

MASSIVE

OPEN

ONLINE

COURSE

learn**rev**

Join The Revolution



Punjab
Information Technology Board

Mohammad Farooq Alam, Advisor LearnRev
Presentation at PITB e-Learning Seminar 23-4-2013

Agenda

- What is a MOOC?
- MOOC players
- Taking a MOOC
- What about Pakistan....
- LearnRev

Udemy

“academy of you”

Coursera

edX

Udacity

learnrev

NovoED

STANFORD
UNIVERSITY



Georgia
Tech 



Princeton
University



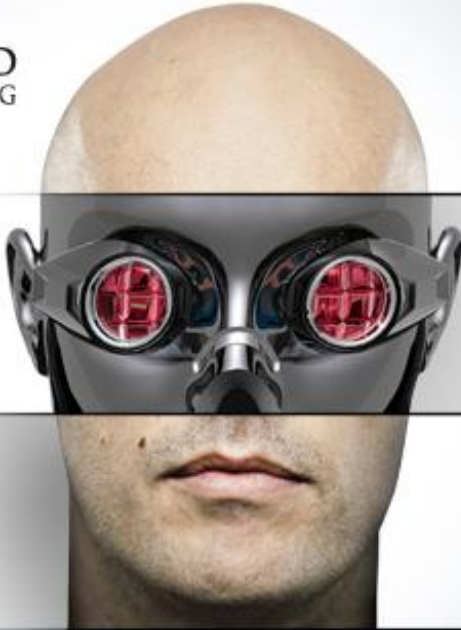
ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

AI-Class: Redefining Massive

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STANFORD
ENGINEERING

Oct. 10 ~ DEC. 16, 2011



INTRODUCTION TO

Artificial Intelligence

In partnership with the Stanford University School of Engineering.
You can join this online worldwide class this fall.

More than 100,000 people signed up for pre-registration

<http://www.ai-class.com/>

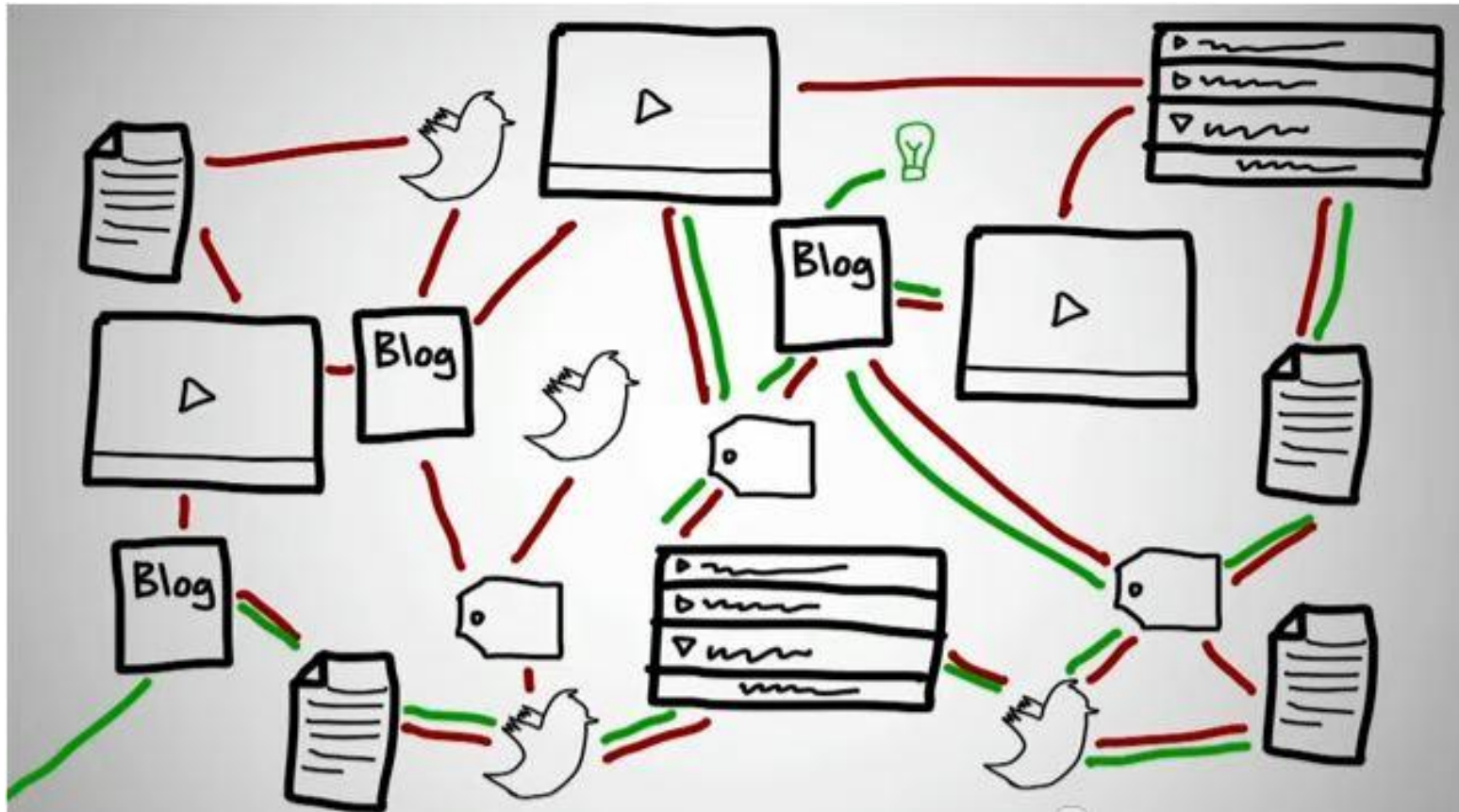
What is it ?

