



PolyU's MOOC Journey

Professor Eric Tsui
Chair of the MOOC Steering Group &
Advisory Committee on ELearning
The Hong Kong Polytechnic University

THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Opening Minds • Shaping the Future
啟迪思維 • 成就未來

This slide features a background image of a modern building with a curved facade against a blue sky with white clouds. The text is arranged in a clean, professional layout with a red diagonal graphic element on the right side.



Major announcement very soon...

PolyU's MOOCs

Learn Study

Massive Open Online Courses

This slide is a vibrant, colorful graphic. It features a stylized illustration of a building on the left, with various educational and technology icons (like a globe, social media symbols, and learning tools) scattered across the right side. The text is bold and eye-catching, set against a light blue background.

Inaugural MOOC Forum held in Hong Kong on 4th July 2013



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HKPolyUx MOOCs

HKPolyU's MOOC Journey

May 2014 Joined edX



Aug 2014 In-house training & video production
Oct 2014 PolyU's OpenEdX platform launched
Nov 2014 Video studio opened



Aug 2015 Launched ISE101x and ANA101x
Oct 2015 Launched EWA.1.1
Nov 2015 Launched EWA.1.2
June 2016 Will launch SHTM001x: Tourism: China and the World + more MOOCs to come....

"PolyU's MOOCs aim to create enriching learning experiences in a global context, with the use of novel teaching approaches, interactive videos and live broadcasts."

Experiences gained from the HKPolyU (Case Study-led) MOOCs

Lessons Learned

- Attention to detail & uphold quality and consistency of information
- Need technical, pedagogical, video production skills in the team
- Importance of quality instructional design + accessibility/copyright issues in the design process
- Conduct trials/pilot/beta testing + polling to stimulate learners' engagement
- Self-introduction and live broadcasts are very useful + micro movie to introduce case scenario



How MOOCs have benefited PolyU

- Facilitated our use of Flipped Classrooms in on-campus teaching
- Enhanced the quality of our on-campus programs
- Inspired more teachers to adopt blended learning
- Broadened the global exposure of our students and our teachers
- Paved the way for the internationalization of our subjects
- Established links with international companies
- A model for group-design, group-delivery and group-learning offered by future tertiary institutions

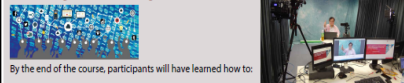
Achievements

- Successful marketing strategies (1) KM breaks the Hong Kong record of MOOC enrollment and records the highest no. of enrollments among all edX courses on week commencing 27 July
- Successful marketing strategies (2) HA maintained position on edX front page for 3 consecutive weeks
- Successful marketing strategies (3) International companies in HK "sponsor" EWA MOOC
- HA - the most popular HA course amongst 130 search results in edX
- KM & EWA host successful live broadcasts using YouTube Livestream
- Use of Social Media (e.g. Twitter) to gather questions in advance
- Highly animated discussion forums
- Reaching to out to war-torn nations
- Higher than average retention rates
- Majority of learners are high achievers



ISE101x Knowledge Management and Big Data in Business (KM)

Started 25 August 2015 length: 6 weeks



By the end of the course, participants will have learned how to:

- Understand the role of Knowledge Management practitioners in creating business value
- Become familiar with the techniques and tools for capturing, processing, classifying and organizing knowledge
- Analyze large quantities of data and information through analytics
- Understand the role of social media and technologies in innovating new business services
- Apply the principles you have learned to company-based business projects

"Excellent! The course was well-structured and the instructors are some of the best, if not the best, in their respective fields. We learnt the theory and then saw how it can be applied in industry/real-world situations."

Student Data

Total enrolment = 26273



ANA101x Human Anatomy (HA)

Started 25 August 2015 length: 8 weeks



By the end of the course, participants will have learned about:

- The effects of stroke on the human body
- Anatomy of relevant body systems at gross & histological levels
- Services provided by allied health professionals for stroke patients
- Relevant knowledge of anatomy for application of clinical procedures

"Are you guys professional movie producers? :-)
Kudos to all involved. Great work! [applause]
Even though the "micro" movie is only 14 min 56 sec, all in all, I guess you must have spent at least a few months working on that alone."

Student Data

Total enrolment = 19714

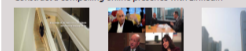


EWA.1.1x & EWA.1.2x English at Work in Asia (EWA)

Part 1: Job Applications, CVs and Cover Letters
Started 5 October 2015 length: 5 weeks

By the end of Part 1, participants will have learned how to:

- Excel at leadership and creativity throughout their job search
- Design an effective CV/resume that stands out from other candidates
- Write cover letters that will land a job interview
- Construct a compelling online presence with LinkedIn



Part 2: Preparing for a Job Interview
Starts 22 November 2015 length: 4 weeks

By the end of Part 2, participants will have learned how to:

- Anticipate questions and prepare for job interviews
- Answer challenging interview questions
- Behave and dress appropriately during interviews
- Perform impressively during online interviews

Looking for a Job in Asia?

