WHITEPAPER

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ON

FUTURELEARN WEBSITE

WEBSITE URL

Prepared by

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0.**INTRODUCTION:-**

- The name of the company is "FutureLearn ltd"

- Founder and CEO: the founder and CEO of this company is "SIMON NELSON"

- Location : UK, London

- Objective : A global Platform to **Learn new skills online with top educators.**

  They provide an opportunity to Learn 100% online with world-class universities and industry experts. Develop your career, learn a new skill, or pursue your hobbies with flexible online courses.

1. COMPANY'S ESTABLISHMENT

It all started in November 2012 from idea stage with the UK Open University, through start-up and several fund raises to a £100m valuation in 2019, Europe's largest private Edtech deal at the time.

They created a global, online marketplace for learning, attracting millions of people around the world to sign up to high quality courses and credentials.

They also developed a global partnership of universities, educators and industry and helped drive their digital transformation through our platform and services.

Built a world-leading online learning platform, with award-winning, mobile-first user experience, social learning pedagogy, market leading completion rates.

2. LOCATION

FutureLearn ltd head office is located in London, United Kingdom.

3. COMPANYS PARTNERSHIP

FutureLearn partners with top international universities and specialist organizations' to offer online courses and degrees. Since our launch in 2013, we've run hundreds of courses on a diverse range of topics, which have attracted over seven million learners from around the world.

4. INTRODUCTION FROM THE CEO

The role that entertainment plays in learning is often overlooked. Take a glance at massive open online courses (MOOCs). They're often very conventional, based on lectures broadcast "at" students, rather than engaging with them. The language can be rarefied and niche [ask most people the meaning of "MOOC" or "pedagogy" and they wouldn't have a clue]. Perhaps this partly explains the enormous drop-out rates and why many of those completing MOOCs are practicing academics who are familiar with the culture and semantics.

Students at the center

Since I joined Futurelearn in November, I've been absolutely clear that above everything, our product will be designed 100% for students. This isn't as easy as it sounds. Our students will be a broad, international group with diverse educational, cultural and social backgrounds and differing attitudes to learning and technology. But by drawing on 40 years' Open University expertise in teaching and learning at a distance, we have an opportunity to offer something very different.

So what are the key features? To start with, we're looking at highly user-focused searching and browsing so people can find exactly the right course for them; teaching and learning will be powered by the OU's experience and will present material through a blend of video

and other media combined with opportunities for social learning with others who are studying the same course.

Co-creation

Whilst all this is incredibly exciting and I'm very ambitious for Futurelearn, I'm not oblivious to the problems with assessment, plagiarism and high drop-out rates encountered by MOOCs. These are all things we're wrestling with too but I'd go so far as to say that we have an advantage over other providers. The OU's students have been learning online for years. We have access to vast amounts of data gathered through the University's own OpenLearn platform and iTunesU. We'll use this information to engineer-in features that will make the experience of studying (and staying) with Futurelearn highly rewarding and yes, entertaining.

Once we get started later this year, we'll be collecting information as we go to iterate on the process, developing our understanding of how Futurelearn students are learning and responding to the courses. The more of this we gather and analyse, the more we'll be able to refine and improve the experience.

5.BUSINESS MODEL

Producing an excellent product is our primary motivation. In an evolving market, the development of sustainable business models

is always a challenge but I believe that if we build something great, a whole range of business opportunities could come our way. We are looking at ways of monetising some aspects of Futurelearn including paid-for certification and proctored exams but the quality of the learning experience trumps profitability as our biggest driver every time.

6. NEW THINKING

This is a pretty radical departure from the current way that courses are presented (and learning takes place) with online platforms. We're putting students at the heart of Futurelearn and that reconfigures the priorities for those of us working on it. Many in higher education think there is only value in courses that lead to formal qualifications and that informal learning is a waste of time. The experience of the OU shows that there is a vast amount of traffic between informal and formal learning tracks. For example, 100k OU-registered students also study with OpenLearn which is free and open to all.

In UK higher education, we have 800 years of experience to bring to the world. As the OU's Vice Chancellor, Martin Bean has said, it would be a shame to deliver that on a platform and infrastructure that was powered on another continent. With Futurelearn, we are bringing the UK's best university teaching and learning to students worldwide using the smartest and most engaging online learning

experiences available. I'm determined that we will engage, entertain and delight the people who come to study with us and we're not only doing it for free, we're doing it for fun!

