Corporate Learning 2.0 MOOC: An Open Online Course on Formal and Informal Learning in Organisations

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Corporate Learning 2.0 MOOC

- **Organized by Corporate Learning Alliance**
  a loose non-commercial German network of experts in the field of corporate learning

- **cMOOC**
  Learning and knowledge built upon a diversity of inputs and opinions

- **8 weeks 8 topics**
  (September - November 2015): Every week another company provided a challenge in the field of corporate learning to be discussed openly and online with the broad group of participants

- **Target group**: Corporate learning professionals

- **Over 1.650 registrations** (mainly from DACH region)
xMOOC versus cMOOC

Design of a typical xMOOC

Design and structure of a learning a cMOOC
# Course topics and companies

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Company</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Next Education</td>
<td>DB Training</td>
</tr>
<tr>
<td>2</td>
<td>Making digital learning more attractive</td>
<td>Swisscom</td>
</tr>
<tr>
<td>3</td>
<td>Self-directed learning in leadership development</td>
<td>ÖAMTC</td>
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<tr>
<td>4</td>
<td>Social learning after formal learning</td>
<td>Festo</td>
</tr>
<tr>
<td>5</td>
<td>Open versus closed learning</td>
<td>Miele</td>
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<tr>
<td>6</td>
<td>Informal learning in international sales</td>
<td>SICK AG</td>
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<tr>
<td>7</td>
<td>Gamification</td>
<td>SAP</td>
</tr>
<tr>
<td>8</td>
<td>adidas Learning Campus – Past &amp; Future</td>
<td>Adidas</td>
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Digitalization in enterprises: HR lags behind

Source: Metastudie based on 31 studies
A week’s structure

Monday: Presenting the case in a webinar

Whole week: Discussion in the forum
Crowdsourcing of new ideas through
Joint brainstorming (online mind mapping)

Wednesday: Summary, new impulses, questions

Friday: Feedback in the webinar
Summary in forum
Input and communication within the course

**Input formats**

- Short Videos
- Whitepapers
- Status reports
Input and communication within the course

Input formats
- Short Videos
- Whitepapers
- Status reports

Communication processes
- Live Online Sessions and chats
- Plenary discussions in forums
- Blog Posts
- Collaborative Writing
- Collaborative mindmapping
- Ideas competitions
- Badges
- Face to face Learning Groups
- Facebook Community
Live session as f2f-events
Evaluation and results

- **Questionnaires** developed for the assessment of cMOOCs used in 4 cMOOCs already in order to make them comparable
  - applied in the middle and by the end of the course
  - **additional tracking data**: course access, video usage, …
Have we reached our target group?

- Around 46% of the participants were employed in commercial enterprises
- 20% freelancers/self-employed
- 19% worked in a public educational institution
- About one third even had a leadership position
Are MOOCs a question of age?

Age of the CL20 MOOC Participants

Entry Survey vs. Final Survey

- <20: 0%, 0%
- 20-29: 11%, 7%
- 30-39: 23%, 25%
- 40-49: 27%, 32%
- 50-59: 27%, 29%
- >59: 11%, 8%

n=109
How did the participants contribute?

- Contributions for the badges: very much
- Postings in the forum: considerable
- Tweets in twitter: considerable
- Contributions in different media: considerable
- Contributions in the chat during live sessions: considerable
- Postings in my own blog: considerable
- Contributions in facebook: considerable

n=108
What have the participants appreciated?

- Deal with interesting topics: Very much
- Getting to know and discuss actual case studies: Very much
- Share and receive resources: Considerable
- To discuss in a community with colleagues and experts: Considerable
- Receive inputs from the experts: Very much
- Opportunity for social networkshop with colleagues and experts: Considerable
- Receive feedback from colleagues and experts: Considerable
- Participate in live sessions: Considerable
- Receive a certificate through the badges: Considerable

n=108
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n=108
Further results: Good practice examples

Marketing and Change
- Approaches to „tempt employees to learn“
- Digital learning agency
- Program evaluation

Modern Learning Formats
- Self-organized and self-directed learning,
- Informal and collaborative learning
- Corporate courses using the MOOC format

Organization and Strategy
- Business model canvas
- Competency frameworks
- Learning community management

Quality Resources
- Toolbox for creating user generated content
- Collaboration with and support of expert networks
- Curation of external content, open content
Contact

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