Massive Online Open Courses (Moocs) and Its Impact on Management Students

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ABSTRACT

As of 2017, there are over 80 million students online who use MOOCs. There are over 800 universities who provide at least one of their courses online. MOOC providers are also partnering with companies to launch courses. The total number of MOOCs stands at around 9400. Top 5 MOOC providers are Coursera, edX, XuetangX, Udacity, FutureLearn.

This paper tries to introduce MOOCs to people who don't know about it, and talk about its influence on management students. The paper will shed light on why a lot of students prefer MOOCs over traditional classrooms, their impact on management students, what they think about it, is it helpful with respect to employment opportunities and other aspects of MOOCs.

Keywords- MOOCs, Online Courses, Management students.

INTRODUCTION

MOOC is the abbreviation for Massive Open Online Courses. MOOC is a free web-based distance learning program that is designed for the participation of large number of students scattered across the world. MOOCs are a flexible and open form of self-directed, online learning designed for mass participation. MOOCs provide education that may enable certification, employment, or further studies. Massive Open Online Courses have emerged as one of the most potent tools in offering quality education and massive training to a huge audience worldwide.

The word 'MOOC' was coined in 2008 by Dave Cormier from the University of Prince Edward Island for a course offered at the University of Manitoba. In 2011, the Massachusetts Institute of Technology (MIT) Open Course Ware (OCW) became the first large collection of MOOC resources made

available by a university. In 2012, MIT and Harvard led the edX initiative for the promotion of MOOCs.

MOOCs provide a flexible path for students that lets them learn new skills online before deciding whether to continue doing it and enroll into a master's program. There is a lot of value to be found in MOOCs for MBA students. MBAs can use them to explore new topics, learn something new, refresh their knowledge, and prepare for job interviews.

One of the ways in which business schools are using MOOCs is to enable students to trial their MBA programs before cashing in to enroll in them. For example, the Wharton School has placed many of its first-year MBA degree courses online which students can access for free.

Five years ago, MOOCs were seen as the next big thing. They are still just as much popular with a lot of students preferring them to traditional teaching. And this popularity will keep increasing as MOOCs will come to replace traditional programs in a number of subjects as any courses are free and open to anyone. Most online courses allow for self-paced coursework. This combined with the convenience factor and lack of tuition makes MOOC an ideal source of knowledge and education.

Considering the above points, the following objectives have been undertaken for the research.

OBJECTIVES

- To study the impact of MOOCs on management students.
- To find out the impact of MOOCs on employment opportunities.
- To study the perception of management students about MOOCs.
- To find out the flexibility and understandability of MOOCs amongst management students.

RESEARCH METHODOLOGY

The study was conducted using both qualitative as well as quantitative technique with exploratory research methodology.

Data collection

Management i.e. MBA students were chosen for our study. In this study 300 students were targeted out of which 121 students responded. Out of 121 respondents 33 were online respondents and 88 were offline respondents. Respondents from Pune region were selected. Most of the respondents were from Modern Institute of Business Management. To make the study more effective secondary data from various sources such as research papers, Google scholar, research paper journal, ted talk videos and various internet sources were used.

Instrument for measurement

We designed a questionnaire for our survey. Convenient sampling technique was used for sample selection. Questionnaire included questions regarding the awareness, knowledge, attitude, opinion of students towards MOOCs.

Literature Review:-

"Student success prediction in MOOCs" by Josh Gardner and Christopher Brooks. Predictive models of student success in Massive Open Online Courses (MOOCs) are a critical component of effective content personalization and adaptive interventions. In this article we review the state of the art in predictive models of student success in MOOCs and present a categorization of MOOC research according to the predictors (features), prediction (outcomes), and underlying theoretical mode

