



## **MOOC it: Massive Open Online Courses in tweets: 35+ Million MOOCers, 4,000+ MOOCs, \$1+ Billion Valuations, 46% CAGR 2015-2019, MOOC Superpower: India (Volume 2)**

*By Augusto Failde*


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BOOK Review: The first book of this 'MOOC it' series was published in January of 2015 and included as Number 3 in the 2015 "List of the Top 10 Most Popular e-Learning Books." SUMMARY: Whether you are a 'MOOCer' or an 'Anti-MOOC' reader, the 2016 "MOOC it: Massive Open Online Courses in tweets" book follows the year's key MOOCs happenings from India to China to Europe to USA and others to let the reader make up their own mind on whether MOOCs are in the past, or are they our future? Are MOOCs for the rich, or are they following the cell phone experience – where a new technology that was at first for the wealthy, is now a lifeline for the poor and homeless? The book highlights the MOOC progress per region and per subject area and provides the reader with links to further information on their key areas of interest. 5 Key "MOOC takeaways" from some of the countries and subject areas covered in the new book include: 1. India - In 2015, India strategically positioned itself as the year's MOOC Superpower thru its new government's aggressive support and national MOOCs directives 2. China – “World's Largest Education System (CHINA) is using MOOC Project to Train ALL its Teachers” ([http://www.emtv.com.pg/article.aspx?slug=China-to-Train-Teachers-through-MOOC-Project-to-Improve-Education-System-&](http://www.emtv.com.pg/article.aspx?slug=China-to-Train-Teachers-through-MOOC-Project-to-Improve-Education-System-)) 3. Canada - In 2016, Canada, where one of the first MOOCs originated, has a timely window of opportunity in the global MOOCs market. Its highly regarded higher education institutions coupled with a new pro-education government, a lower currency (\$1 US = \$1.41 CAN), dual language (English & French), its popularity with International Students/China, its geographic proximity to the USA, and the USA's tightening of students/immigration visas – Provide Canada with the strategic opportunity to leverage MOOCs worldwide as an effective and powerful recruitment tool for international Higher Education and K-12 students; including US students and families. 4. Developing Countries - "Findings suggest People from developing countries more frequently reported benefits from taking MOOCs and, also in developing countries, people with lower socioeconomic status and with less

education are more likely to report benefits" (<https://hbr.org/2015/09/whos-benefiting-from-moocs-and-why>) 5. Corporate MOOCs/Corporate Training – "McKinsey is MOOCing Up. Firm not only made MOOCs appealing but also ensured the learning transferred IMMEDIATELY to clients" (<http://www.clomedia.com/articles/6593-mckinsey-is-moocing-on-up>) About the 'MOOC it' Book Series: MOOCs or Massive Open Online Courses are usually the same courses offered by the World's leading Universities and professors on their campus, but now offered online, free and for anyone anywhere to enroll. As of today, there are 35+ Million MOOCers ('MOOC Learners') worldwide (<https://www.class-central.com/report/moocs-2015-stats/>), 4,000+ MOOCs, \$1+ Billion Valuations of MOOC Companies, 550+ University MOOC Providers, Forecasts of 46+% Industry Growth (CAGR) for 2015-2019, and MOOCs are changing at the speed of light. Each book of the series provides an easy to read and scan twitter-sized overview per area with links to where to find more information on the year's developments you are most interested in. About MOOCs University Press: MOOCs University Press is dedicated to advancing knowledge, education, learning and research on Massive Open Online Courses. It is the publishing unit of MOOCs University ([www.MOOCs.University](http://www.MOOCs.University)). Development efforts include one of the leading online MOOCs Provider Directories ([www.MOOCs.co](http://www.MOOCs.co)); one of the largest organically-grown MOOCs industry news Twitter feeds - 'MOOCsNews'; the top rated free MOOCs University ('MOOCs U') Mobile App on Google Play, iTunes and Amazon. #MOOC #e-learning

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## **Editorial Review**

### **About the Author**

Augusto advises Corporations, Universities, Global Organizations and Governments on the strategic integration and deployment of MOOCs. He is a co-founder of [www.MOOCs.University](http://www.MOOCs.University); creator of one of the first MOOC Directories ([www.MOOCs.co](http://www.MOOCs.co)); originator of the MOOC Petition ([www.MOOCpetition.com](http://www.MOOCpetition.com)), and developer of the top rated MOOCs University ("MOOCs U") mobile app in Google Play, iTunes, Amazon and others. From the start of the MOOC movement, Augusto has been committed to the development of Private-Public MOOC Partnerships that lead to "free" or lower cost MOOCs-based degree pathways for lower-income and underserved student populations. Earlier, as a principal with one of the country's first Online Education Consumer Organizations, AboutEdu, and in conjunction with the senior management of the country's largest American Association of Community Colleges (AACC), he co-managed the development of the first learner-focused search portal for the affordable online programs of community colleges nationwide: [CommunityColleges.Online](http://CommunityColleges.Online) - [www.OnlineCommunityColleges.org](http://www.OnlineCommunityColleges.org). Prior to joining AboutEdu, he was Senior Vice President of Global Business Development and a member of the start-up team of what today is a billion dollars world leader in International Higher Education - Laureate International Universities. He came to Laureate from one of the first eLearning subsidiaries by a major University, New York University's Online Education division (NYU online), where he headed Global Business Development. Mr. Failde came to International Online Higher Education after senior roles in the Media and Venture Capital industries. Mr. Failde, a frequent industry speaker, was the featured speaker on "Ethics in the Age of Online Education and MOOCs" at the Society of Corporate Compliance and Ethics - Higher Education Conference. He has been honored as a recipient of the World Trade Center Institute's (WTCI) International Business Leadership award, and since 2008, he has been a member of the WTCI's Board of Directors. Mr. Failde is also the co-author of one of the first Business Self-Help books for the Latino population - Simon & Schuster's "Latino Success" (English) / "Exito Latino" (Spanish), and recently "Good from Grief: How to Turn Unimaginable Grief into Something Positive thru 288 Life Stories." Augusto holds a Master of Business Administration (MBA) from the Harvard Business School & a Bachelor's Degree in International Relations / Economics from Stanford University.

## **Users Review**

### **From reader reviews:**

#### **Katherine Anderson:**

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**Joan Stauffer:**

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