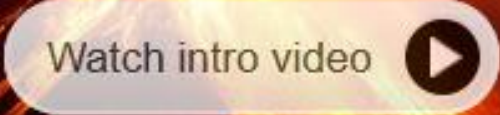


The logo for Ludwig-Maximilians-Universität München (LMU), consisting of the letters 'LMU' in white on a green square background.The text 'LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN' in white on a green rectangular background.A video player overlay with the text 'Watch intro video' and a play button icon.

MOOCs and E-Learning at LMU

Martin Wirsing

Ludwig-Maximilians-Universität München

April 7, 2016, Galway

EUA Annual Conference

Historical development

- Ca. 1970
 - Arpanet
 - Computer-Based Training (NSF)
- Ca. 1990
 - Internet and Laptops
 - PowerPoint

- Ca. 2000

Digital media change learning and teaching

- Digital administration of teaching
- Digital teaching material in internet and intranet
- Interactive online learning und assessment
- Online teaching

The screenshot shows the LMU Munich website. At the top, there are logos for LMU and Ludwig-Maximilians-Universität München, along with a 'STUDIUM' button. Below the logos is a search bar with 'Suche Google™ Custom Search' and the website URL 'www.lmu.de'. A navigation menu includes 'Startseite', 'Studium', 'AKTUELLES', 'ÜBER DIE LMU', 'EINRICHTUNGEN', and 'STUDIUM'. The 'STUDIUM' section is highlighted, showing 'Studium aktuell' and 'Studien- und Lehrangebot'. Below this is a table of lecture materials:

Thema der Vorlesung	Folien	Podcast
2 Einführung	Folien dm1	dm1.mov
2 Digitale Codierung, verlustfreie Kompression	Folien dm2	dm2.mov Der verloren gega zum Vorjahr.
2 Kompression - Nachtrag	Folien	

Below the table is a 'Top-Downloads' section with a 'Highlights' dropdown. It lists several downloads of 'BGB Schuldrecht AT - Fo...' by Prof. Dr. Stephan Lorenz - „LM...'.



From theatre to video game

- Large lectures are taught in the internet and enriched with interactive learning assessments
- Podcasts of lectures, video clips, e-tutorials are „normal“ educational materials



From direct discussion to online seminar

- Learner groups are not bound to any location through social media

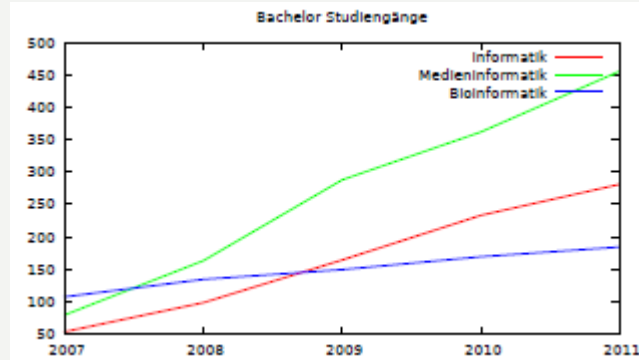


From questionnaires to learning analytics

- Fine grain analysis of teaching enhances evaluation by questionnaires

From standardized teaching to individualized studies

- Online lectures multiply teaching offers
- Combination of online lectures and individual tutoring opens the way to personalized studies



- **Enhancing quality of teaching and learning**
 - supporting “classical” teaching by digital media and digital interaction
 - new teaching formats

- **Supporting student diversity**
 - Students in special situations of life
 - Longlife learning
 - Mobility of students

- **Fostering national and international awareness**





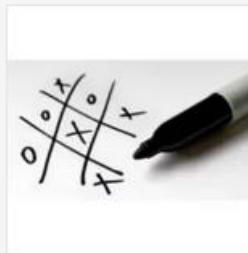
LMU at Coursera

- Since 2013
- 8 + 2 chinese lectures
- ~ 800.000 learners
- ~ 6.89 Mio. views
& downloads

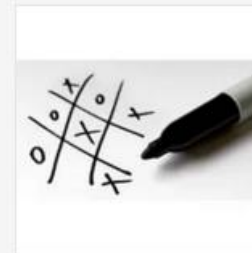


Ludwig-Maximilians-Universität München (LMU)

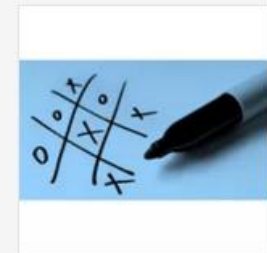
As one of Europe's leading research universities, LMU Munich is committed to the highest standards of excellence in research and teaching. Building on its 500-year-tradition of scholarship, LMU covers a broad spectrum of disciplines, ranging from the humanities and cultural studies through economics and social studies to medicine and the sciences.



