



So, What is a Corporate MOOC Exactly?

A MOOC BY ANY OTHER NAME WOULD SMELL AS SWEET

The term “MOOC” or Massive Open Online Course has been used to define a really broad range of types of learning experiences. But a Corporate MOOC, especially on the Intrepid Learn platform, means something quite specific: cohort-driven, collaborative, time-based, semi-synchronous, bi-directional, engaging learning experiences that change behavior and move the needle on business challenges through empowering the individual learner. Phew, what a mouthful! You can see why we shorten it to “Corporate MOOC”.

A Corporate MOOC is a type of learning experience designed especially for the corporate learning leader to use when tackling critical business challenges like:

- Onboarding
- Sales enablement
- Leadership development
- Technology adoption
- Soft skills development

In terms of the original acronym, Massive Open Online Course, “Massive” still applies – corporate MOOCs can have cohorts in the thousands at once. “Open” doesn’t really apply – it’s only open to a subset of learners at a particular corporation or organization, but it can be open to, say, all sellers at a corporation or all new hires at a call center. “Online” is still totally accurate, and you can debate whether to call it a “Course” or a “Program”. (We prefer “Experience” ourselves.) MOOC is the term the learning industry has stuck with and we see no reason to change it, only reasons to use it specifically for corporate learning needs.

WHAT A CORPORATE MOOC IS NOT

What a corporate MOOC is NOT is something you take with learners from other companies or random individuals. A corporate MOOC is designed to have all the company context necessary to make your employees successful at their actual jobs, not just improve generic individual skills in general.

Academic MOOCs were all the rage a while back—The New York Times even declared 2012 the “Year of the MOOC”, but low completion rates and so-so engagement from those who did stay all the way through torpedoed the idea of them for the corporate world. Completion rates of 5-15% just won’t cut it when critical business issues are at stake in the learning.

But a Corporate MOOC is not an off-the-shelf MOOC – Intrepid’s clients have seen consistent completion rates in the 85% and higher range, with managers saying things like “Almost every day someone stops me in the hallway or sends me an email letting me know how valuable the MOOC course is!” a client recently reported. “Loads of Managers are coming to me asking when the next round is. Just wanted to let you know everyone is thrilled and this is making my life a joy!!”

WHAT A CORPORATE MOOC DOES BEST

- Wraps specific business context around content
- Drives collaboration across global cohorts, regardless of timezone or geography
- Taps ‘wisdom of the crowds’ and tacit institutional knowledge through discussion forums, applied learning, and peer review
- Shows ‘demonstrated capability’ through real-world work products
- Allows for moderation and curation of content to enhance the learner’s experience