



The MOOCs and Distance Learning Challenge for the Traditional BE Models

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Some axiomatic observations

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What we normally forget when we speak of MOOCs?

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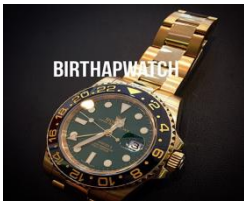
We are the innovators...

- *Franchising instead of high tech resource development (UNIVEB)*
- *Cooperation in the product development and product distribution politics (short programs and long-term degree programs – different teams of distribution)*
- *High tech delivery development following the long term degree programs logics and interactive teaching advantages (introductory part of modular = about 1\3 of the course + quantitative equations and learning vs analytical in group)*
- *Stress on interactive teaching and its enragement within in class part of program*
- *Reasonable price reduction and attempt to enter the new market niche without leaving the traditional one (a sort of young and smart people line of BOSS (= HUGO))*
- *Numerous interview explaining that HIGH TECH is an instrument that can not be used everywhere. Like one medicine can not be used for all the deceases.*

THANK YOU VERY MUCH

In Search of Win-Win

*The Experience Economics and Marketing would stimulate
BE transfer to Experience Education Model*





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