- MOOC is an online learning 'Event'
- Participatory
- Connections, Network
- Uses online material
- Creates: Independence but Clusters
- Students work and progress at their own pace
- Teachers and students answer questions.
Interact with students (not just lecturing)

MOOCs

- Pause, rewind, Fast Forward
- Bite size chunks of information for consumption
- Ability and opportunity to get individual feedback via technology means on your learning
- 'Flip' Class room concept
 - Interactions, Problem solving
 - Pedagogical studies have shown these are more effective learning
- Ask you friend a question in the middle of the Lecture (and not get in trouble !)
- Connectivity is critical for the knowledge based economy

Connective Knowledge



CCK11: How to Learn in a MOOC

<http://www.youtube.com/watch?v=eW3gMGqcZQc>


Massive

- Scale of data is huge
 - One humanities (arts class) had 180,000 registrations
- How to make use of huge numbers of students
 - Out of 10k students, E.g. 2000 student submitted the wrong answer
 - Can give the data need for devising personalized learning system (2 Sigma problem)
 - Instructor is not a bottleneck of the discussion
 - Many to many relationship instead of many to one

MOOC User Interfaces



UDACITY



learnrev Courses Discover Zaid Mansoor

CFA Level I Learn Syllabus Announcements Submissions

Content

IDEAS

IDEAS COME FROM EVERYWHERE:

- pd-video-1
- New Product Development - 1
- Quiz

GIVE IDEAS CREDIT, NOT CREDIT FOR IDEAS:

- give-ideas-credit-not-credit-for-ideas
- New Product Development Game

Get Certified!

Introduction

- Education
 - BE, Dartmouth College
 - MBA, University of Chicago
- Work
 - Oracle, MindTree, Alchemer
 - USA, Middle East, Pakistan
- Teaching Finance at IBA and running CFA classes since 2008

Notes Resources

Type to take a note..

Save

Offline in-person training

0:00:10 / 2:21:29

01010101
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INPUT

How and why?

- Khan Academy 2009
- Democratization of education
- Costs of higher education are skyrocketing
- Acceptance ratio is shrinking
- Most students will never have access to top quality education
- It benefits both off campus and on campus students

Brief look at Coursera.org

- Launched April 2012
- 3+M students total (2/3 of students are not in USA)
- 1.45 M new course enrollments per month
- 33 Universities (8 non US institutions)
- 300+ courses in Maths, Business, CS, Philosophy, Poetry, Design, Music, etc
- Philosophy class was the largest class (180k students) – this disproves that students would just take courses which would help them in their work/job
- A content platform, Partner with top universities. Not an educational institution itself
- A hub for educational content
- Institutions learn from each other from Peer institutions

What about Pakistan?

- About 6 thousand students from Pakistan!
(source: Coursera.org)
- Pakistani students have been there from the start
- Pakistani students are famous!

