

**MOOC: RECENT ADVANCEMENTS IN PERSONNEL TRAININGS**

Varun Shenoy\*

\*Srinivas Institute of Management Studies, Pandeshwar, Mangalore – 01, India, E-mail: varun\_shenoy@rediffmail.com

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**ABSTRACT**

Training Personnels in Organizations require great deal of realistic material that needs to be disseminated to people at various stages of their employment career. This is absolutely essential for them to perform their work better and achieve the desired results. As managements are aware that imparting classroom training amidst a busy schedule of employee's work operations is a challenging task,efforts were always made to chalk out a very cost and time effective mode of training. With robust growth of Technological innovations to synchronize and store massive amounts of data and cloud computing,employers initiated web link or portal based trainings to their workforce,where a employee needs to register and complete his courses and training within a prescribed date and time at his own leisure. The technique popularly known as MOOC (Massive Open Online Courses) in academical field; enables students and professors freely interact in virtual online forums. MOOC training practiced in industries nowadays has been termed and viewed as a significant advancement in personnel trainings. The initiative is helping organizations to save great amount of time and money otherwise which they had to shell on Trainers or subject matter experts. Therefore this study attempts to showcase sustainable merits from MOOC to various industry sectors towards achieving effective manpower training.

**Keywords:** Training, MOOC, Personnel, Industry, Growth, Business

## I. INTRODUCTION

When Cosmetic Giant L'OREAL introduced Iversity MOOC on Public Speaking to its employees, it was termed as a next big thing in Training Industry. Since selling cosmetics required great deal of speaking with public in general to refer person to person or at fashion industry, company found it more effective. The training which employee was able to complete at home or through tablet during travelling helped company save enormous time and cost of physical training while at work in its Offices. The blending of corporate training and MOOCs is leading employees receiving certification for on the job training. A corporate sponsored, MOOC learning program associated with a brand name educational institution would provide employees with corporate training that carries weight even outside of their organization. Weight in the sense that certification will help the employee to seek new career opportunities with higher perks and promotion possibilities. Walter Shill, global senior director for Accenture's management consulting practice, believes that the day is coming when certification from MOOCs or MOOC like training is listed and respected on résumés. With above industry feedbacks, this paper briefly researches how robust and accurate employee training is achieved and how businesses shall benefit from implementation of MOOC at work place. As one reads this paper, you will also understand how concept of MOOC is being termed as a modern advancement in the field of employee training and development by the Industry.

## II. RESEARCH OBJECTIVE

The Paper's objective is to make know the readers; MOOC's advantages in achieving ideal and robust personnel training programs at Organizations. Study also aims to depict correlation between ideal features of MOOC where Learning, Knowledge Development, Education and Studying can be attained as continuous exercise even in work life and business environments. Furthermore, paper is written to showcase the concept advantage of MOOC for Industry and its rising importance for Business Success; which is also becoming a recent advancement in the field of employee training.

## III. RESEARCH METHODOLOGY

The procedure used to structurize this paper was through the Mapping Method. The Concept Mapping Method is also known as Concept Webbing or Mental Mapping Method. Based on a Forbes Article penned down by a New York based Executive Development Firm Partner on MOOC, where she enlists down good positive factors on application of MOOC in Work training space was taken as information for the study. This information was further tabulated into rateable factors using numerical rating scale method with each rated scores denoting significance. Finally, for analysis and interpretation the factors that prove the viability and feasibility of MOOC with business objectives in the article is distributed through a scatter graph. Inferences and conclusions are made based on studying correlations between and among the MOOC feasibility factors shown in scatter diagram for practical Industry Applications.

## IV. ANALYSIS AND INTERPRETATION

The Forbes Article which can be full read through link (<http://www.forbes.com/sites/jeannemeister/2013/08/13/how-moocs-will-revolutionize-corporate-learning-and-development/>) and also main information source for this paper enlists down five important major viewpoints respectively of MOOC's merits to businesses.

