

MOOC Project Proposal



Institution

Name(s) of Instructor(s)

Course Name

Subject Area of Course

Primary Spoken Language

Subtitle Language(s)

Course Length

Weeks

Estimated Start Date of Course

Primary Contact Person

Your MOOC Team

In order to plan, produce and maintain a great MOOC, it is absolutely necessary to have a highly motivated and collaborative team. It is almost impossible to create a MOOC alone – a MOOC is only as good as the team working on it. From our experience, the first and most important thing to do is to define roles and responsibilities within your team. If possible, we recommend defining the following roles:

(Please insert the name of a team member for each role or leave blank if not applicable)

Project Manager

The project manager is responsible for coordinating the project itself. He/she should make sure that everyone on your team is on the same page throughout the project and aware of their responsibilities. The main focus of this team member is to be the primary coordinator, whether multiple instructors are teaching the course or if you plan on having guest lecturers. In general, the project manager has to make sure that the different members of the team are collaborating effectively. We recommend that the project manager is also responsible for uploading all course material onto the platform.

Primary Instructor

The primary instructor is responsible for the content of the course, its structure and all of the material necessary for a rich teaching and learning experience within your MOOC. The primary instructor will appear as the official teacher for the course. If possible, the primary instructor should seek to collaborate with an expert in a field such as pedagogy, didactics or instructional design in order to find appropriate methods and pedagogical/didactical approaches for teaching their online course.

Secondary Instructor(s)

If two or more instructors are collaborating or jointly teaching the MOOC, the second instructor will have the same responsibilities as the primary instructor. However, only the primary instructor will be the official course instructor, and his or her name will appear on all certificates issued at the end of the course.

Video Producer

Since the video lecture is a key element of any MOOC, it is always good to have a knowledgeable and resourceful video producer on board who can support you as you produce your MOOC. When it comes to post-production and visualising your content in various creative forms, the addition of this team member is essential and can make a big difference to the quality of your videos and the effectiveness of your course.

Instructional Designer / Didactic Expert

The instructional designer should help the instructor to find appropriate teaching methods for his or her course. He/she is meant to support the instructors during the planning and conceptualisation of the MOOC.

Teaching Assistants

If possible we recommend having two teaching assistants that can help instructor(s) with preparing and/or uploading the course material. Their primary responsibility, however, should be overseeing the course maintenance, e.g. taking care of the course while it is running and actively interacting with students. This means that they should be present in the discussion forum, actively answering questions, commenting on the answers of course participants, and sending out announcements. Continuous and effective communication is enormously important and can drastically increase retention rates and decrease frustration among students.

Details of your MOOC

(Please answer the following questions so that we might gain some insight into your project)

Introduction to Course Topic & Structure

Please provide a description of your course topic and content structure. Mention key concepts, theories and methods that will be dealt with in your course.

Target Audience

Please describe the level of prerequisite knowledge necessary for your course and to whom your content is directed. Is it targeted for beginners in your field or for Ph.D. level students? What knowledge and skills do students need to successfully participate in the course? Is your content similar to a course at the Bachelor or Master level?

Course Objectives

Please define the overall course objectives for your students. Continue to elaborate by defining more concrete learning objectives, e.g. what should students be able to know or do by the end of your course?

Pedagogical Approach and Methodology

Please describe your pedagogical/didactical approach and explain in detail what teaching methods you plan to make use of in your course.

Assessment and Monetization

Please decide which assessment method and corresponding certificates you would like to offer to students participating in your course. For further information on assessment/evaluation methods and certificates, consult the Memorandum of Agreement or the attached presentation you received.

Timeline

Planning, producing and maintaining a MOOC is a complex yet exciting process that must be planned and organized well in advance of its start date. Depending on your course duration, the entire project will require an estimated 6-8 months of attention, from beginning to end. We have identified 8 phases in the MOOC production process that you should strongly take into consideration for your plan. Each phase has been given a suggested

(Please fill in your estimated deadlines for each phase of the production process)

2 Months	I – Structural Planning & Content Creation <i>Creating course syllabus, detailed course concept, storyboards for video lectures, and all additional materials</i>
1 Week	II – First Review <i>Review of concept, structure and content with iversity</i>
1 Month	III – Test Chapter <i>Production and review of test chapter</i>
2 Months	IV – Production <i>Production and post-production of primary MOOC content, assessments, and all additional materials</i>
2 Weeks	V – Platform Placement <i>Transferring all content to the iversity platform; uploading videos, documents and references, while inputting quizzes, assignments, and exams to their respective interfaces</i>
6-8 Weeks	VI – Launch <i>Activating and maintaining each MOOC chapter</i>
2 Weeks	VII – Final Results <i>Maintaining and overseeing final assessments</i>
2 Weeks	VIII – Debrief <i>Reviewing MOOC data and best practices with iversity</i>