7. SOCIAL MEDIA LINK OF THE CEO

- TWITTER:https://twitter.com/urbangenie
- LINKEDIN : https://www.linkedin.com/in/simon-nelson-56ab2/

8. ABOUT THE COMPANY

FutureLearn is a British digital education platform founded in December 2012. The company is jointly owned by The Open University and SEEK Ltd. It is a Massive Open Online Course (MOOC) learning platform, and as of June 2020 included 175 UK and international partners, including non-university partners.

FutureLearn was launched with 12 university partners, seeking those who "consistently rank at the top end of the…league tables".The 12 founding partners are: The Open University, University of Birmingham, University of Bristol, Cardiff University, University of East Anglia, University of Exeter, King's College London, Lancaster University, University of Leeds, University of Southampton, St Andrews University, and University of Warwick.

The launch was described as a move to 'fight back' and provide a space for UK institutions to engage in the MOOC space.

According to Financial Times, FutureLearn was the first platform to enable students to earn credits towards a degree from a top UK university from their tablets and smartphones, 2016.

In April 2019, FutureLearn announced that SEEK Ltd would invest £50 million in the company. In return, SEEK would receive a 50% stake in the company

9. COURSES

FutureLearn's courses span a broad range of topics. The first course opened on 14 October 2013. The first courses to be made available included "Web science: how the web is changing the world" (University of Southampton), "Introduction to ecosystems" (The Open University), "Improving your image: dental photography in practice" (University of Birmingham), "Causes of war" (King's College London), "The discovery of the Higgs boson" (University of Edinburgh), "Discover dentistry" (University of Sheffield), "Muslims in Britain: changes and challenges" (Cardiff University), "Begin programming: build your first mobile game" (University of Reading) and "England in the time of King Richard III" (University of Leicester). The first course to launch was "The secret power of brands", conducted by professor Robert Jones of the University of East Anglia.

10. COUNTRY RESTRICTIONS

In April 2017, FutureLearn blocked their courses for users in Crimea, Cuba, Iran, North Korea and Syria as a result of US sanctions on those territories. These restrictions were lifted in November 2017.

11. VALUES

.Be open

We're transparent with our learners, our partners and each other about what we're doing and why.

Empower others

We help our learners, our partners and each other be the best they can be, welcoming anyone to the FutureLearn community.

Learn together

We listen to and address the needs of our learners and partners, celebrating our successes and learning from our failures.

Think big

We strive to transform education - and change our learners' lives, our partners' businesses and the world in the process.

Have fun

We make online learning enjoyable for our learners and our partners alike, and have fun while we're doing it.

Designed to fit around your life, microcredentials take between just ten and fourteen weeks to complete and are crafted by industry experts and accredited by top educational institutions around the world.

Alongside a global community of like-minded professionals, you'll:

- upskill for work in rapidly-evolving sectors
- learn from educators who are world-leaders in their field
- master specialised skills in your industry
- set yourself apart in a competitive job market.

12. ADVANCEMENT OF CAREER

Whether you want to develop your professional knowledge and boost your career prospects, prove your skills in an in-demand

area, or even transition into an entirely new career, an online microcredential will provide you with the skills you need to take the next step.

13. PURPOSE, VISION MISSION

Purpose: The primary reason for an organisation to exist; it's the driving force that enables the organisation to define its brand and create its desired culture. Formally the company's purpose is listed in its articles of incorporation or memorandum of association.

Vision: The organisation's future intent, as we explained in the previous step.

Mission: Explains why an organisation exists and provides a statement of its present main activities. A written declaration of an organisation's core purpose and focus that normally remains unchanged over time. An effective and informative mission statement does three things: identifies what is important; states which markets will be served and how; and conveys the direction to the entire organisation.

14. IMPORTANCE AND ETHICS

Importance: The expected collective norms and behaviour of everybody in the organisation, what is good or bad and desirable or

undesirable. Common business values are normally seen as fairness, innovation and community involvement.

Ethics: The statement of morals and behaviour that an organisation adopts and abides by. It is seen as an unpublished code of conduct in relation to customers and others parties involved in business activities.