English@Work in Asia
The Search to Go
Find Your Dream Job
Starts 22 November 2015 length: 5 weeks



Student Data

Total enrolment of Part 1 + Part 2 = 12421 (24 October, 2015)



HKPolyUx launched 3 MOOCs in 2015

- ISE101x Knowledge Management and Big Data in Business
- Started on August 25, 2015, 6 weeks
- ANA101x Human Anatomy
– Started on August 25, 2015, 8 weeks
- EWA1.1.1x English at Work in Asia: Job Applications, CVs and Cover Letters
- Started on October 5, 2015, 4 weeks
- EWA1.1.2x English at Work in Asia: Preparing for a Job Interview
– Started on November 22, 2015, 4 weeks



ISE101x Knowledge Management and Big Data in Business

Prof. Eric Tsui
 Professor,
 Knowledge Management and
 Innovation Research Centre
 The Hong Kong Polytechnic University



Prof. W.B. Lee
 Chair Professor,
 Knowledge Management and
 Innovation Research Centre,
 The Hong Kong Polytechnic University



Prof. Klaus Tochtermann
 Director,
 Leibniz Information Centre for Economics
 Professor,
 University of Kiel, Germany



Prof. Jay Lee
 Professor,
 University of Cincinnati, USA
 Adjunct Professor,
 The Hong Kong Polytechnic University

Dr. Usama Fayyad
 Chief Data Officer & Group Managing Director,
 Barclays Bank
 Adjunct Professor,
 The Hong Kong Polytechnic University



ISE101x Knowledge Management and Big Data in Business

Week	Module
1	What is Knowledge Management?
2	Cases in Knowledge Management
3	How to leverage the cloud for collaboration and innovation?
	First Live Session (Broadcasted from HK)
4	What is open, structured & Unstructured Information?
5	Business Innovation Design using Big Data Analytics and Case Studies
6	From Data Warehousing to Data Science & Big Data
	Second Live Session (Broadcasted from London and HK)

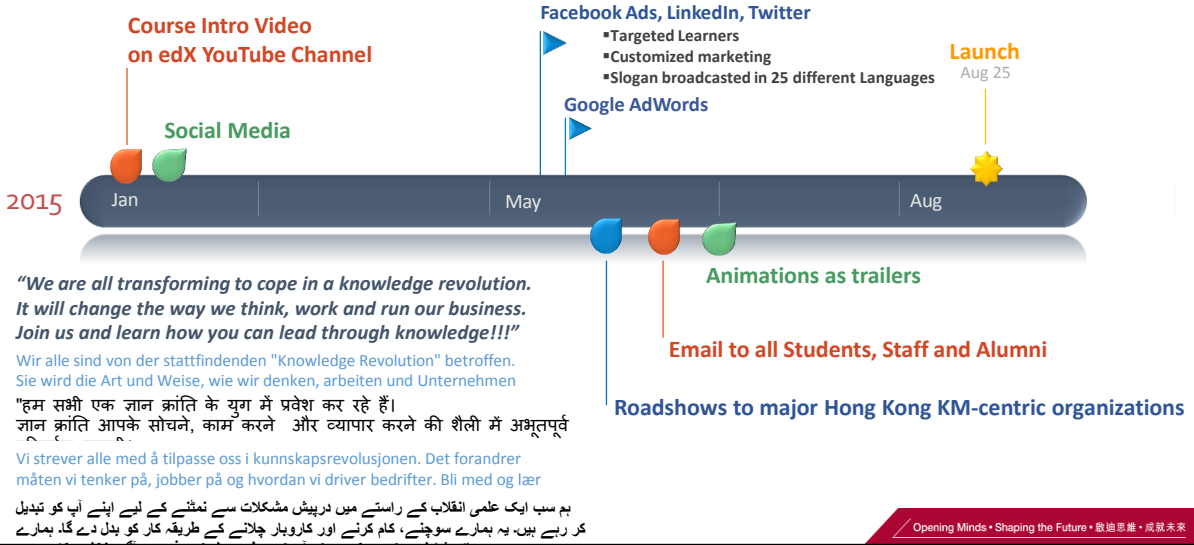
A very unique course that articulates Knowledge Management, Big Data with Cloud Computing

