

Chapter 8

Use of Massive Open Online Courses (MOOCs): Enhancing Teaching and Learning for Business Education

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ABSTRACT

The pandemic has disrupted the traditional teaching-learning paradigm. The educational institutions are now focusing on several MOOCs, which offer value, knowledge, skills, and education that is continuous. Thus, in this chapter, an attempt is made to understand perception and awareness of MOOCs among the business education students. Also, an effort is made for effective business models for successful conduct of MOOCs. The history of MOOC origins and their applications under differing circumstances have been studied. To gain an understanding from the past research, literature has been reviewed. While understanding the utility, benefits of MOOCs to enrich the business education environment, the challenges for MOOCs have also been studied. The study aims provide information for educators and learners to consider the factors that contribute to the success of MOOCs, which is considered a tool for continuous education in current pandemic times.

INTRODUCTION

The Pandemic situation globally has disrupted the traditional teaching-learning paradigm, placing all the stakeholders in a situation of nightmare. The educational institutions are now focusing on several of such MOOCs which offer knowledge and value enhancement to ensure that education is continuous and does not get disturbed.

It is time, MOOCs enabled innovation and engagement in higher education and explored the evaluation of the extent to which they inspired innovative approaches in teaching and learning across the range of activities in Business Education Institutes.

DOI: 10.4018/978-1-7998-8327-2.ch008

Objectives and Significance of the Study

The study was conducted to attain the following objectives:

- To study and understand concept of MOOCS
- To know the history of development of MOOCS in higher education
- To study and understand and analyse the perception and awareness of learners and outcome through MOOCS
- To develop a hypothetical model for successful implementation of MOOCS
- To understand the challenges and benefits of MOOCS for enhancing the teaching and learning in Business Education

The study aims providing information for educators and learners to consider the factors that contribute to success of MOOCS which is considered a tool to educate mass. The results of this study will also be important because they will raise awareness and perception about the value of MOOCS. The study will also be useful in determining the benefits and challenges of MOOCS. It will also serve as a resource for other research scholars who are interested in the subject.

Background of Study

In 2008, Massive Open Online Courses (MOOC) has entered the field of higher education and several innovative methods are now available for acquiring knowledge. The term originally was used for a course named as “Connectivism and Connectivity Knowledge” developed by Stephen Downes and George Siemens(Dave Cornier, 2010). It was meant to utilize the interactions between large numbers of participants enabled through online tools for the enrichment of the learning environment which were better than the traditional tools benefitting a small number of about 25 students. Later, the same course was attended by 2300 students from around the world(Wikipedia, 2021). The MOOCS which has an emphasis on interactions and connectivity are now known as e-MOOCS. The course designed by Peter Norvig and Sebastian Thrun on “Artificial Intelligence” paved the way for the successful use of the first MOOCS in the Stanford University 2011. More than 160,000 people around the world registered to learn the course(Daniel,2012). MOOCS provide higher quality content delivery to the learners that too free of cost from the Top ranking Universities having their presence the world over. The basic requirement for the learner is to have is a computer and an internet connection. Prior to MOOCS, education and knowledge were also available through online books, journals, as well as through various educational programmes and channels conducted on TV and Radio. On a review of the developments in the field of MOOCS, it can be seen that a company known as Udacity developed and offered MOOCS gratis. Later, Andrew Ng and Daphne Koller started another company named as Coursera which joined the universities to develop and offer MOOCS. These developments took place in 2012. Further, Massachusetts Institute of Technology developed a platform named as MITx for offering MOOCS which was renamed edX along with Harvard University. EdX is a non-profit company and has some of the top universities associating with it. The Coursera Company enrolled more than four million students while Udacity and edX together enrolled more than a million students in their MOOC(Wikipedia, 2021).

MOOCS have been defined as Free courses, lectures organised as short videos mixed with formative tests that are freely accessible through technology devices that have Internet connectivity are typical

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