MOOCs4D: Potential at the Bottom of the Pyramid

April 10-11, 2014

Presentation by Clara Ng
Value creation and the economics of MOOCs

Clara Ng
MOOCs4D | April 2014

Universities

Learners
Value creation for universities

Specializations
Project-based learning → social impact

Grand Prize Winner: Balesh Jindal

Value creation for learners
2/3 of our learners come from outside the US

1/3 from emerging economies
Translated content

Brazilian enrollments in Math Think soared 300% when Portuguese subtitles were made available.

Mobile Access

Customer Ratings

Average Rating: ★★★★★ 418 Ratings
Click to rate: ★★★★★
Social learning and community building

- Coursera learning hub
- World map with locations
- Community Centers
- Dadaab Refugee Camp
- US Embassies
- Libraries
- Slim Foundation