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Studio recordings



Marketing Strategy



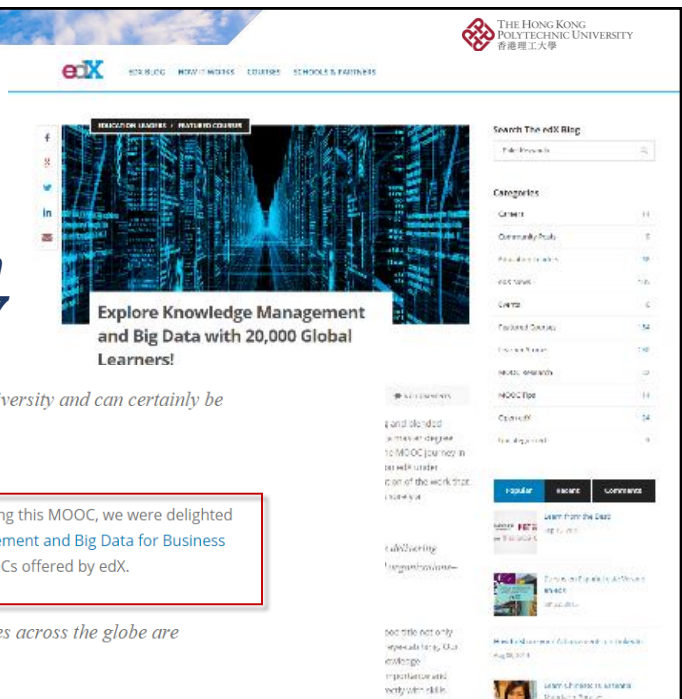
The Results

Recorded the highest number of enrollments among all edX courses on week commencing July 27

"MOOCs are really a change agent inside the university and can certainly be leveraged to achieve further transformation."

After the time and effort that went into creating and marketing this MOOC, we were delighted to learn that during the week of July 27th, Knowledge Management and Big Data for Business attracted the highest number of enrollments among all MOOCs offered by edX.

"Today, nearly 20,000 learners from 187 countries across the globe are enrolled!"



edX

STUDY | HOW IT WORKS | COURSES | SCHOOLS & PARTNERS

REVISION LEADER • REVISION CHALLENGE

Explore Knowledge Management and Big Data with 20,000 Global Learners!

Search The edX Blog

Categories

- Course: 11
- Community Post: 0
- Podcast/Book: 10
- Education: 10
- Event: 0
- Featured Content: 14
- Course Team: 100
- News/Announcements: 10
- MOOC Type: 11
- Category: 14
- Not Assigned: 0

FOUNDED | FINANCIAL | COURSEWARE

edX

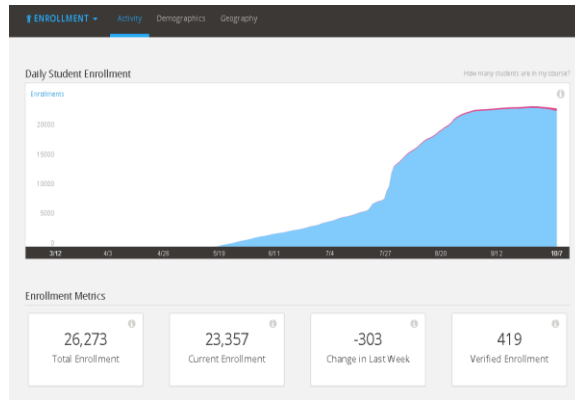
edX is a leading provider of MOOCs (Massive Open Online Courses) and is currently the largest provider of MOOCs in the world.

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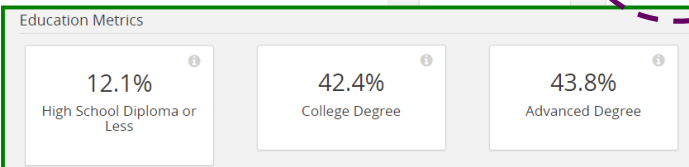
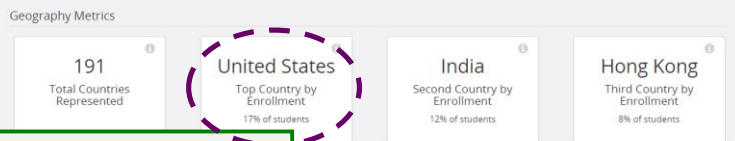
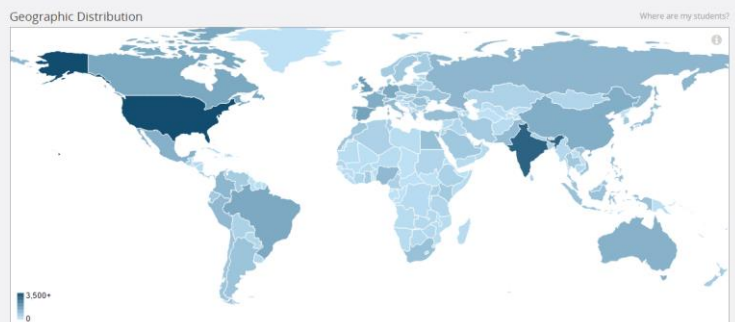
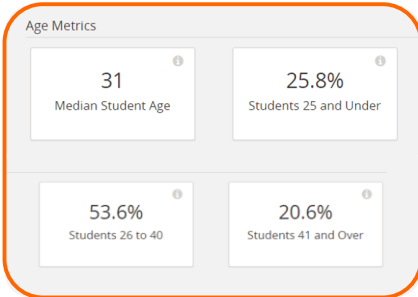
Total Enrollment

