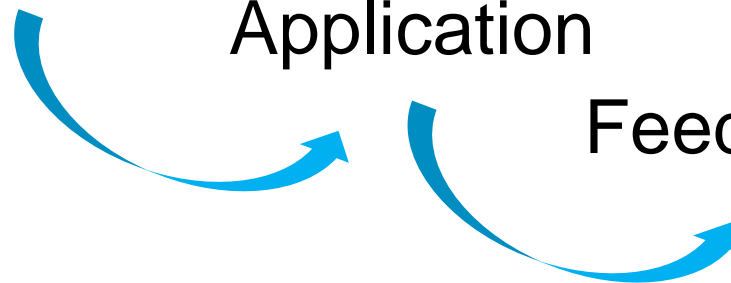
Blended Learning (Integration concept)



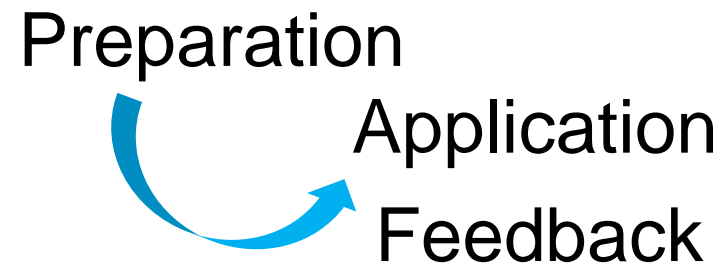
Lecturing

Application

