Columbia Business School
Proposed MOOC policy (Draft)
Online/Digital Initiatives Faculty Committee

Overview

MOOC's or massive open online courses are becoming a popular way to disseminate knowledge to huge numbers of learners. While the courses are open (i.e., free), the big MOOC providers are looking to monetize the content by requiring payment for certification, access to assessments, etc. Revenues are shared by the MOOC platform, the university, the school, and the faculty. Many business schools (e.g., Wharton) have launched courses on MOOC's and some have embraced the possibility of offering online degrees (e.g., University of Illinos iMBA). Columbia Business School has not yet entered the world of MOOCS. We will launch one MOOC on edX (Corporate Finance, taught by Daniel Wolfenzen) in 2017. This course will be funded partially by the Provost's Grant for MOOC's and will be created by the Columbia University Center for Teaching and Learning. While the school encourages innovative uses of technology in teaching, this document is an initial faculty committee proposal to ensure that our presence online is consistent with our reputation and quality.

Opportunities and Challenges

There are at least three important reasons to launch MOOC's. First, to increase global reach to audiences we do not typically touch. Second, to disseminate our ideas and showcase our thought leadership. And third, to build the Columbia Business School brand. In addition, MOOC's can bring in significant revenues to the school in the long run if the right courses are launched based on the competitive landscape as well as learner interest. We recommend that the Dean select a few high profile courses based on the school's strategy and create MOOC's in partnership with Coursera or edX. Other core courses can be launched on edX , with the Corporate Finance XSeries, to create multiple XSeries that can generate revenues and increase reach. Wharton has the advantage with the core on Coursera (Business Fundamentals certificate). Participants who do well on the core can be encouraged and incentivized to apply for admissions to our EMBA programs. The content can also be used in our degree programs as appropriate.

Policy on Approving Faculty Requests to launch MOOC's

Faculty members interested in launching MOOC's should submit a proposal to the Faculty Online/Digital Committee. The committee will use the following criteria to make a recommendation to the Dean:

- Is the professor currently teaching the course?
- Is it a team-taught or team-developed course? If so, what is the role of the other faculty in the teaching team?
- Is the course content current?
- How much experience does the professor have in this course?
- Is the course a "proven product"?
- Does the course reflect our standards for academic excellence in content and approach?
- Is it Core or Elective?
  - Core goes through Core-Course-Coordinators, Elective through CIC before this committee's evaluation
- Prior to content evaluation, CIC-based criteria will be used. Interest *within* the business school is important. Elective courses must be well above-average in course enrollment and evaluation.
- Required Resources must be addressed in proposal. Professor must be willing to contribute in terms of time and effort
- Consistency with school vision and strategy, as determined by the Dean, will be a key determinant.