竞争策略 (中文版)
Available now



Competitive Strategy
Available now



Advanced Competitive
Strategy
Available now



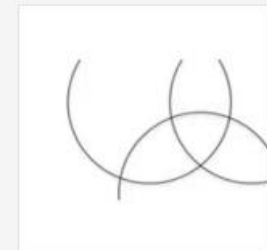
高阶竞争策略
(版)
Available now



Theatre and
Globalization



Programmed cell death



Introduction to
Mathematical
Philosophy



Introduction
Quantum O
Available now



Learning analytics: Coursera Dashboard:
“Competitive Strategy” session based course

Overview

Reach

Engagement

Content

Classic Tools

Exports

95,803
total learners joined

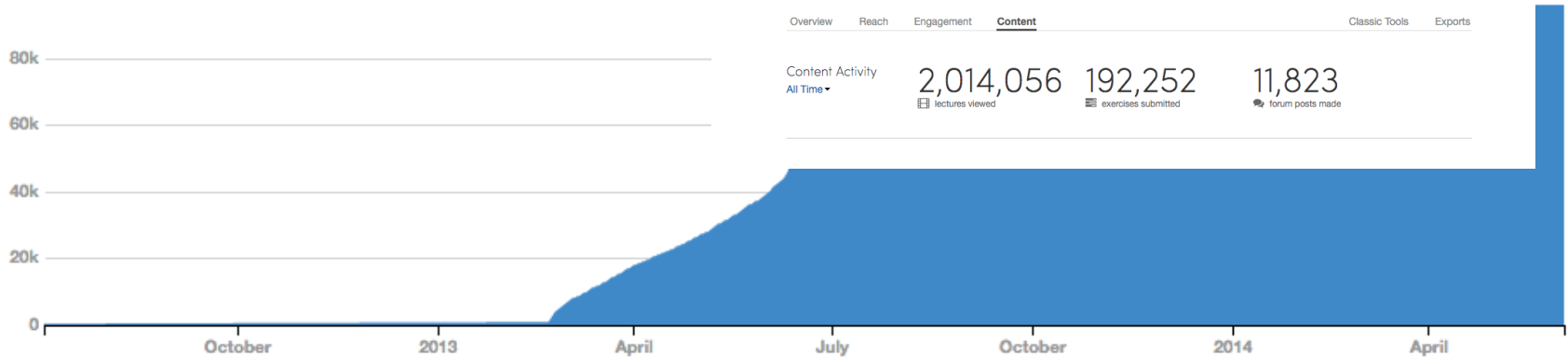
205
different countries

39,009 (41%)
from emerging economies

0
on Signature Track

Enrollment

Cumulative enrollment over time



Overview Reach Engagement **Content** Classic Tools Exports

Content Activity
All Time ▾

2,014,056
lectures viewed

192,252
exercises submitted

11,823
forum posts made

This graph excludes 2 learners for whom we don't have time of enrollment.