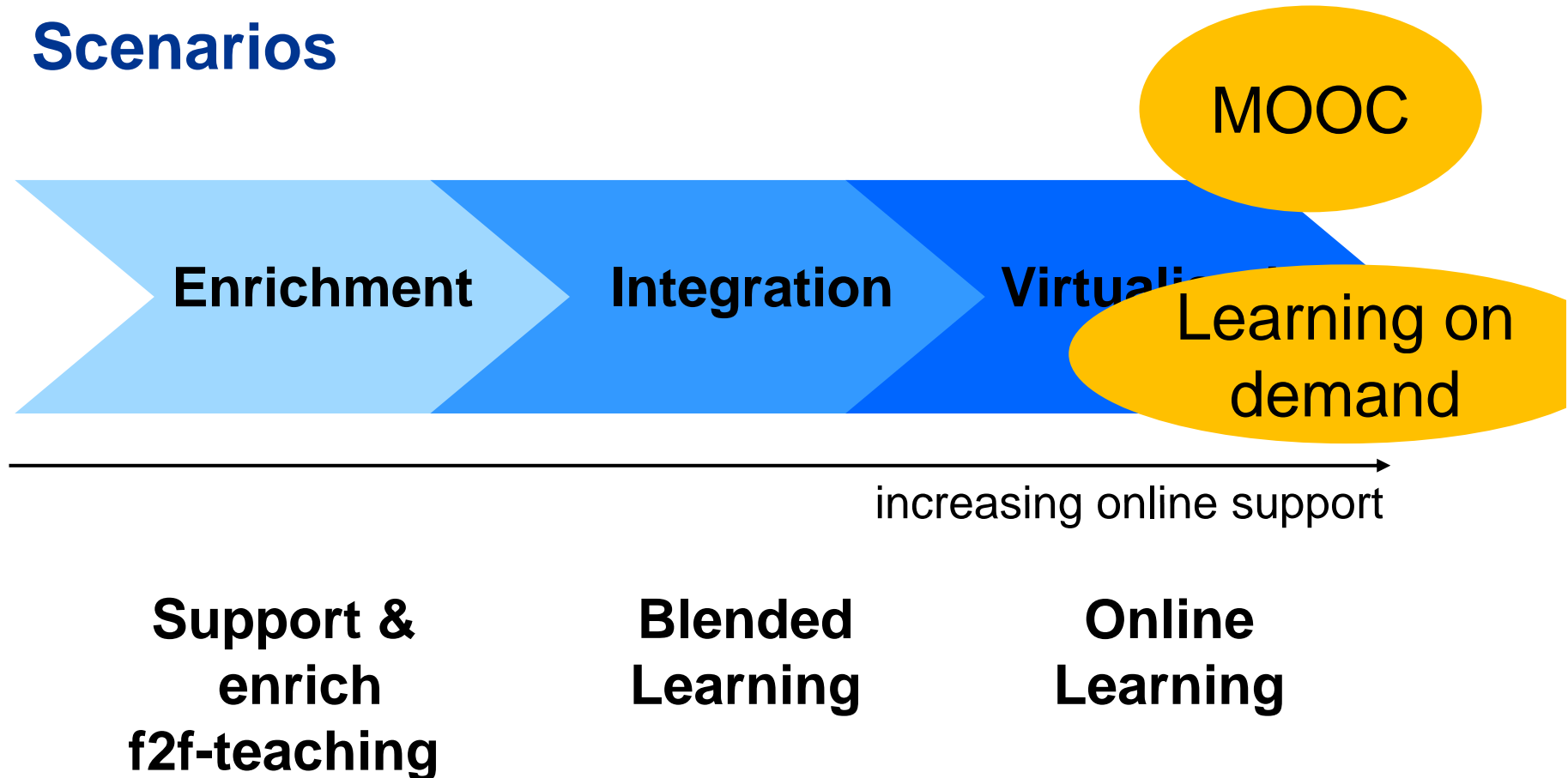
Feedback



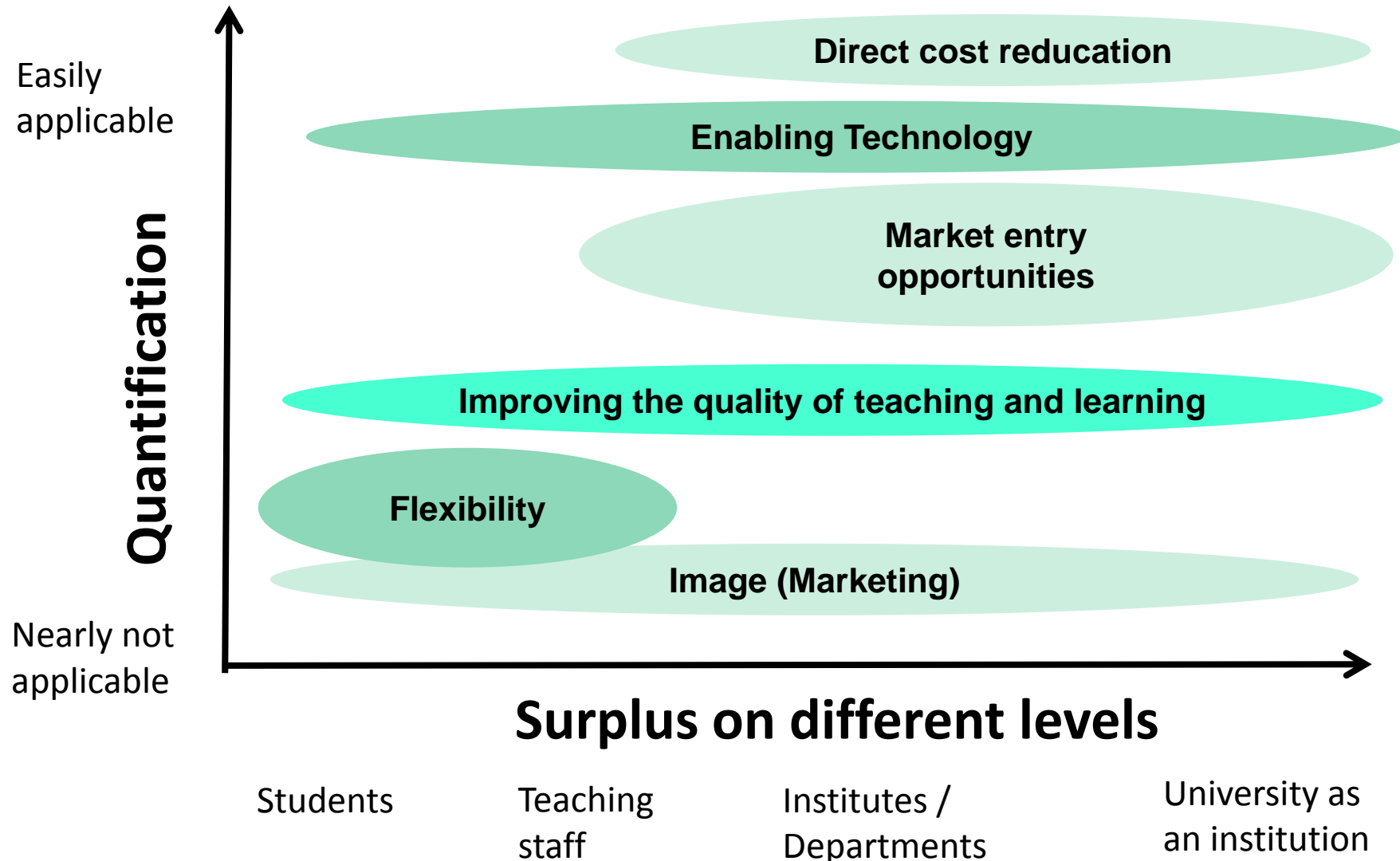
Blended Learning: **Flipped or inverted classroom**



