



TU Delft Extension



Building with Nature

Leadership for Engineers

Next Generation Infrastructures

Drinking Water Treatment

Functional Programming

Data Analysis for your Business XSeries



Sustainable Urban Development

Deift Design Approach

Industrial Biotechnology

Introduction to Solar Energy

Responsible Innovation

Treatment of Urban Sewage



Circular Economy an introduction

Credit Risk Management

Introduction to Water & Climate

Creative Problem Solving

Aeronautical Engineering

Basics of Transport Phenomena



Image | Ability

Framing

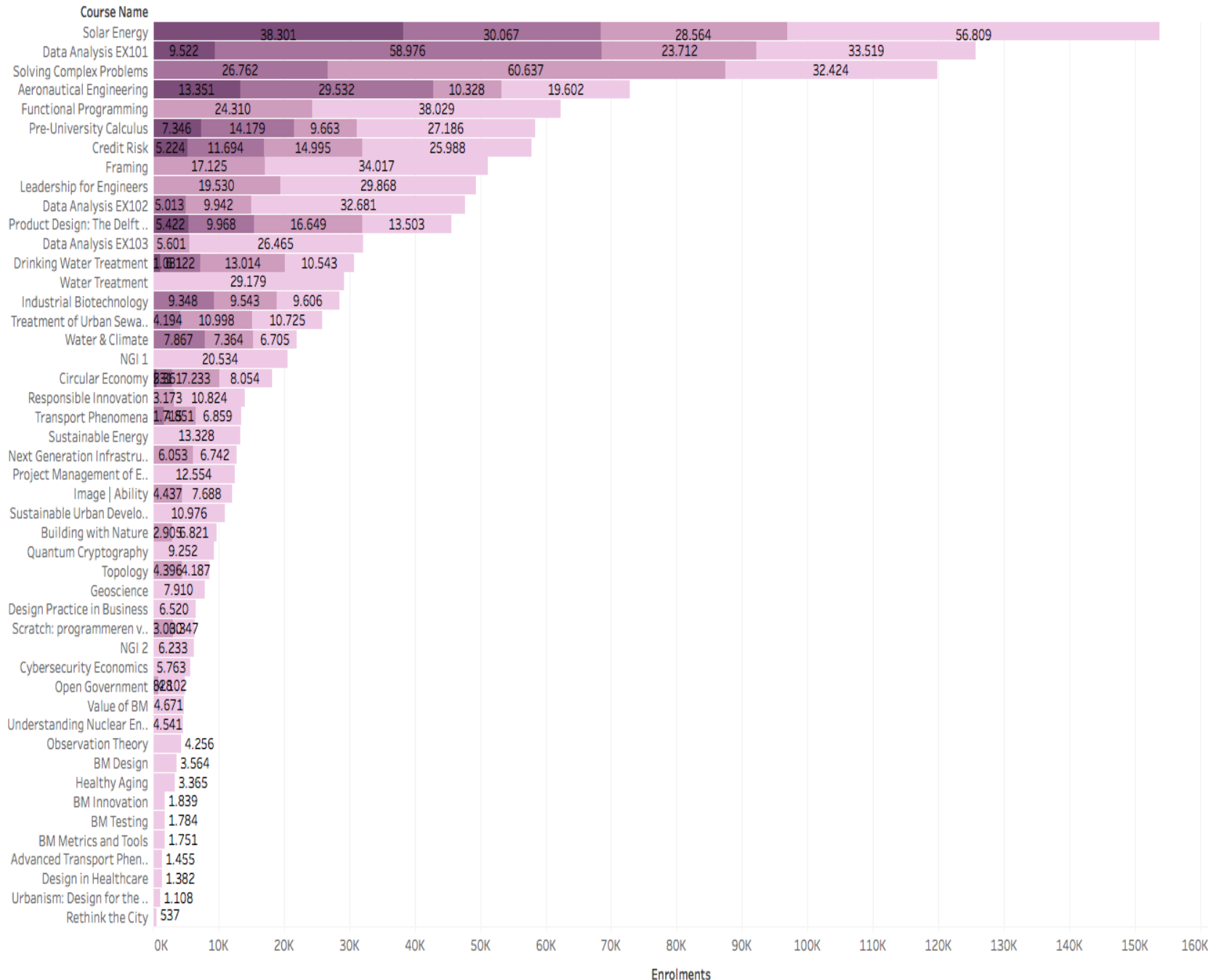
Topology in Condensed Matter

Pre-University Calculus

Open Government

Geology: the earth and its resources

MOOC Enrolments



Willingness to pay for an verified certificate

- **% verified certificate for instructor paced courses without honor certificate**