26,273



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- Demographic
 - **191 Countries;**
 - **Mean Age = 31 year-old**
 - **Approx. 87% degree holders**



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Active No. of
learner/week

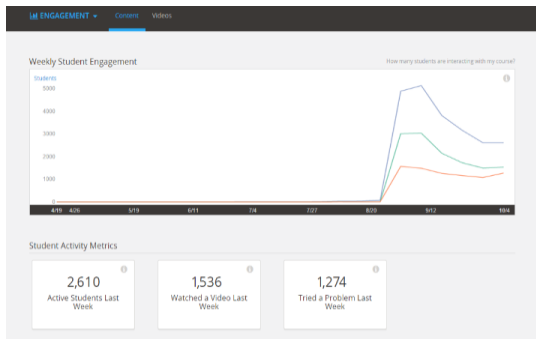
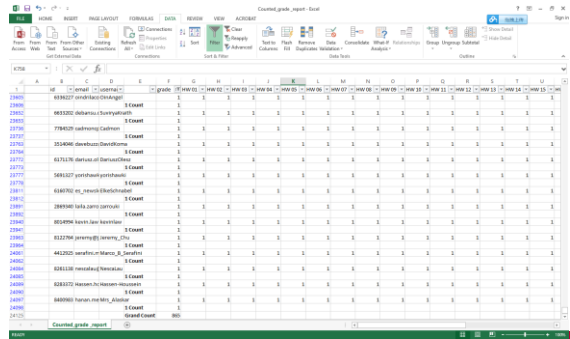
2610

Approx. 10%

No. of people who
passed the course

865


Approx. 3.29%

Grade	A	B	C	D	F	Grand Count
Count	1	1	1	1	1	865

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Pre & Post Course Surveys

1. ISE101x has been incorporated into GE's Analytic Engineer's program 
2. More than 85% of respondents to the post-survey express that they would take another course offered by the KMIRC

KMIRC 知識管理及創新研究中心
 Knowledge Management and Innovation Research Centre

Partnership with Corporate Universities



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Live Broadcasts

First Live Session

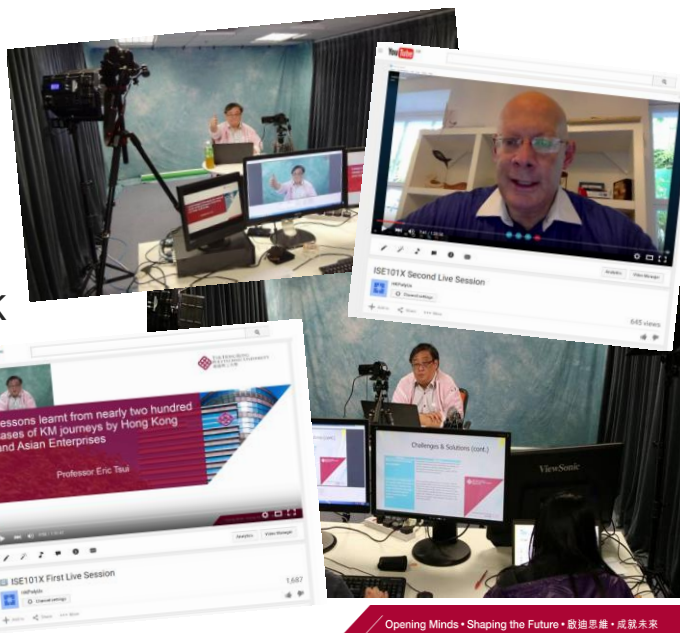
- Speaker from HK
- 1,687 Views/Replays

Second Live Session


- Speakers from London and HK
- 645 Views/Replays

Technologies used

1. YouTube Livestream
2. Skype
3. Open Broadcaster




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Feedback

Thank you
discussion posted
My short post is for the excellent



I took the HKPolyUx: ISE101X and was very pleased with the knowledge I could absorb and able to manage by the end of the course. I even applied for
Thank you very much and scientists of the world!


Thanks to the Teaching Team
by Jahanaranuri



Dear Professor,
Knowledge management module through edx platform was very useful.
I'd like to add you to my professional network on LinkedIn.


- Saran Muthiah


ISE101X Knowledge Management and
Dear Eric,



Very interesting course Knowledge Management and Big Data in Business. Thanks !

Diego Aragona
@FootFall Retail Intelligence | Bus Cloud






Eilbron Meghdies

★★★★☆ Completed 1 day, 3 hours ago

This course was very engaging. The topics are relevant and up-to-date. I appreciate that we didn't dive into the technical but were offered a detailed yet broad understanding. Professor Fayyad's relevant work experience made his modules very tangible and insightful. Great real world examples.