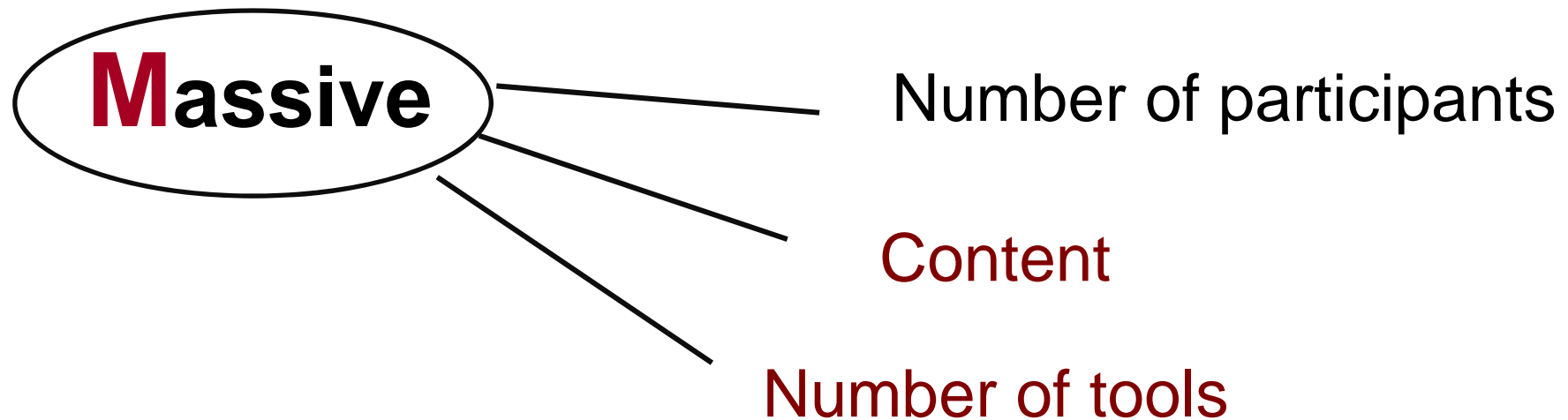
Scenarios



Surplus of elearning



Massive Open Online Courses (MOOC)



Massive Open Online Courses (MOOC)

Massive

Open

Open Admission

Open Content

Massive Open Online Courses (MOOC)

Massive

Open

Online



Massive Open Online Courses (MOOC)

Massive

Open

Online

„Blended MOOC“

Massive Open Online Courses (MOOC)