Cybersecurity Economics	TBM	3,9%
Sustainable Energy	EWI	2,5%
Project Management of Engineering Projects	CITG	2,1%
Industrial Biotechnology	TNW	1,6%
Product Design: The Delft Design Approach	IO	1,5%
Understanding Nuclear Energy	TNW	1,4%
Geoscience	CITG	1,4%
Design Practice in Business	IO	1,2%
Water & Climate	CITG	1,2%
Quantum Cryptography	TNW	1,0%
Healthy Aging	BK	1,0%
Pre-University Calculus	EWI	0,8%
Image Ability	BK	0,7%
Transport Phenomena	TNW	0,6%
Data Analysis EX103	EWI	0,4%

Educate the world & improve the quality of education

Deliver High Quality Open & Online Education to the World

Find (new) revenue models

Offer a comprehensive portfolio of courses

Deliver outstanding learning experiences

Improve Education

Improve campus education

Conduct relevant research in the field of O2E

Innovate in Education

Improve the quality of online courses

Grow Academic Output

Attract talent to the University

Improve reputation and visibility

Start or join new learning & research networks

Find new business models.....

- Develop online paid education
- First step: Online version of selected campus MSC courses
- Second step: Develop professional education courses (ProfEds) targeted at specific professional learners
- Sublicense MOOCs to other language areas

PRODUCTS

OpenCourseWare

- Course Materials
- Free
- Big Exposure, Worldwide audience
- Both Bachelor and Master level
- No interaction with faculty
- No accredited certificate

MOOCs

- Learning Activities & Course Materials
- Free
- Enrolled students only, massive numbers
- Bachelor level
- Certificate of Completion

ProfEds

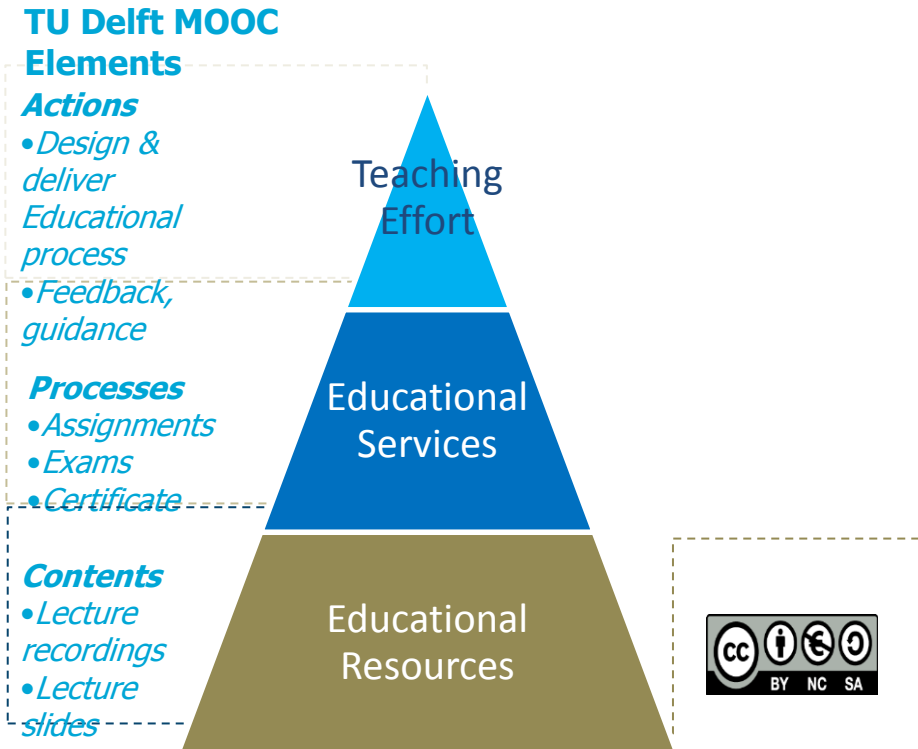
- Learning Activities & Course Materials
- Paid enrollment
- Enrolled students only, moderate numbers
- Course Certificate
- Continuous Education Units

Online Courses

- Learning Activities & Course Materials
- Paid enrollment
- Enrolled students only, limited numbers
- Accredited Course Certificate
- Full Master Degree

Blended Education

Licensing of our MOOCs



Model derived from: Mulder, F. & Janssen, B. (2013). Opening up Education, in Trend Report: Open Educational Resources 2013. Published by the Open Educational Resources Special Interest Group. pp. 36-42