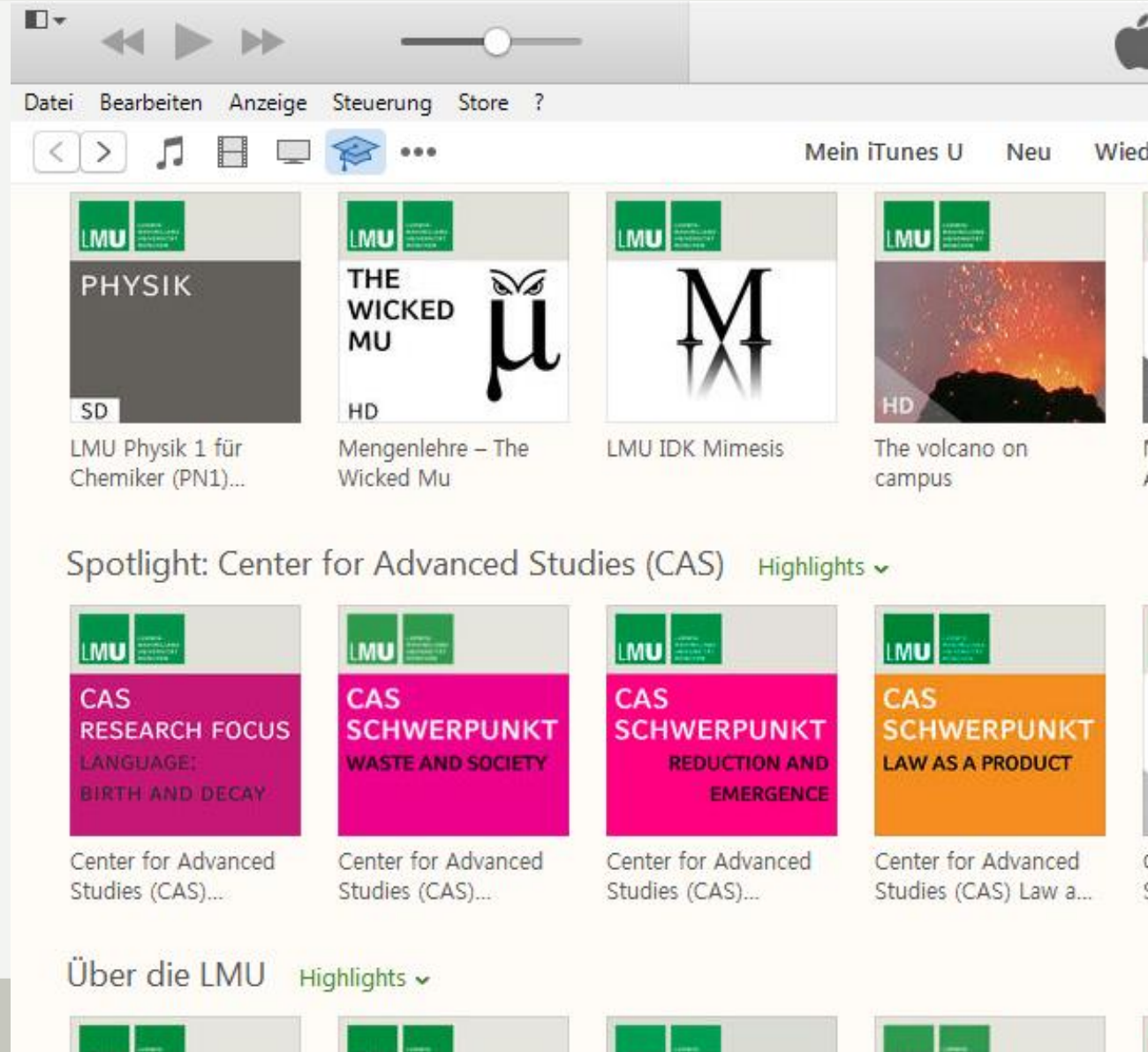


iTunesU

- OERs
- since 2007

LMU at iTunesU

- since 2009
- Tonspur Forschung (Audio)
- Science Cast (Video)
- Lectures, e-tutorials
- 7.265.522 GB deliveries since 2009





- **Organisational measures**

- eUniversity team
 - infrastructure, media design and production
 - consulting and e-learning community

- **Online education**

- vhb online courses
- MOOCs and flipped classroom
- podcasts of lectures
- digital media in teaching and course guidance
 - iTunesU, e-tutorials, self assessments

- **Further development**

- Incentives: less teaching obligations, vhb grants, exploratory grant program (from 2017)
- New teaching formats and learning analytics





- Teaching is becoming more open and comparable, requirements for quality of teaching are rising
- Learning is getting independent of location and (often) of time
- Universities are becoming global providers of education and compete globally for (the best) students
- Universities are becoming providers of continuous education