★★★★★ Completed 1 week, 1 day ago

Excellent! The course was well-structured and the instructors are some of the best, if not the best, in their respective fields. We learnt the theory and then saw how it can be





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**Last chance for getting a
Honor Code (FREE) Certificate
for this course** More than 26,000 global learners have enrolled

KNOWLEDGE MANAGEMENT and BIG DATA in BUSINESS

Starts on 23 February 2016

The course is delivered by an international team of experts:



Prof. Eric Tsui
Professor, ISE101, The Hong Kong Polytechnic University



Prof. W. B. Lee
Chair Professor, EMBC, The Hong Kong Polytechnic University



Prof. Klaus Tochtermann
Director, Leibniz Information Centre for Economics & Professor, University of Kiel



Dr. Usama Fayyad
Chief Data Officer & Group Managing Director, Barclays Bank



Prof. Jay Lee
Professor, University of Cincinnati

The advent of Massive Open Online Courses (MOOCs) is shaping up as a significant trend in higher education today. You may take this MOOC anytime anywhere during the offering period.

Topics Covered

- What is knowledge management?
- How is knowledge captured, elicited, organized and created in business?
- What is big data and how can we use data analytics?
- What is Open Linked Data and how can it support machine reasoning?
- What defines the era of Science 2.0?
- How can new knowledge be mined from big data?
- What are the technical and social problems with big data?
- What is cloud computing and cloud services?
- How does cloud computing relate to big data and knowledge management?
- Applications and case studies

The course is suitable for participants with background in humanities, management, social science, physical science or engineering. No prior technical background is assumed.

This MOOC will again be delivered with updated and expanded content commencing on 23 February 2016.

You may enroll this course at <https://goo.gl/e2xcQ3>



Rerun

2nd delivery starts

on *February 23,*

2016

with expanded

and updated

content

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ANA101x Human Anatomy

Teaching team involves
12 local and overseas professors

Meet the instructors



John Yuen



William Tsang



Helen Law



Shamay Ng



Josephine Lau



Margaret O Donoghue



Kevan MA Gartland



Roger Watson



Patrick Brennan



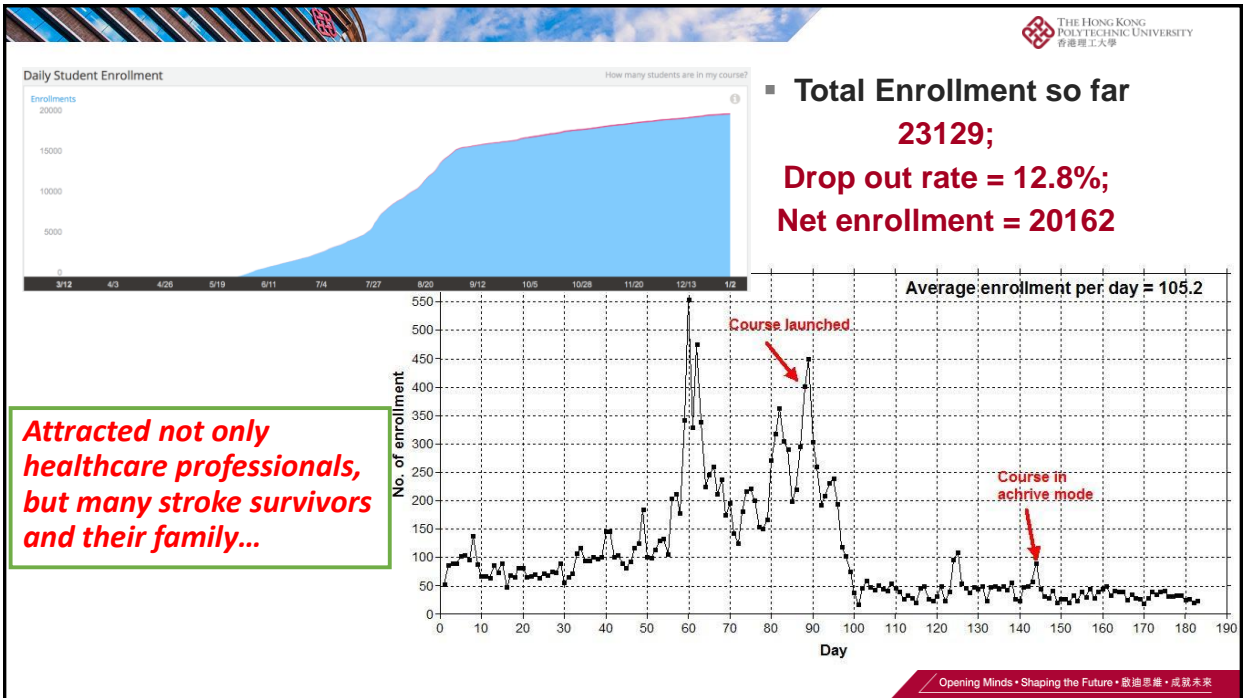
Helen Eng



Kit Sinclair



Judi Laprade



Attracted not only healthcare professionals, but many stroke survivors and their family...