MOOC communities @ Lahore

- <http://www.meetup.com/Coursera/Lahore-Course-era/>

Lahore Course era

Coursera Community

Lahore, Pakistan
Founded July 4, 2012

Meetups 1

Courserians 54



Welcome, Lahore Course era Courserians

[+ JOIN AND SUGGEST A NEW MEETUP](#)

1 Upcoming Meetup

Past Meetups 7

Coursera Study Sessions - Lahore, Pakistan

Mall of Lahore
Lahore, Pakistan



Food Court, seating close to Subway outlet.

Sat Apr 27
4:00 PM

RSVP



5 days left

1 Courserians attending
0 comments

PAST MEETUPS IN THIS COMMUNITY

Coursera Study Sessions - Lahore, Pakistan

11 Courserians attended April 7

Do it again

Tips to take a MOOC

- Set aside 10-20 hours per week
- Dedicate the time for about 3 months
- Have a good internet connection (ideally 2mb minimum)
- Do it with a friend (local or remote)
- Find your MOOC
 - <http://www.mooc-list.com>
- Be prepared to put your thoughts in writing
- Motivation is a must!

How to succeed in a MOOC



Dave Cormier

<http://www.youtube.com/watch?v=r8avYQ5ZqMo>

Other benefits

- Khan Academy testimonial: “There is no human tutor who would have not become judgmental”
- Instant feedback
 - Resubmit, resubmit
 - Personal challenges
- Mastery based learning
- Risk free exploration
- Competition raises the standard and quality of the courses
- Pushes learning into the social network
- Allows instructors to develop their brand value

Students and drop outs

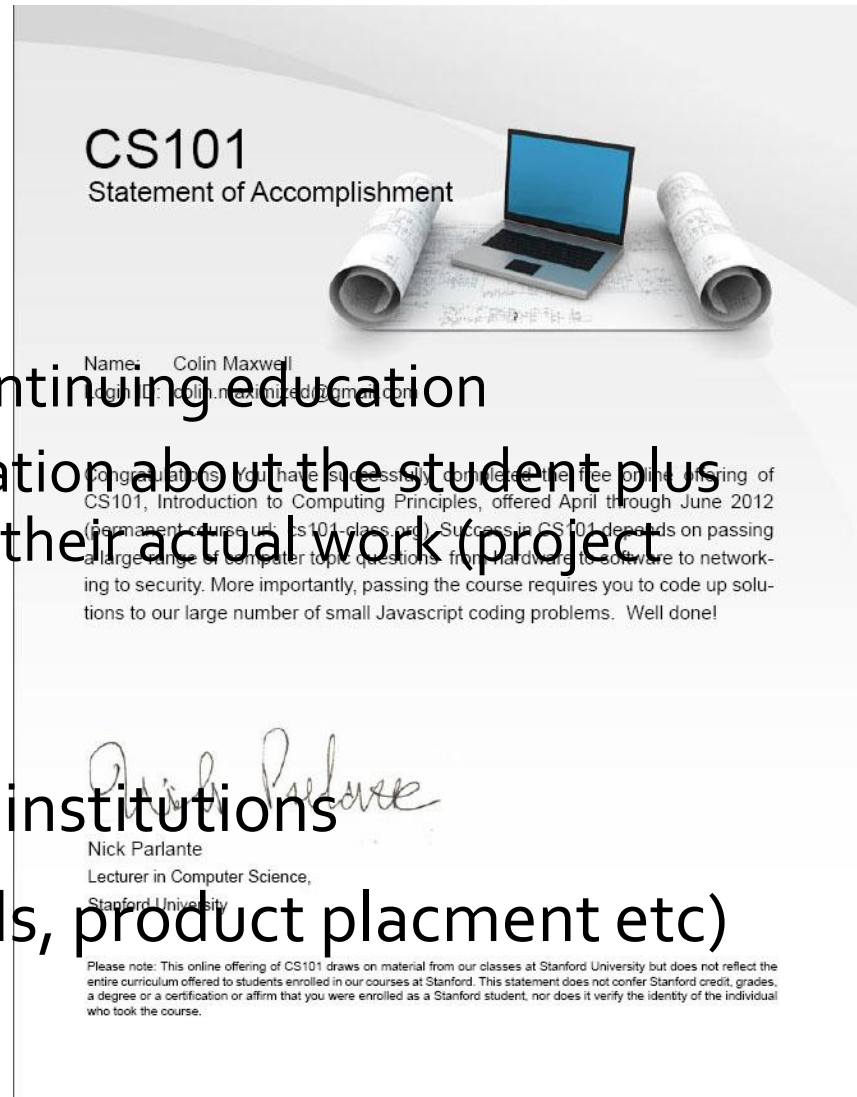
- 70% of registrants start the course
 - 30% of submits 1st assignment
 - Completion 7-10%
 - Getting benefit of the content
-
- Person with a degree or advanced degree and has no intention to return to Univ. Wants knowledge and or wants also certificate of completion to add as a personal badge