"Massive open online courses in higher education: A data analysis of the MOOC supply" by JuliethOspina-Delgado, Ana Zoria-Grima, and Maria A. Garcia-Benau. The aim of this study is to analyze the factors influencing the MOOC supply level. Specifically, this paper analyzes certain internal and strategic factors associated with universities, such as prestige, public or private status, age, size (measured by the number of faculty members or students) and region.
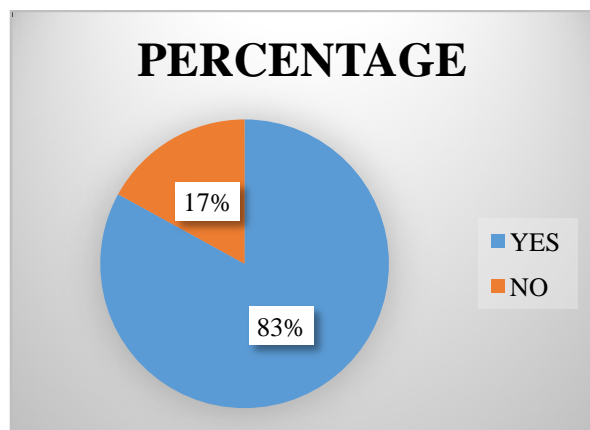
"Motivating factors of MOOC completers: Comparing between university-affiliated students and general participants." By AbeerWatted, and Miri Barak. Massive open online courses (MOOCs) are a growing element in strategic decision-making in higher education. However, since only a small percentage of enrollees complete MOOCs, it is important to understand participants' preliminary expectations and motivations. This is particularly important for science and engineering MOOCs because they require professional knowledge, analytical skills, and the ability to handle abstract models of physical phenomena. Hence, the goal of this study was to examine the motivating factors of learners who successfully completed a MOOC in nanotechnology and nanosensors, while comparing between university-affiliated students and general participants.

LIMITATIONS OF STUDY:-

1. Possibility of invalid response.
2. Possibility of misunderstanding.
3. Due to one of the professors giving the completion of an online course from Open2Study, many students were biased towards Open2Study. Therefore the data pertaining to preferred MOOC platform was biased.

Data Analysis And Interpretation

Q1. Do you know about MOOCs (Massive Open Online Courses)?

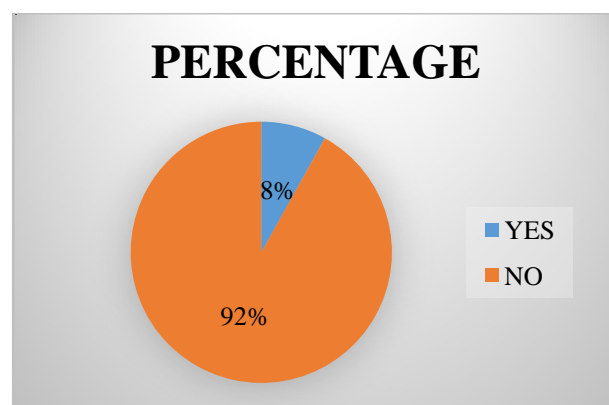| No	Option	No. of responses	Percentage	Total no of sample
1.	**Yes**	**100**	**83%**	**121**
2.	**No**	**21**	**17%**	**121**

Out of 121 students 83% students were aware about MOOCs and 17% students were unaware about what is Massive Open online courses. So we rejected 21(17%) Questionnaires those who were unaware about MOOCs as other Questions don't apply to them, only 100(83%) of questionnaire were selected for further analysis. On average majority of respondents were aware about what is MOOCs.

Q2.Do you think MOOCs will help to bridge the knowledge and skill gap?

No	Option	No. of response	Percentage	Total no of sample
1.	**Yes**	**92**	**92%**	**100**
2.	**No**	**8**	**8%**	**100**

92% Management students have the opinion that yes MOOCS will help to bridge the knowledge and skill gap. On the other hand 8% student do think that it won't. Hence to conclude majority of respondents think that MOOCs will help them to bridge the knowledge and skill gap.