**I.Content Integration:** MOOCs' universal nature is central to their existence. Bringing them into the company's learning department inevitably means considering the context of training as well as the content. Chief Learning Officers could consider incorporating an opportunity to add a global dialogue of company's senior leadership to formal learning programs by partnering with internal corporate social networks or even external consumer sites. The training content can also securely stored and preserved for training generation Y and Z Employees through constant updations based on new developments.

**II.Reduced Executive Education Budget:** MOOCs also offer certifications at a price point of affordable rates for each course completion certificate. For example, Yahoo in partnership with Coursera MOOC to train and credential Yahoo's software engineers for a fee, is the "new normal" for employees pursuing continuing education at work life. That in turn would lead to cost effective budget re-allocations for the HR regarding how their companies spend in their continuing executive education budgets.

**III.Enhanced Self-Learning and Development:** With MOOCs, the learner employee takes on a role more expansive than ever before, acting as self-teacher, trainer, learner, and peer reviewer. Companies adopting MOOCs have to trust the learner employee to do this, by incorporating more opportunities for peer reviews and peer-to-peer dialogues into the course. This in turn helps in building a strong greater employee-employer relationship at work place.

**IV.Effective Control, Tracking and Progress Mechanisms:**MOOCs offer real-time analytics that reveal each learner's progress and what formats work best for your learners.As big data sweeps the HR & Corporate Learning functions, more Chief Learning Officers need to be prepared to use data analytics to enhance the overall learning experience.

**V.Branding:** Rather than limiting the innovation to the learning department, bring your Marketing Department in on the project and create branding opportunities similar to MOOC partnership between Khan Academy and Bank of America to create a series of self-paced courses for customers on how to develop better money saving habits. One can imagine how this partnership could start a trend of company-sponsored consumer education using the MOOC model of free self-paced courses.

As we know about businesses,their foremost and important objective is to make profits and maximize shareholder wealth through effective investments and stricter internal cost controls. To achieve this objective,it is the manpower that needs to be properly trained,guided and disciplined to work towards effecient productivity.Therefore, let us rate the above mentioned MOOC's advantageous factors with scores that can be effectively placed in relationship with meeting business's expected objectives in general.

The 5 point rating scores has been denoted with significance as follows:

- 1 - Weak and Poor
- 2 - Average just meets expectations.
- 3 - Good and Satisfactory
- 4 - Excellent and Acceptable
- 5 - Fantastic and Executable

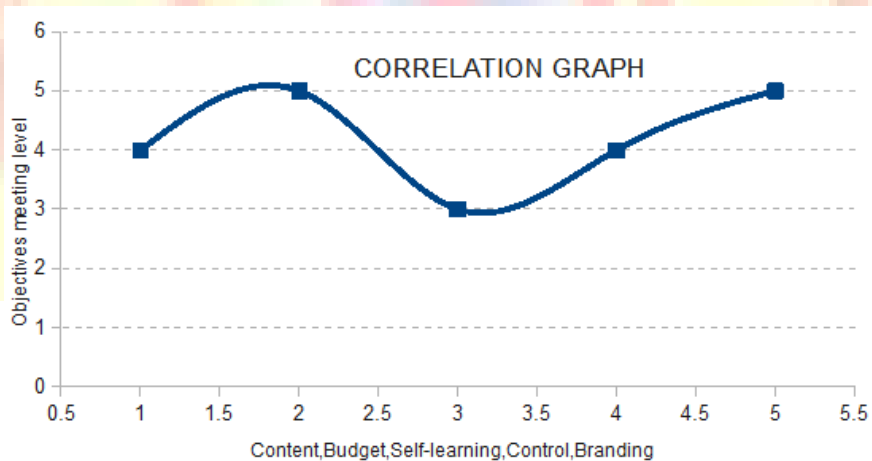
Also, we shall now depict the above 5 Point rating scores in a tabular format applied to each factor for simple and easy understanding:

TABLE-1

SERIAL NUMBER	MOOC MERITORIAL FACTORS FOR BUSINESS	OBJECTIVES MEETING LEVELS
I	CONTENT INTEGRATION	4
II	REDUCED EXECUTIVE EDUCATION BUDGET	5
III	ENHANCED SELF-LEARNING AND DEVELOPMENT	3
IV	EFFECTIVE CONTROL, TRACKING AND PROGRESS MECHANISMS	4
V	BRANDING	5

Now let us distribute the above permutations shown in Table I on a scatter graph to better understand the concept and study their correlations.