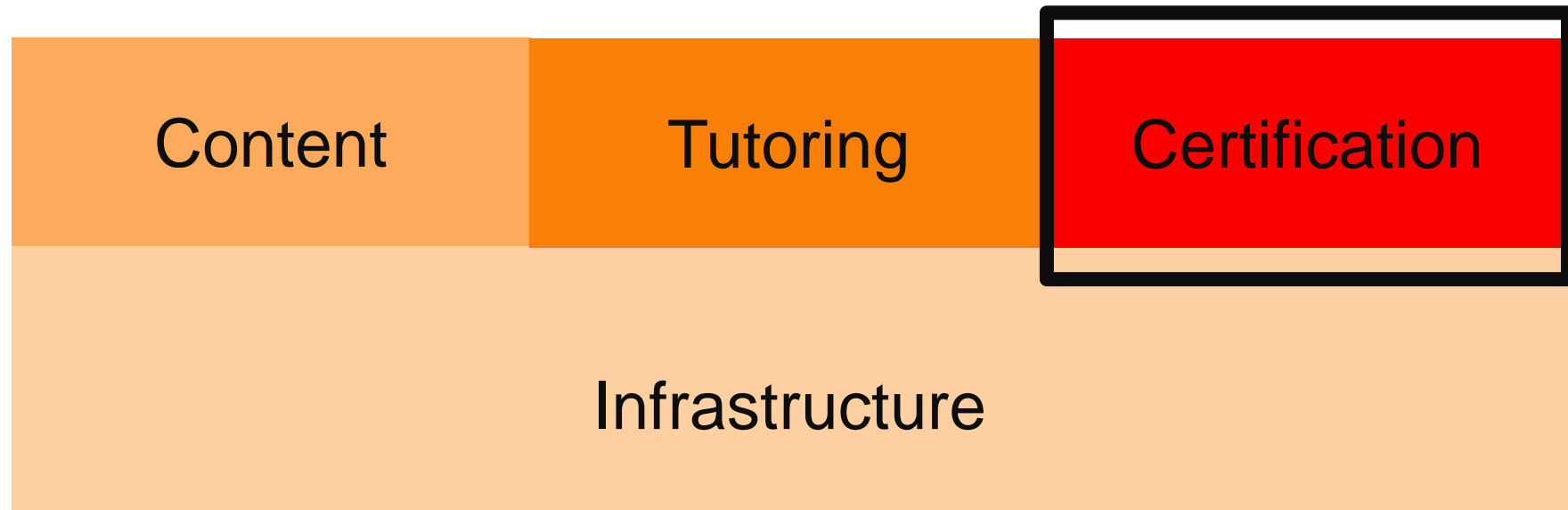
xMOOCs

Stanford MOOCs

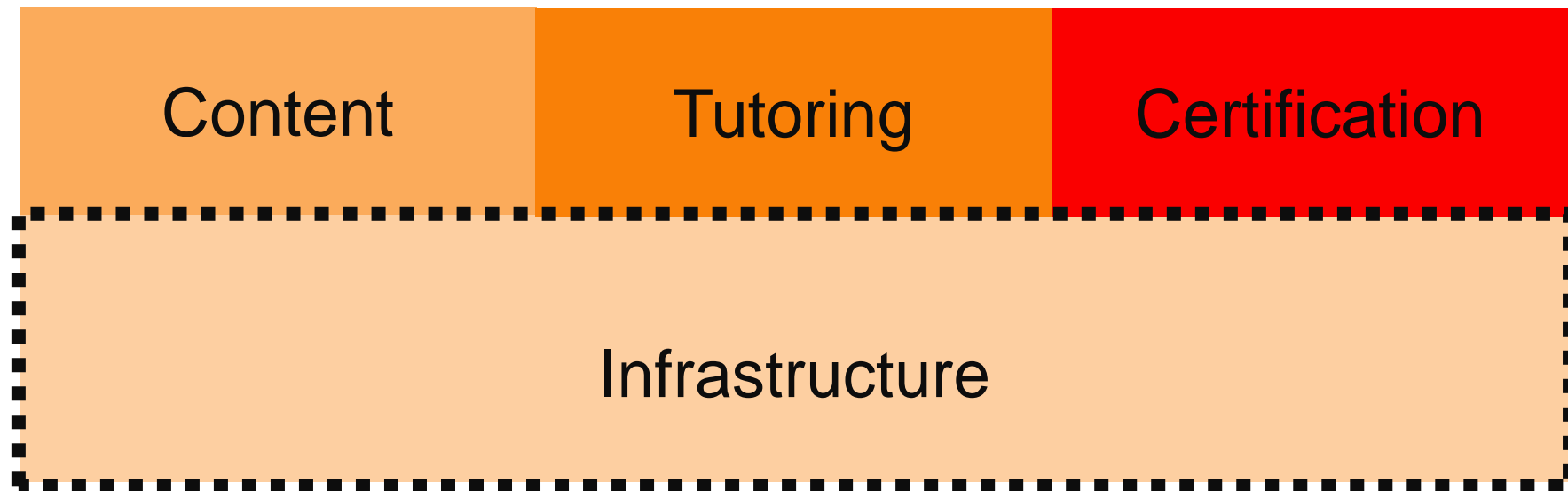
cMOOCs

Connectivistic
MOOCs