Assessments

- Formative assessment
 - Know how you are progressing
 - Are students grasping the concept
 - Automated, multiple choice and randomized
- Peer Grading
 - Peer reviews
 - Crowd sourcing idea (better for humanities and arts classes)

Economics of MOOCs

- Awarding certificates
- Job placement services
 - Provide records of students
 - Demonstrated interest in continuing education
 - Will get quantitative information about the student plus also hard information about their actual work (project work, blogs, teamwork)
- Identity based system
- Licensing of the courses by institutions
- Other internet methods (ads, product placment etc)



Learn Rev



See this video at: www.learnrev.com

Certifications can be stacked

Individual course

learnrev

Dear Mr. James

Congratulations! This certificate is to verify that you have learnt product management from my LearnRev Course

Best wishes,

Marissa

Marissa Smith
Product manager, Microsoft

Letter of certification

LinkedIn

Add to your resume and career profile

Stack to compliment or sometimes substitute degree

Product management

Team management

Financial modeling

Negotiation

Presentation skills

LearnRev's business

- We are a startup!
- A platform for e-learning with a global reach
- Content Development Services
- Develop and host MOOCs (Massive Open Online Courses)
– *Similar to Coursera*
 - Practitioner based and also University based courses
- Develop and host online courses for a University's own students (ie not Open)
- Develop and host online courses for Academies and professional associations
- Become the trusted advisor for online learning
- Staff based in UK and Pakistan

The LearnRev Platform

Additional resources to supplement knowledge

Distinctive lectures developed exclusively for LearnRev by world-leading practitioners

Content taught in small pieces for maximum retention

Take notes and share

Course Documents for student reading

As the end of each module

Certification to test and ensure skill acquisition

Offline training to build on skills

Key Strokes	Explanations	Display
[2 nd][FORMAT]	Get into format mode	DEC = 9
[ENTER]	Set to floating decimal	DEC = 9
[2 nd][QUIT]	Return to standard calc mode	0

Irfanullah Financial Training



www.arifirfanullah.com

Learnrev.com *beta* will include the following IFT courses:

- Quantitative Methods in Finance
- Capital Budgeting
- Portfolio Management
- Financial Derivatives
- Financial Reporting Analysis
- Equity Investments