FIGURE-1



From the above diagram Figure I, it is absolutely clear that application of MOOC in training and certification at work place will be beneficial for the businesses. A strong positive correlation exists between business objectives at Y-Axis with Content Integration and reduced executive education budget at X-Axis. Also, similar situation exists with regards to Training Controls and



Branding. The value of expected business objective meeting levels at Y-Axis has shown clear increase from scale 4 to 5 in the diagram in relation to matching with the factors of applying MOOC's at work place. The only decrease or weak correlation found was with Enhanced employee, self-learning and development. This is because managements feel that any new digital methods of training introduced needs employees to adjust and sink in to the changes. It is natural human nature to initially resist any new changes at work place but gradually tend to adopt to the scenario. Hence, we can expect to see employee self-learning point to increase to 4 from 3 gradually.

## V. STUDY FINDINGS

Based on above scatter graph showing a favorable relation between and among the meritorial factors of MOOC as a benefecial bet for corporate training; since it aligns with original and defined business objectives; findings suggest that a business can certainly incorporate this employee training and certification method in their training programs. There are a few reasons why MOOCs can work in a corporate setting. For one, they cost far less than putting employees through something like master's program, or a college course at a local university. That also means that more employees can have access to this education instead of a select group, perhaps, that might attend a seminar or the like if a larger corporation offers something like a corporate university. MOOCs can offer a certain efficiency in terms of time and relevancy. For instance, With changes in technology happening rapidly and the skills gap in technology jobs growing, companies are finding that traditional universities cannot keep up on both the fronts. Plus, the rate at which an industry like technology evolves, turning to MOOCs can save employees from obsolescence. Professionals need to have a place they can go to that is accessible, affordable and relevant for them to learn new skills within their daily busy routines. MOOC's are also highly collaborative. Whether discussing topics in a MOOC forum or taking a course from an industry expert, there's a sense of community and peer-to-peer learning opportunities among the employees that more formal training can't really match. Findings also suggest that MOOCs can store enormous data and training information in the platform and cloud.

Finally, above all, MOOC's are low-pressure, casual environments. From making your own online schedule to mobile apps and working solo, MOOC's take the best part of learning without the glitch and circumstance that can turn some employees to quit the organization off for better formal education and training. The possibilities for learning and knowledge acquisition are tremendous, and the mobile capability of MOOC's is what can make so appealing to training industry and businesses.

## VI. CONCLUSIONS

To conclude this study, we can observe MOOCs can help organizations to achieve robust and ideal employee training programs in a successful long run. While not ruling out glitches in technologies, paper would also like to recommend that physical one to one training should also exist in the companies along with MOOCs, which would help to achieve ideal balance of components in a comprehensive training program. Organizations must also actively note, that it is subject matter experts who load and edit training contents to organizational MOOCs. Therefore, subject trainers may be required if risky task oriented training has to be inculcated to the employee which sometimes the employee otherwise may not understand in a MOOC set-up. For example, to teach a new employee to inspect a boiler in a factory set-up, he

should be certainly taken once physically accompanied by a trainer in addition to MOOC showing him the steps involved in the inspection through visuals. But, this could be different at Banking or IT industry.

Anyways, despite speculations, MOOCs have emerged out as a recent significant development in the field of employee trainings. In today's digital age and business set-ups, it is here to stay at our offices because of its meritorial factors as explained in the paper earlier.

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