Total Enrollment so far
23129;
Drop out rate = **12.8%;**
Net enrollment = **20162**

- Enrollment has grown steadily
- Maintained on edX Front Page for 3 consecutive weeks (An indicator of **top course** in terms of enrollment)
- The **most popular** 'Human Anatomy' course amongst 130 search results in edX



"Human Anatomy" x

<p>VERIFIED</p> <p>HKPolyUx ANA101x Human Anatomy</p> <p>Current Starts: August 25, 2015</p>	<p>VERIFIED</p> <p>HarvardX AT1X AnatomyX: Musculoskeletal Cases</p> <p>Archived Starts: September 30, 2014</p>	<p>VERIFIED</p> <p>PennX LIMBx Going Out on a Limb: Anatomy of the Upper Limb</p> <p>Starting Soon Starts: November 3, 2015</p>
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11,873 likes

Human Anatomy ANA101x

May 29 Edited · 🌐

Enroll NOW! Simply login edX at the link below! ANA101x Human Anatomy - the very first wave of HKPolyUx MOOC on edX! Share the good news with your loved ones on Facebook 📢

<https://www.edx.org/course/human-anatomy-hkpolyux-ana101x>

Courses

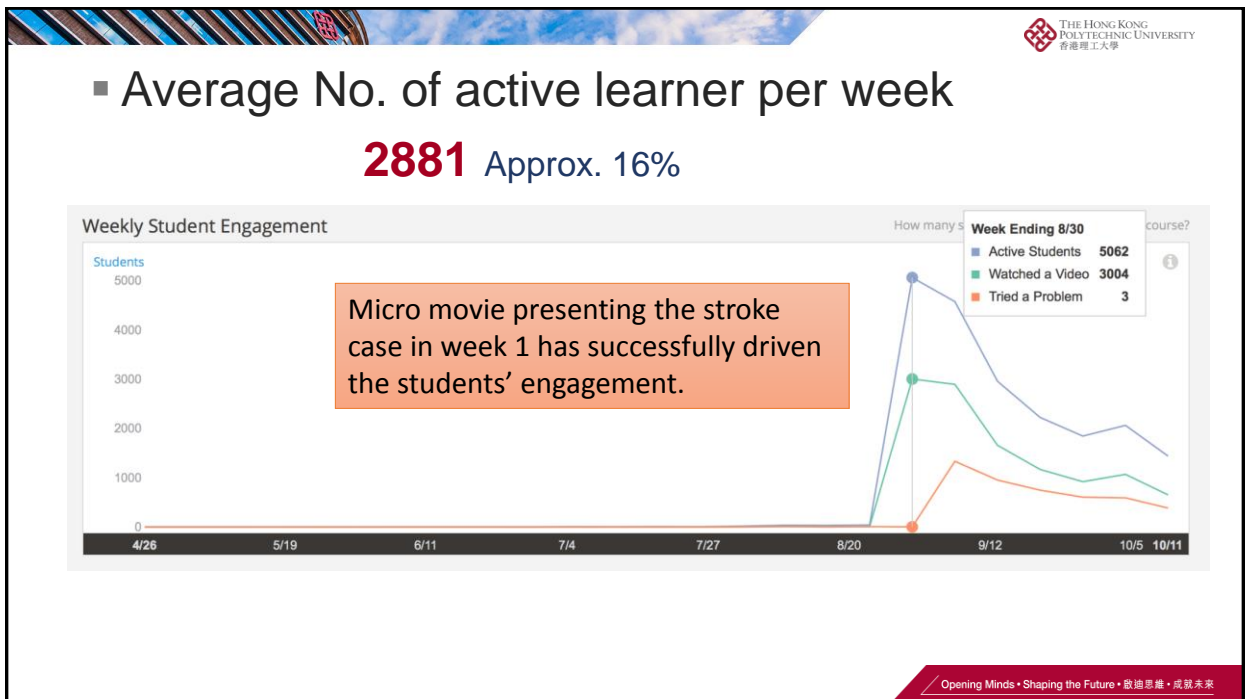
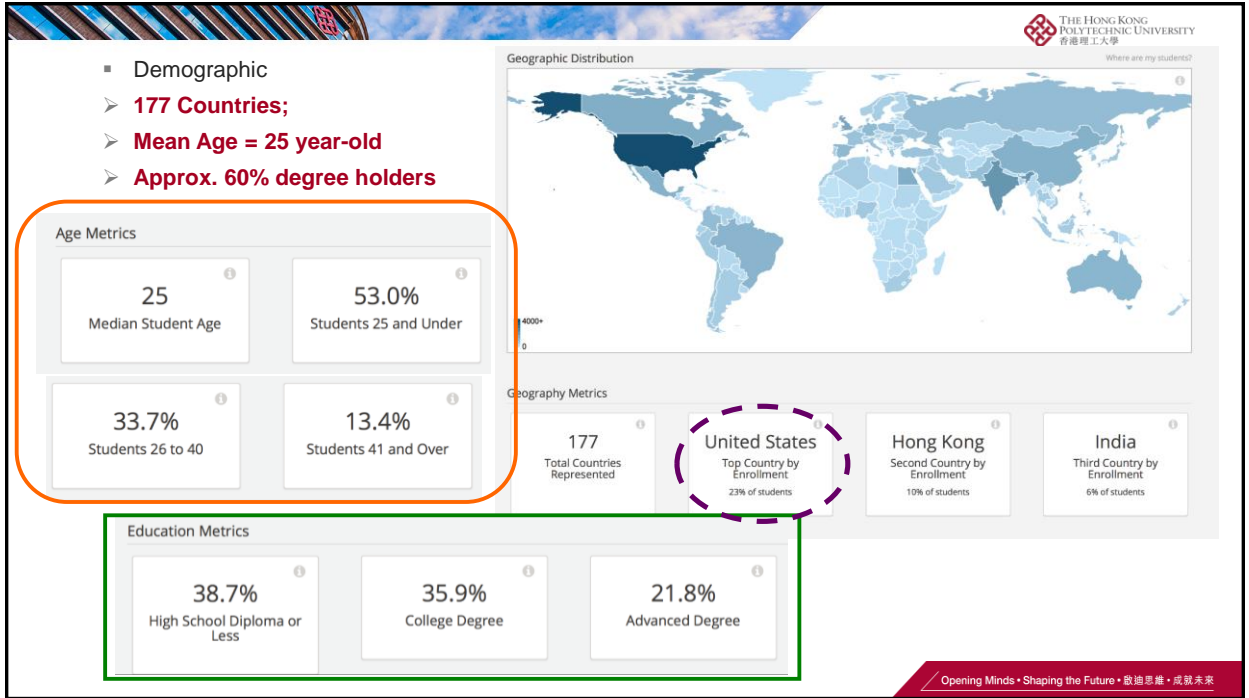
EdX offers interactive online classes and MOOCs from the world's best universities, colleges and organizations. Online courses from MITx, HarvardX, BerkeleyX, UTx and many other universities can be taken here. Topics include biology, business, EDX.ORG

