Massive Open Online Course (MOOC) Proposal Guide

Introduction

There are many ways to deliver open online courses; however, key to the MOOC model is the assumption that that these courses will have a *massive* number of learners – MOOCs are about online learning, and teaching, at huge scale. Clearly this mode of delivery is a fantastic way for the University to reach a very large and diverse external audience.

To make sure that these very public courses showcase the highest quality teaching, and best production values, from the University, they also require a significant investment from all involved.

Whilst completing this form we ask you to consider how well your proposed course will fit into the MOOC model:

- Will it attract large numbers of learners from around the world?
- Will it provide significant value to your school, college, and the University community?
- What impact will it have on the wider community?
- Most importantly, how will we know if it has been a success?

Section 1: The academic team

Please list all members of the proposed academic team, including their contact details. Note that an academic lead should be identified as the main contact person.

Section 2: About the course

Provide some basic overview information about the proposed course including:

1. Working title.
2. Proposed duration in weeks.
3. Course summary (no more than 200 words).
4. Between 3 and 5 learning objectives.
5. Market analysis: briefly explain who the MOOC will be aimed at and your analysis of the 'market' in terms of the competition.
6. Learner progression: Could learners from this course progress into any existing University degree, either on campus or online? List degree/s.

Section 3: Purpose and justification

In this section we would like to find out more about the purpose of this MOOC, and how it will meet one or more of the University's strategies. It is likely that this section will address broader aims than the specific learning objectives of the course itself. You may want to address the following points:

1. Will your course have **mass** appeal? What is truly unique about the proposal?

2. What are your measures of success for this project? What will this MOOC need to deliver for it to be considered a success by key stakeholders?

3. Will this MOOC highlight the work of your school, college, and/or the University?

   a. Does the MOOC align to one or more of the University's strategies?

   b. Does the MOOC align to your school, and/or college, learning & teaching strategy?

   c. Will the MOOC feed directly in to an existing, or planned, online master's programme?

4. Which key stakeholders have you consulted?

5. Has adequate risk analysis has been carried out? For example: what happens if staff leave; is sensitive material involved? Have relevant statutory requirements been met?

Section 4: Funding and time commitment

In this section, we would like you to provide some further information about how the project will be funded. The MOOC Strategy Group must be assured that the School has **adequate resources and funding** in place for the development and delivery of the course.

The MOOC team are available for initial consultation on projects and to assist with the development of costed estimates. Where relevant, ISG may work with Schools or Colleges to identify alternative funding opportunities and/or partner in planning bids.

MOOC projects are run in partnership between the academic school, or department, and ISG. It is useful to consider what is expected from each partner:

1. The MOOC development team in ISG will provide:

   a. Project Management.

   b. Instructional Design.

   c. Video and Audio Production.

   d. Support and training for course building, platform support, quality assurance, scripting, copyright and IPR advice and marketing guidance

2. The academic team will provide:

   a. Subject and discipline-specific knowledge, and teaching expertise. Team members should be prepared to author the online course elements, including video scripts and online assessments, and to develop the learning design with support from colleagues in ISG.

   b. Teaching support for a minimum of 3 years.

    c. Quality assuring the course as it develops. Prior to development all MOOCs will need to be considered by the appropriate Board(s) of Studies for approval as a non-accredited course (see the [Programme and Course Approval and Management](#) policy). The Board of Studies will be ultimately responsible for academic QA.

Please note that all revenue from the sales of verified certificates will be paid in full directly to the school from ISG.

Section 5: Head of School sign-off

By signing off this project the head of school commits to providing the necessary support for academic input required to develop and to teach the MOOC for the minimum agreed period.

They also agree that the school will assume responsibility for academic quality assurance of the MOOC.

Letter of support

A letter of support is required from a University strategy owner.