

Academic innovation through MOOC

Economic feasibility study of transforming 10 academic courses to MOOC through CAMPUS platform, for students and other potential audiences



Innovative University

Brand the university as an innovative organization, primarily for a younger audience



New Audiences

Share and distribute academic knowledge to new & diverse populations



Flexibility

Offer flexibility for students to choose the time, place and pace of the course



High Quality Learning

Courses based on the best lecturers, quality content and interactive learning methods



Digital Learning Skills

Prepare students for the future through building digital learning skills

Providing access to Academic MOOC courses will allow the university to reach new audiences, that can generate new potential income channels

Cost reduction for university students²

0.2 M NIS / year

Income channels

Direct admissions³

0.7 M NIS / year

Online courses for high school students⁴

0.4 M NIS / year



Training for public sector employees

0.6 M NIS / year

Investment

4 M NIS



Operating costs

0.4 M NIS / year



1.5 M NIS / year

Potential economic benefit⁶

¹ Transforming 10 highly demanded academic courses to MOOC ;number of students per course is unlimited, we assume only 300 students per course will take the final exam; of which, 150 are university students, 80 candidates in direct admissions, 40 high school students and 30 in Training for public sector employees

² Savings come from reducing hours of lecturers and instructors, as well as savings in building costs

³ University admissions based on candidates grade in 3 online courses + their high school grades; we assumed 500 candidates apply each year, taking 3 courses each, for 500 NIS per course

⁴ MOOC academic courses will be integrated into high school curriculum for thousands of high school students, we assume 500 students per year will actually take the exams, 1.5 courses each (at average) for 500 NIS per course

⁵ Assuming 300 public sector employees would take exams in 2 courses at average, for 1,000 NIS per course (

⁶ Return on investment in 5 years, assumed 3% capitalization, 3 years until full operation of 10 courses, 2 semesters per year, full capacity in all courses