Lukasz Goredian Palka

September 29 at 1:11pm 🌐

easy but real good.

Comment · Share



- Overall Completion rate = **8.8%** (i.e. 1768 students)
- No. of certificates issued (Passing score = 75%)
 - 983** Approx. 55.6% of learners who had completed the course
 - Approx. 4.9% amongst all enrolled learners

Amongst those who had achieved a certificate:

Score achieved	No. of students	Percentage
100%	79	8.0%
≥ 90%	595	60.5%

Majority of our learners are HIGH ACHIEVERS!!

Highlights

ANA101x **Human Anatomy**

Starts: August 25, 2015, 8 weeks

1. **Micro Movie** in 1st week to present the stroke case scenario
2. Polling questions to establish an interactive learning environment

Micro Movie

ANA101x Human Anatomy

- Professional movie producer
- Real actors/actresses
- Real medical professionals



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Micro Movie

ANA101x Human Anatomy

- Some Snapshots



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Polling Questions

ANA101x Human Anatomy

- On a weekly basis
- **Motivated** students to vote and discuss the specific topic
- Established a **harmonious global learning environment** by using the 'Poll Response' discussion forums

POLLING QUESTION 1

In real life, do you think a person like Mr. Law can be fully recovered after a severe stroke attack?

No 60%

Yes 40%

Results gathered from 4547 respondents.

Yes - Poll Response

You responded "Yes" to the poll question. But what would you say to the following: After a year of stroke, would Mr. Law be safe to drive a car? Would he be able to use chopsticks or tie a bow tie? Which part of the brain controls movement of the human body? Where are the motor control centers and fine motor control centers inside the brain?

Click "[Show Discussion](#)" to respond to these questions.

No - Poll Response

"No" to the poll question. We would like to hear your views why full recovery is impossible. Ir. Law's case, which part of the brain is damaged? What kinds of daily activities would be [cussion](#)" to respond to these questions.


POLLING QUESTION 3

Do you agree a person would have high incidence of bone fracture after a severe stroke attack?