**Q3. Will online courses be as effective as traditional classroom teaching?**

No	Option	No. of responses	Percentage	Total no of sample
1.	**Yes**	**58**	**58%**	**100**
2.	**No**	**42**	**42%**	**100**
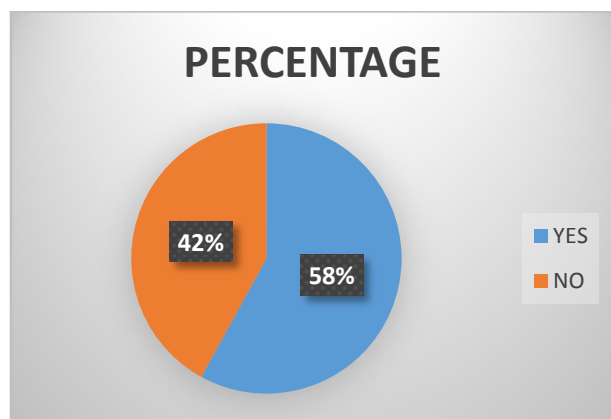
Still it's a question of Argument whether online courses will be as effective as traditional classroom teaching. 58% students do think yes it will be as effective as traditional classroom teaching. Whereas 42% student are in favor of traditional classroom teaching method. Hence majority of students have the opinion that yes online courses can be as effective as traditional classroom teaching.

**Q4.Do you think MOOCs will help you in your career development?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	94	94%	100
2.	No	6	6%	100
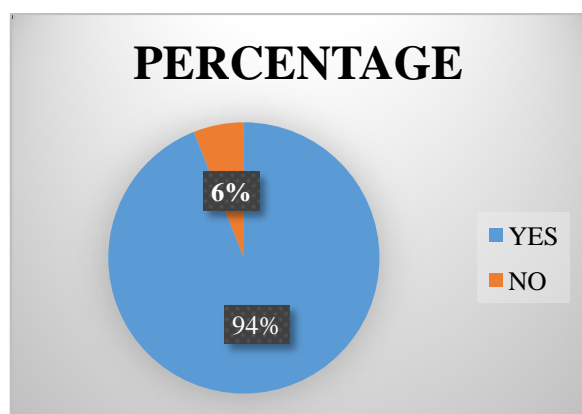
MOOCs will definitely help in career development is the opinion of 94% students but still 6% students do think that no it might not be. Hence majority of students do think that yes Massive Open online Courses will help them in their career development.

**Q5.Will you be willing to pay for online courses?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	48	48%	100
2.	No	52	52%	100
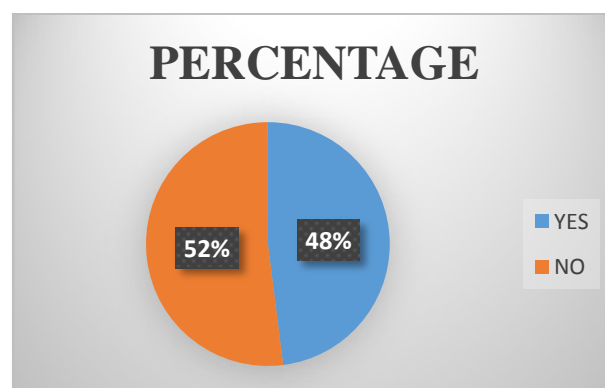
According to the above information, 52% are not willing to pay for online courses. Only 48% students are willing to pay for online courses. Majority of students are willing to pay for online courses bus still the number of students who are not willing to pay is high.

**Q6. Do you find any difficulty in understanding the language of online courses?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	31	31%	100
2.	No	69	69%	100
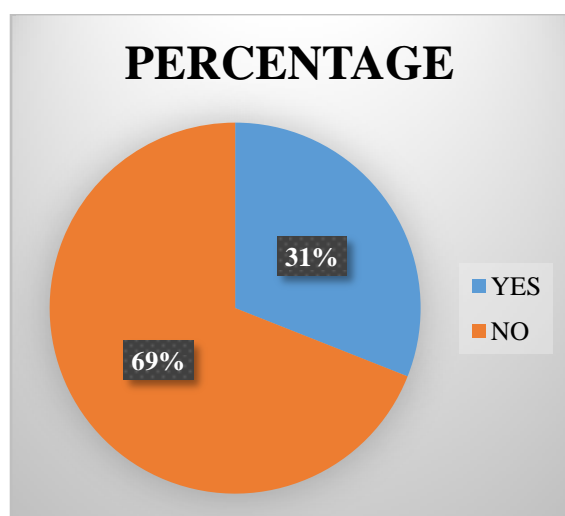
31% students find difficulties in understanding the language of online courses whereas 69% students don't find any difficulties in understanding the same. On average majority of students don't find any difficulty in understanding the languages of online courses.