Business models around MOOCs



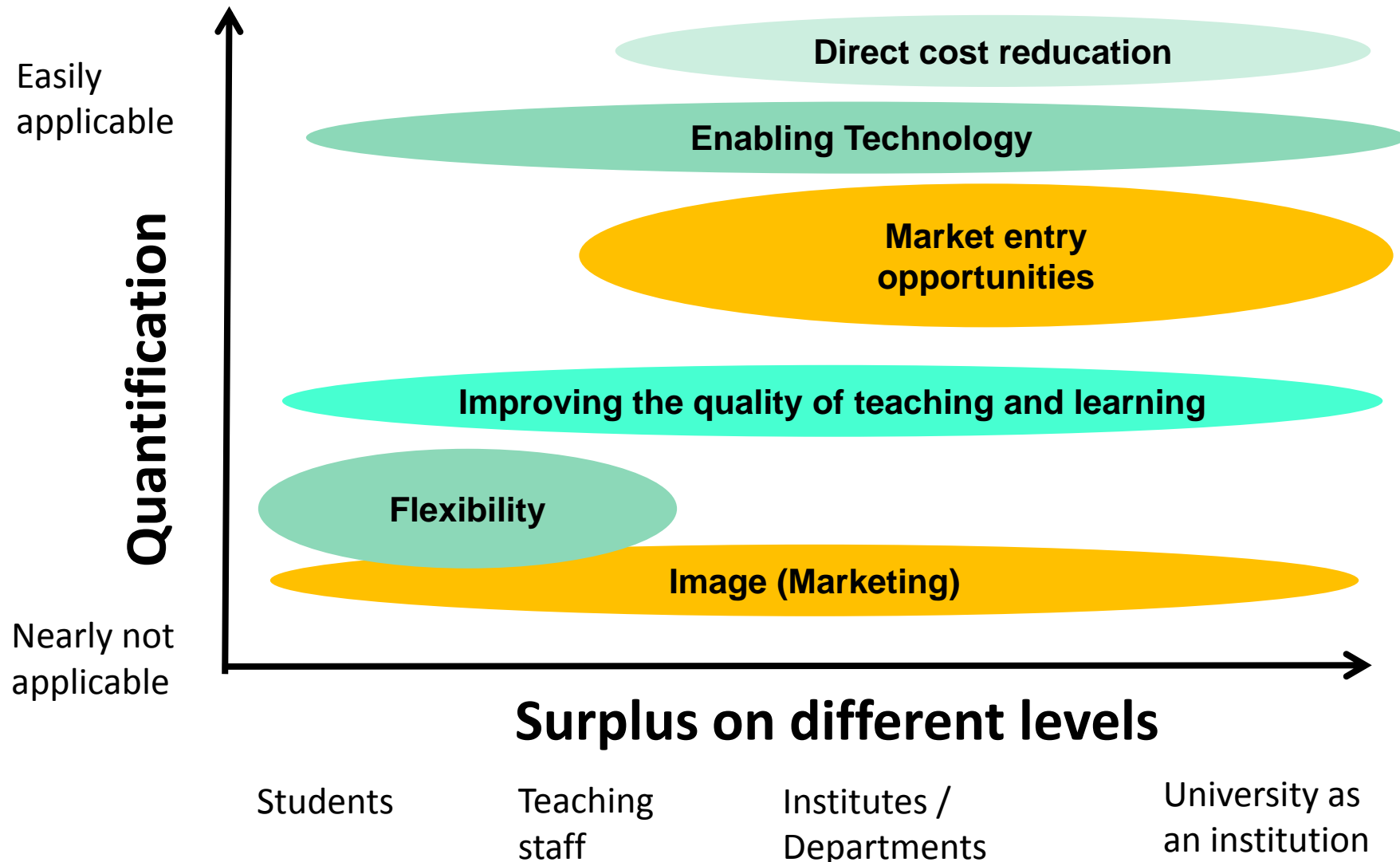
Business models around MOOCs



Question I

- Why do universities offer MOOCs?