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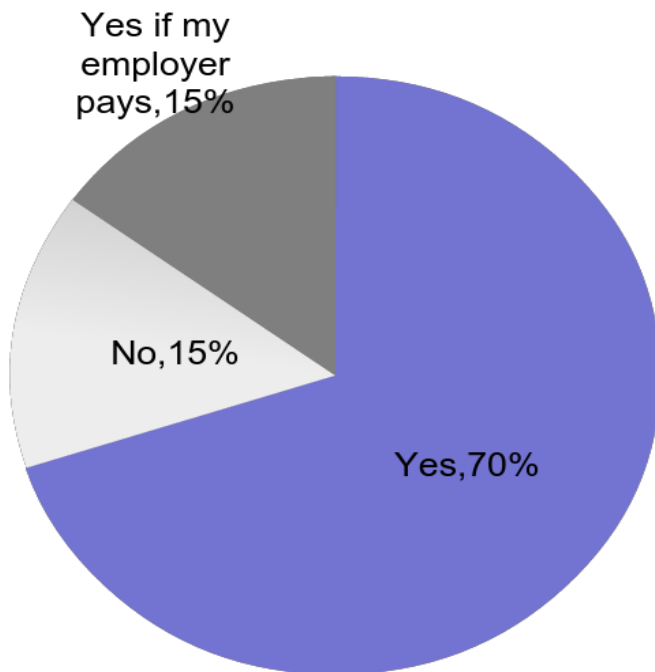
<http://www.slideshare.net/MartijnOuwehandMsc/open-licensing-moocs>

How did we do?

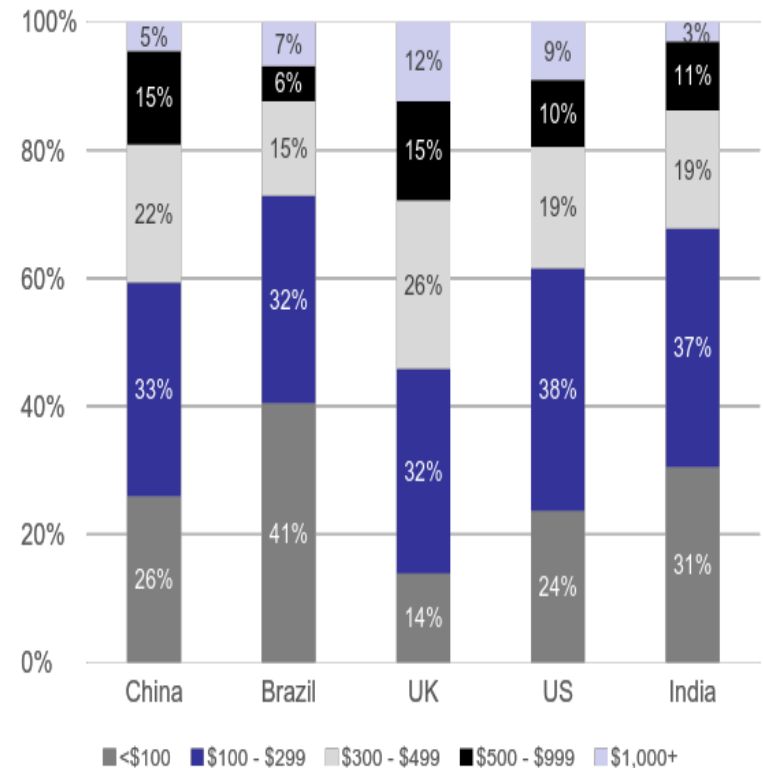
- Online MSC courses: mixed signals
- ProfEds: doing well, but markets are price sensitive
- Successful sublicensing of MOOCs to Queen Rania Foundation and Xuetaangx (Solar Energy; Water Treatment)

Learners are interested in courses that advance careers

Would you be willing to pay for a course that helped advance your career?



How much would you or your employer be willing to pay for an online course to advance your career?



Find new business models.....

- Build upon the success of large MOOCs: MOOCs as a gateway to paid education?
- Bring more coherency and focus in course offering
- Selecting themes: address one or more 'Grand Challenge', supported by TU Delft strengths, offer career opportunities, enthusiasm with faculty and instructors
- Bundle courses around these themes to offer learners a more profound learning experience
- Ensure relevance of these bundles for professionals: from a 'nice to know' to a 'need to know'
- Examples: Xseries (Data Analysis) & MicroMasters (Solar Energy Engineering)

MicroMasters Solar Energy Engineering

- Four MOOCs and a Project
- Aiming at professionals seeking to develop a career as Solar Energy Engineer
- The four MOOCs can be enjoyed for free
- Prices for verified certificates substantially higher as compared to regular MOOCs
- Only access to Project after completion of the four MOOCs
- Benefit from the 160,000 + registrations for the Solar MOOC