**Q7. Will you be willing to do online courses if they were in your mother tongue?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	80	80%	100
2.	No	20	20%	100
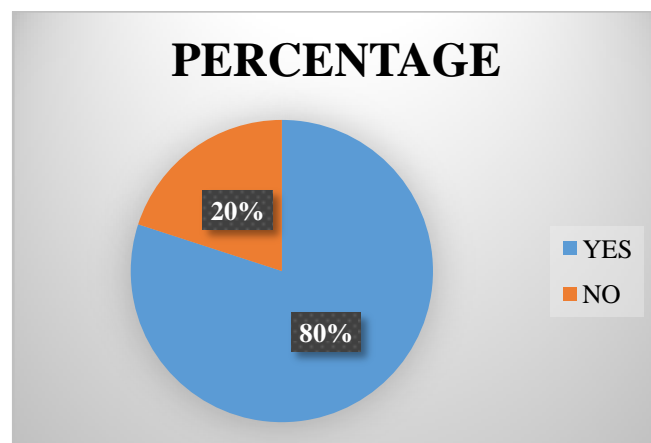
80% students are willing to do online courses if that will be in their mother tongue. 20% students don't want the online courses in their mother tongue English is fine for them. Hence to conclude majority of students are willing to do online courses if it will be in their mother tongue.

**Q8. Do you think online courses will boost your chances of getting hired?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	86	86%	100
2.	No	14	14%	100
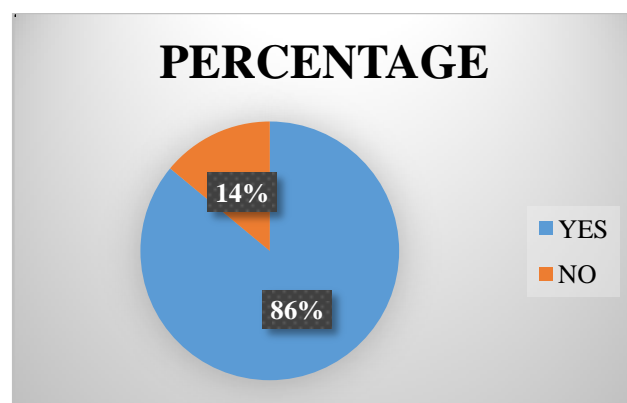
86% Management students do think that yes online courses will boost their chances of getting hired. 14% don't think online courses will help them in getting hired. So to conclude majority of students think that online courses will boost their chances of getting hired.

**9. According to you, are the certificates provided by the online learning platforms really valuable?**

No	Option	No. of responses	Percentage	Total no of sample
1.	Yes	87	87%	100
2.	No	13	13%	100
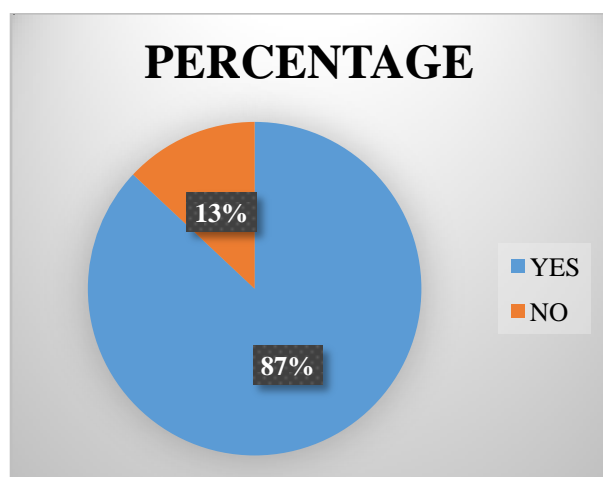
87% students believe that certificates provided by online learning platform are valuable whereas 13% students don't agree with the same. A majority of the respondents think that yes, online learning platforms are really valuable. If you possess a certificate from a MOOC platform, it tells your employer that you are well versed in that particular topic. And this might help to get job opportunities.