Surplus of elearning

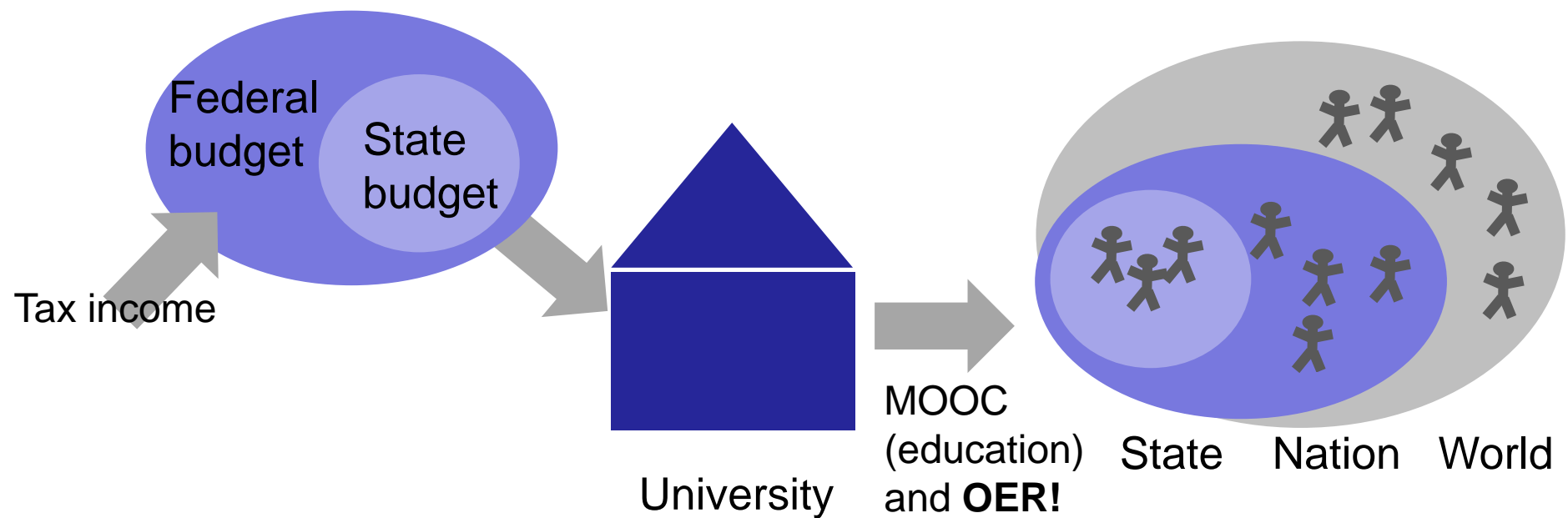


Components of a Business Model

<p>Partners</p> <p>Who are the most important partners for value creation?</p> <p>Which activities are provided?</p> <p>Which resources are provided?</p>	<p>Activities</p> <p>Which activities for value creation are required?</p>	<p>Value Proposition</p> <p>What value is provided?</p> <p>What problem is solved?</p> <p>Which needs are satisfied?</p> <p>Which goods or services are offered?</p>	<p>Customer Relationships</p> <p>What is the relationship with each customer segment?</p>	<p>Customer Segments</p> <p>For whom is value created?</p>
	<p>Resources</p> <p>Which resources for value creation are required?</p>		<p>Distribution Channels</p> <p>Which are the main distribution channels?</p>	
<p>Cost Structure</p> <p>Which are the most important costs?</p> <p>Which activities/resources create the highest costs?</p>			<p>Revenue Streams</p> <p>Which values are being paid for?</p> <p>How are payments made?</p> <p>What are the relative shares of individual revenue streams?</p>	