15.STRENGTH AND WEEKNESS AND THREAT

Strengths

Involvement of those with disabilities in usability testing allows you to understand individual user needs and preferences in particular with those who may have cognitive impairments.
It is also possible to gain greater insight into the impact of the use of assistive technologies on the ease of use along with adaptive strategies, and the barriers that occur with certain web services.
To maximize the positive impact of usability testing, early and iterative integration in the design and the development process is recommended.

weakness

Despite the benefits of user testing there are challenges such as:

- Recruiting users with disabilities – where do I find users with mobility impairments?

- User testing takes time and might be too expensive for smaller companies. Remote testing can be a solution, but it has been shown that not every usability method of testing works with those who have disabilities[2].

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- Results might not be representative due to small numbers of participants.

- User testing is usually conducted under controlled conditions and does not reflect real life situations.

Threat: Competion the global market of e-learning as there is a huge demand of learning.

16.MADE FOR WHOM?

Find a new passion and learn new skills that will help you prepare for university

Designed for students finishing school and college, this collection of courses will introduce you to undergraduate study at the University of Leeds. Decide what subject to study at university by improving your knowledge of a specific topic. Each course is delivered by an expert from the University of Leeds, features the latest research, and offers the opportunity to learn with like-minded students. By taking one of these courses, you can:

- Show proof of prior learning and preparation as part of your university application

- Benefit from the flexibility of online and social learning

- Develop new perspectives and analytical skills to apply to your chosen area of study

- Discuss content with other students

- Gain the confidence to decide on the next stage of your education

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Teachers can also use these courses as classroom enrichment material and draw on the discussion activities within their teaching.

17. WEBSITE UI:

University of Leeds	University of Leeds	University of Leeds	University of Leeds
Anatomy: Know Your Abdomen	**Starting a Business 2: People and Networks**	**Starting a Business 3: Customers and Competitors**	**Starting a Business 4: Business Processes**
★★★★½ 4.7 (86 reviews)	★★★★½ 4.5 (11 reviews)	★★★★☆ 4.2 (5 reviews)	★★★★½ 4.6 (7 reviews)
Discover the human abdomen and how it works.	Find out how working with people and exploring networks can help you take your business to the next level.	Find out how understanding and targeting your market can help your business stand out from the crowd.	Understand how business works and performance can be improved so that you can take your business forward and manage growth.
⧗ 2 weeks ⏱ 2 hrs per week	⧗ 2 weeks ⏱ 2 hrs per week	⧗ 2 weeks ⏱ 2 hrs per week	⧗ 2 weeks ⏱ 2 hrs per week
∞ Included in Unlimited	∞ Included in Unlimited	∞ Included in Unlimited	∞ Included in Unlimited
Find out more	**Find out more**	**Find out more**	**Find out more**
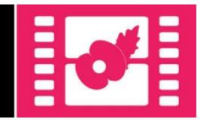
| University of Leeds	University of Leeds	University of Leeds	University of Leeds
Starting a Business 5:	Starting a Business 6:	WW1 Heroism: Through	Learning Online:

Teachers can also use these courses as classroom enrichment material and draw on the discussion activities within their teaching.

Share these free online courses

Share the 'Going to University' collection with friends and ask them to join you on a free online course:

f   𝕏   in   ✉
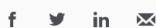
Want to know more? Read about FutureLearn

Subjects	**Short courses**	**ExpertTracks**	**Microcredentials and programs**	**Online degrees**
Courses grouped by subject	Learn new skills with a flexible online course	Upskill with a series of specialist courses	Earn professional or academic accreditation	Study flexibly online as you build to a degree

Future Learn   Subjects ⌄   Courses ⌄   Using FutureLearn ⌄   Search online courses 🔍   Sign in   **Register**

This is Future Learning

Learn 100% online with world class universities and industry experts. Develop hobbies, new skills and career-changing expertise with our flexible courses.

Learn more   **Explore courses**

Expert teaching delivered by world-class universities and organisations

BRITISH COUNCIL   KING'S College LONDON   JOHNS HOPKINS UNIVERSITY   The Open University   Institute of CODING   MONASH University   accenture   UNIVERSITY OF MICHIGAN

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Career-changing courses with a flexible monthly subscription and 7-day free trial
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Learn more about our new course portfolio for professional learners
Find out more

18. CONCLUSION

Best platform to Learn anything.Whether you want to develop as a professional or discover a new hobby, there's an online course for that. You can even take your learning further with online programs and degrees.Join millions of people from around the world learning together. Online learning is as easy and natural as chatting with a group of friends.Meet educators from top universities and cultural institutions, who'll share their experience through videos, articles, quizzes and discussions.

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