Q10. How many courses have you completed till today?

| No	Option	No. of responses	Percentage	Total no of sample
1.	Zero	23	23%	100
2.	One	22	22%	100
3.	Two	34	34%	100
4.	Three	13	13%	100
5.	Four	0	0%	100
6.	Five or more	6	6%	100
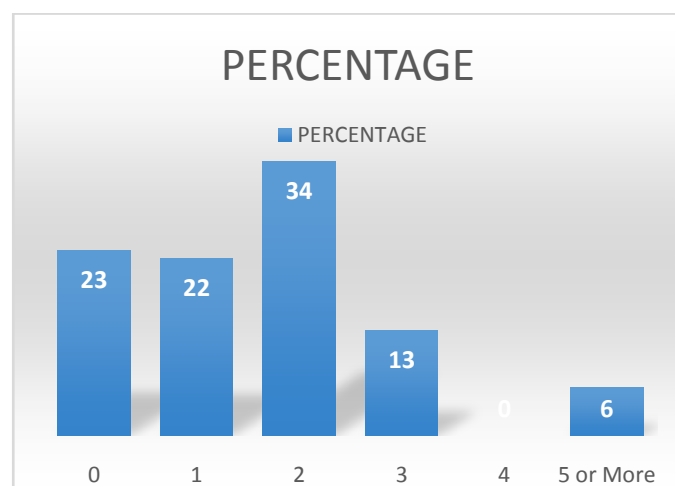
With reference to the above chat, 23 % has not even completed a single online course till today, 22% students have completed at least one online course, 34% students have completed 2, 13% students have completed 3 online courses, and there are 6% students who have completed 5 or more than 5 courses. So majority of students have completed some or the other courses.

11. Why do you prefer online courses?

| No	Option	No. of responses	Percentage	Total no of sample
1.	Cheap	19	19%	100
2.	Convenient	37	37%	100
3.	Easily accessible	32	32%	100
4.	Easy to understand	31	31%	100
5.	Experienced teachers	22	22%	100
6.	A good source of knowledge	57	57%	100
7	Other	0	0%	100
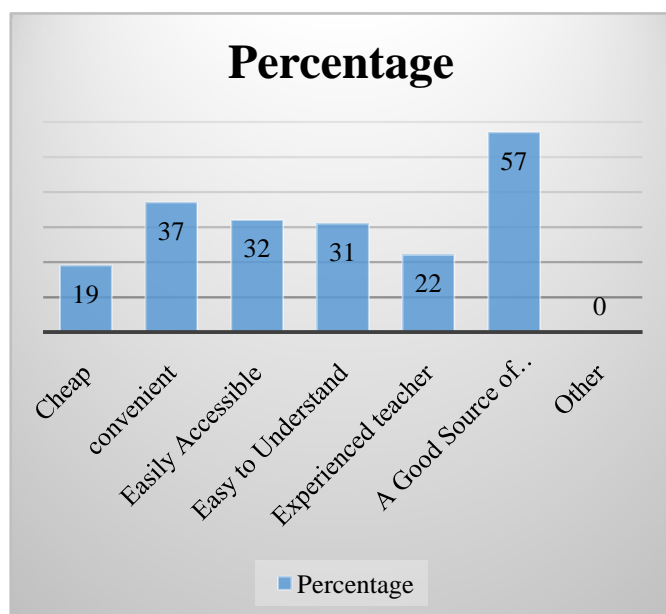
With reference to the above chat, 19% students prefer online courses because they think it is cheap, 37% think it's convenient, 32% prefer it

because it is easily accessible, 31% prefer it because of experienced teachers and majority i.e. 57% prefer online courses because it's a good source of knowledge. So there are different reason why management students prefer online courses.

Q12. According to you which of the following are best sites for online certified courses?