Question II

- Allocation of **costs** and **revenues**



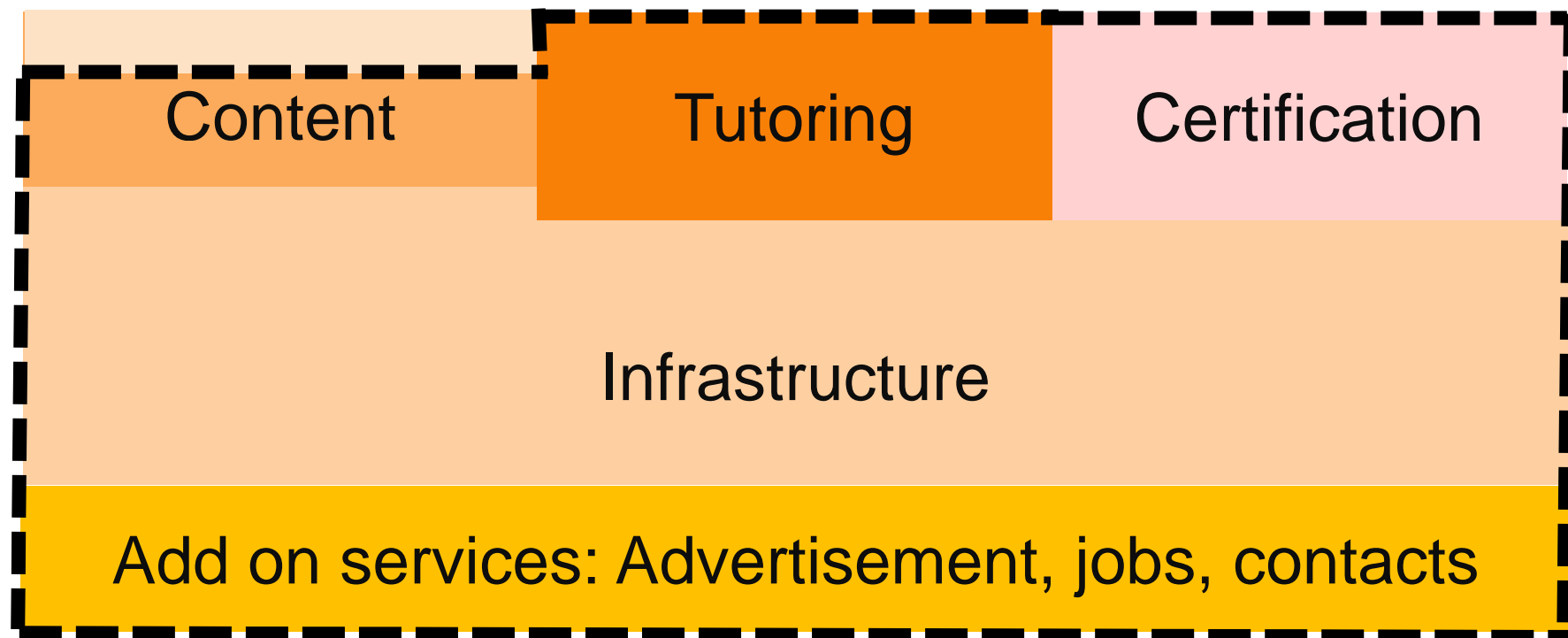
(Gaus, Bremer, Bershadskyy, 2014)

Business models around MOOCs



(Gaus, Bremer, Bershadskyy, 2014)

Business models around MOOCs



Publications

Bershadskyy, Dmitri; Bremer, Claudia; Gaus, Olaf (2013): **Bildungsfreiheit als Geschäftsmodell: MOOCs fordern die Hochschulen heraus.** In: Claudia Bremer, Detlef Krömker: E-Learning zwischen Vision und Alltag. Waxmann Verlag, p. 33-44.

Bremer, Claudia; Krömker, Detlef; Voß, Sarah (2009): **Wirtschaftlichkeits- und Wirksamkeitsanalysen sowie Vorgehensmodelle zur Einführung und Umsetzung von E-Learning an Hochschulen** In: Roland Holten, Dieter Nittel (Hrsg.): eLearning in der Hochschule und Weiterbildung. Einsatzchancen und Erfahrungen. Bielefeld: Bertelsmann, p. 61 - 80

Gaus, Olaf; Bremer, Claudia; Bershadskyy, Dmitri (2014): **MOOCs als Unternehmensstrategie für einen globalen Bildungsmarkt.** In: Dieter Lenzen & Holger Fischer (Hrsg.): Change: Hochschule der Zukunft. Tagungsband der Campus Innovation 2013, Jahrestagung Universitätskolleg. Universitätskolleg-Schriften Band 3, Universität Hamburg, Hamburg, p. 103-108.

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