

Future Trends in MOOCs and SOOCs in Management Education

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Abstract: By any metric or standard management education has reached a seminal point in its brief 100 plus year history. Today, business educators are under growing pressure to engage in significant reforms due to the impacts of globalization, new learning technologies, soaring tuitions, and unprecedented economic uncertainty. One approach being adopted in many business schools is to engage faculty and students in a virtual learning experience via MOOCs and SOOCs. The learning strategy offers the promise of both increasing student access and reducing costs. The experience gained to date suggests that MOOCs and SOOCs are gaining in usage throughout the educational community. The purpose of this presentation is to highlight slants and trends in the use of MOOCs and SOOCs as applied to management education.