Yes 64%

No 36%





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EWA1.1.1x

Part 1: English at Work in Asia: Job Applications, CVs and Cover Letters

- Started 5 October 2015
- 5 Weeks
- Assessment: Self-assessment, peer-assessment and m/c quizzes

EWA.1.2x

Part 2: English at Work in Asia: Preparing for a Job Interview

- Started 22 November 2015
- 4 Weeks
- Assessment: Peer-assessment and m/c quizzes



English@Work
in Asia

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Student Data

Total enrolment of Part 1 and Part 2 = **18700+**



55% of students - aged under 25

60% male 40% female

155 countries represented: Top 3 - India, Hong Kong and the US

Education

23% have a secondary education

40% have a first degree

23% have a Master's degree



English@Work
in Asia

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Full length interviews with industry professionals

Dr Allan Zeman
Chairman, The Lan Kwai Fong Group



Philip Tsai
Vice Chairman, Deloitte China

Robert Williams
Asia Media Search



Dr Aditi Dubey-Jhaveri
University of Hong Kong

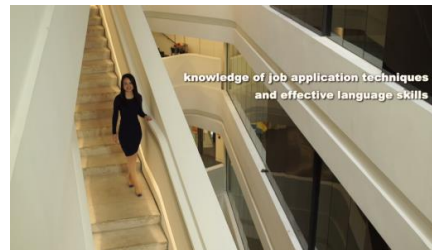
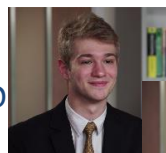
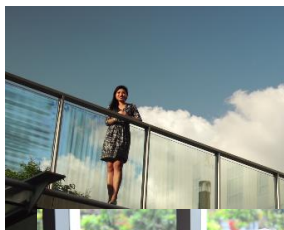


English@Work
in Asia

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Highlighting the Best of PolyU

104 VIDEOS
OVERALL TOTAL TIME PRODUCED
5 HOUR 55 Minutes 48 Seconds



English@Work
in Asia

Course Instructors:
Bee Dy and Jessica Xia

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Partnerships with International Companies



ESQUEL GROUP



Opportunities for top performing students to get:

CV feedback

Interviews

Internships

Jobs!



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in Asia

“putting course content into practice”

Student Feedback

AMazing

discussion posted a day ago by MilanPra

It turned out to be amazing session.

Great first week.

discussion posted 7 days ago by VikashS_

Great first week contents. The materials are sleek and so easy to go through. I love the whole idea behind this course that is bound to help so many of us. The interview videos are awesome and it makes you ask yourself so many basic questions. Also, the quizzes help you reinforce all that you learnt. Looking forward to Week 2.

Thank you Instructors :)

Like the music before the videos.

discussion posted 3 days ago by VikashS_

I know this is in NO way related to the course. I just wanted to say that I like the music that plays out before the videos. :) Makes me excited !!

This post is visible to everyone.

Also, without the intention of being flattering, I would like to thank the whole team behind English@Work in Asia. This is a really well-done MOOC. I am looking forward to English@Work in Asia: Interviews.

Two Live Sessions

Clip 1 & Clip 2



English@Work
in Asia

Reruns



English
@Work in Asia

May 9, 2016

Job applications



English
@Work in Asia

May 23, 2016

Job interviews



English@Work
in Asia

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In summary,

- Attention to details, ensure consistency of information
- Conduct trials/pilots & tests
- Customised marketing via social media
- Local learners are your loyalists
- Introductory video needs to be short & crisp
- Do not under-estimate preparation time/efforts
- Assume learners will **NOT** read all your emails/messages, content & follow the pedagogy
- Explore all opportunities to co-create with learners, stimulate peer-to-peer interactions & learning
- Monitor but do not over-react or immediately respond to weak signals
- Expect highly experienced/qualified learners out there
- Use analytics for continuous improvement in marketing, content design & pedagogy
- Incorporate (part of) MOOCs into on-campus program
- Offer Live broadcasts



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How MOOCs have benefited PolyU?

1. Attracted additional students to apply for entry
2. Served as a bridging course for potential students
3. Gathered learning data to support customisations & predictions
4. Inspired more teachers to adopt blended learning
5. Broadened the global exposure of students & teachers
6. Facilitated use of Flipped Classrooms in on-campus teaching
7. Paved the way for the internationalization of our subjects
8. A model to study group-design, group-delivery and group-learning offered by future tertiary institutions

How to sustain our MOOCs?

1. Maintain, evolve & uphold its relevance
2. Leverage on analytics to refine & improve
3. Incorporate into on-campus program(s)
4. Incorporation of the MOOC by other departments, schools, other universities and corporate universities
5. A foundation course for multiple disciplines
6. Target learners in emerging economies
7. Attract top students to PolyU

**2 teams (Q1, 2014), 3 teams (Q3, 2014), 5 teams (Q2, 2015)
& 7 MOOC teams (Q4, 2015)**

1. Knowledge Management and Big Data in Business (by Industrial and Systems Engineering)
2. Human Anatomy (by School of Nursing)
3. English@Work in Asia (by English Language Centre)
4. Tourism in China (by School of Hotel and Tourism Management)
5. Information Literacy (by Library, UGC large scale cross-institutional project)
6. Urban Geo-Informatics (by Land Surveying and Geo-Informatics)
7. Applied Ethics - Science & Values of Life & Death (by General Education Centre)