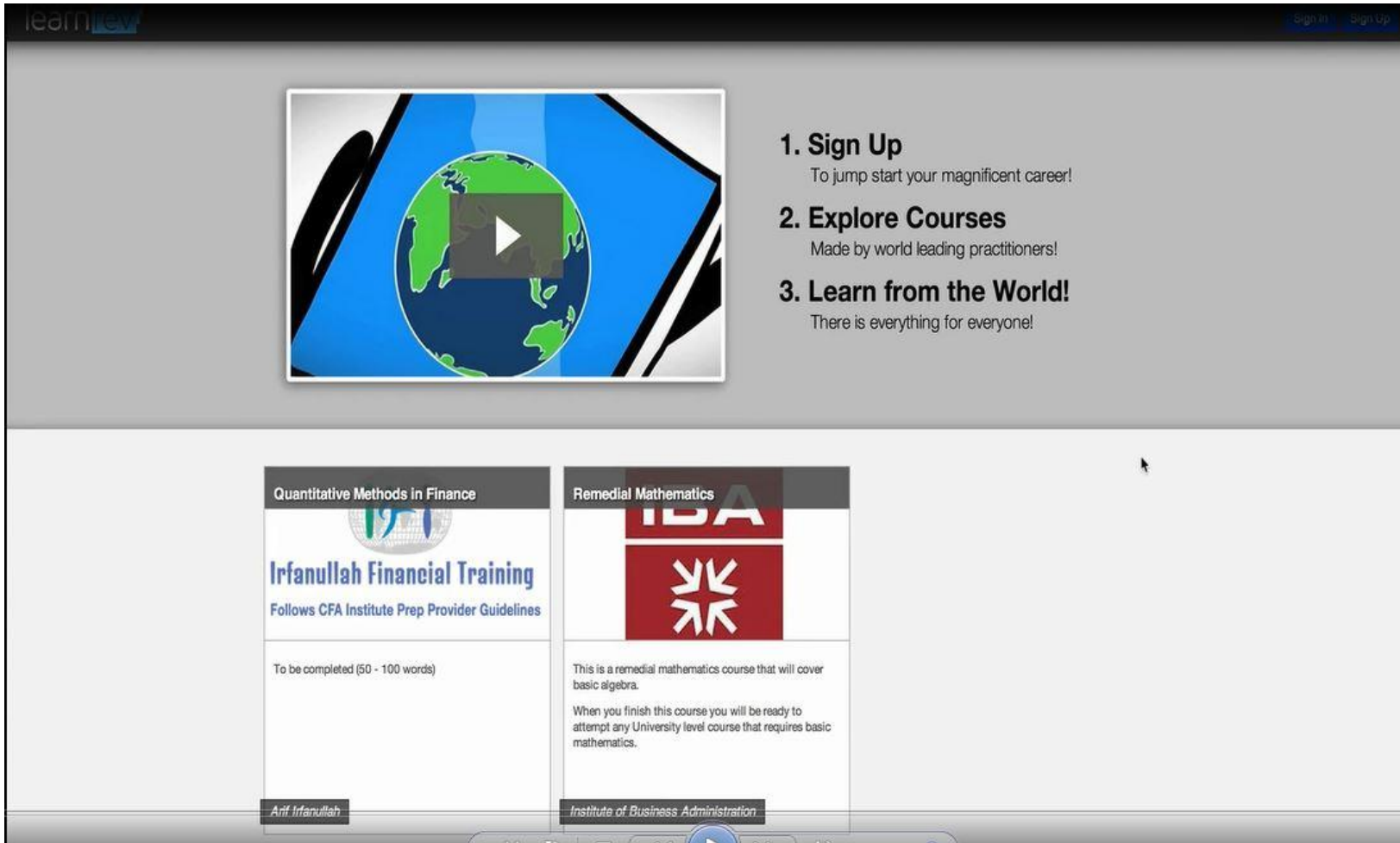
These will be free courses with duration approximately 6-8 hours each.

Syllabus of courses can be found at :

<http://arifirfanullah.com/cfa-1-free-2011-video-lectures/>

Development of Paid CFA courses will commence in June. These will be updated for CFA 2013/2014

IFT on LR platform



The screenshot displays the learnrev platform interface. At the top left is the learnrev logo, and at the top right are 'Sign In' and 'Sign Up' links. The main content area features a large video player on the left with a play button over a globe. To the right of the video player is a list of three steps:

- 1. Sign Up**
To jump start your magnificent career!
- 2. Explore Courses**
Made by world leading practitioners!
- 3. Learn from the World!**
There is everything for everyone!

Below this, there are two course cards:

- Quantitative Methods in Finance**
Irfanullah Financial Training
Follows CFA Institute Prep Provider Guidelines
To be completed (50 - 100 words)
Arif Irfanullah
- Remedial Mathematics**
IBA
This is a remedial mathematics course that will cover basic algebra.
When you finish this course you will be ready to attempt any University level course that requires basic mathematics.
Institute of Business Administration

Simply Business Skills



www.sbskills.com

- London based Simply Business Skills equips students with the skills essential for their future working lives.
- Established in 2009, the principals of SB Skills have over 40+ years of experience between them.
- Courses for LR Beta: **Networking for Career Success, Essential Business Numeracy**
- Future courses: **Project Management, Problem Solving, Sales & Negotiation, Teamwork & Leadership**
- Courses lead to offline workshops in a revenue share model
- Working towards a certification method for soft-skills

LearnRev to go live soon! (Beta launch)

- Please visit www.learnrev.com
- Please register
- We plan to launch our Beta product in mid May 2013, Insha' Allah
- Beta launch will be with 6-8 Free courses in Finance and Soft business skills
- Teaching skills courses coming soon !

A personal note to teachers

- Pakistan needs producers not only consumers
- In the digital world we can do this by software programming
- Producers will write software, consumers would only use software written by others!
- Programming is becoming easier and like any other language if we facilitate and encourage it from childhood, this will do amazing things for our young generation.
- Programmers will always have jobs!
- Start a **PROGRAMMING CLUB** at your school
- Please visit <http://www.codecademy.com/afterschool>
- EVERYTHING is there which you will need



Join The Revolution

www.learnrev.com

Thank you !



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[@yafarooq](https://twitter.com/yafarooq)