No	Option	No of responses	Percentage	Total no of sample
1	edX	16	16%	100
2	Coursera	37	37%	100
3	Udemy	8	8%	100
4	MITx	6	6%	100
5	Open2Study	40	40%	100
6	Other	1	1%	100
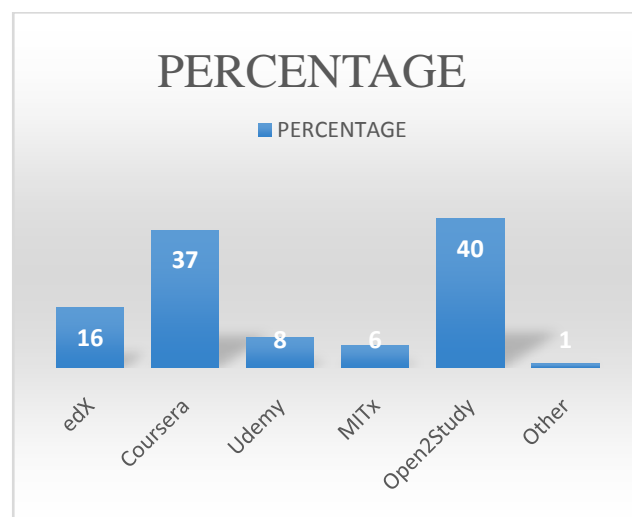
According to the chat shown above Open2study is very popular as 40% students think that it is best site for online courses followed by Coursera 37%. 16% students have the opinion that edX is the best site to learn whereas 8% students give preference to Udemy and 6% goes to MITx. Hence majority preference goes to Open2Study, Coursera and edX.

FINDINGS & OBSERVATIONS

The objectives of this study were met successfully.

The impact of MOOCs on management students.

The impact of MOOCs on management students was found out to be very positive. Many Students are aware about MOOCs, they preferred MOOCs for its many advantages.

The impact of MOOCs on employment opportunities.

Students do believe that MOOCs will increase their employment opportunity as the online courses are provided by top universities and the certifications are recognized all over the world.

The perception of management students about MOOCs

It was found that most of the participants had completed online courses in some capacity.

They believe that doing MOOCs will increase their knowledge and help them get recruited.

The flexibility and understandability of MOOCs amongst management students.

It was also found that students preferred MOOCs instead of traditional teaching. Reasons for that range from convenience, too easy to understand concepts and easy accessibility. Most participant's find the language used in MOOCs to be a bit difficult and would prefer their own mother tongue to be used instead of English.

In case of the MOOC platform, it was found that Open2Study was preferred the most by participants. But this was due to bias from the participants. The most popular MOOC platform currently in the US is edX.

Range of MOOCs, The courses provided by any MOOC platform range from Architecture, Arts, Culture, Languages, Philanthropy, to Economics, Electronics, Engineering and Energy & Earth Sciences. There are many options. MOOCs not only provide certification courses but they also provide Masters courses.

Employment and MOOCs, it is said that doing MOOCs will help your employment opportunities. But it will only help someone if they are able to apply the knowledge they've learnt in a practical environment. Just mentioning that you've completed a MOOC on your resume will not land someone a job. They'll need to demonstrate that they are

capable of applying the knowledge they've learnt.

Replacing the traditional classroom, It is often said that MOOCs will one day replace traditional classrooms. But this is not entirely true. MOOCs will teach you things, but they'll only work as a way to get additional knowledge and as a way to brush up your knowledge. Therefore, MOOCs will not replace traditional classrooms.

SUGGESTIONS

- Online courses should be included in college syllabus and should be sponsored by the college.
- Courses should be offered in various languages.
- Awareness should be increased.
- Courses should be made available in an offline mode

CONCLUSION

From the above findings and suggestions, we can conclude that MOOCs need to become more commonplace in Indian school and colleges. Students must be made aware about MOOCs and their various advantages. If MOOCs are to be made more mainstream, they must be included in the college syllabus as either a compulsory or elective subject or as part of assignment. Doing these online courses will also increase the chances of a student being hired in good companies, which

is reason enough to include them in college syllabus. Since MOOCs are generally accepted in universities all around the world, their certifications are recognized in international companies. Since the awareness of MOOCS is less, they must be advertised more on online platform.

FUTURE SCOPE FOR RESEARCH

There is a lot of scope for MOOCs research. The sample size used in this research was really small. A much larger study can be conducted to get more accurate data. Since there was a bias pertaining to the choice of MOOC platform (mentioned in the limitations), this kind of research should be conducted again on a larger scale with different participants.

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