

Modèles économiques des MOOCs

Lancelot PECQUET

@LancelotPecquet #LeMOOC

30 mai 2013, Paris



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Des cours gratuits avec les
meilleurs profs ?

En France, depuis 1530



L'éducation de masse gratuite
pour tous ?

En France, depuis 1881



Cours d'été

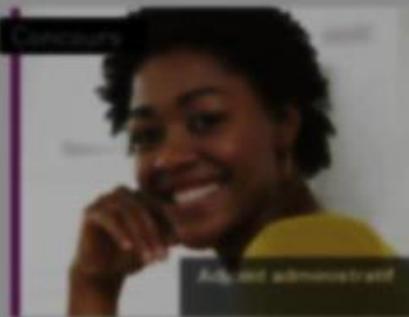
Réussir les métiers enseignants
Pour réussir officiellement,
propose des cours
accompagnés de services adaptés
au rythme des vacances.



Concours

Retrouvez territorial 2013
les concours auxquels
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territoriaux.

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de la maternelle à l'université ?



En France, depuis 1939



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MASSIVE

Des milliers, dizaines ou centaines de milliers d'étudiants par cours

OPEN

Quiconque dans le monde peut s'y inscrire sans conditions

ONLINE

L'enseignement et les examens ont lieu sur Internet

Des groupes de travail peuvent se former dans le monde physique

COURSE

Le cours magistral devient plus interactif, personnalisé, participatif

Proposition de définition
(Will Strategy)

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Will
strategy

Coursera, par qui le buzz arrive



image : Coursera at TED

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Will
strategy

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STARTING SOON (39)



[Computational Molecular Evolution](#)

Technical University of Denmark (DTU), Jun 24th



[Cryptography I](#)

Stanford University, Jun 17th



[Archaeology's Dirty Little Secrets](#)

Brown University, Jun 3rd



[The Law of the European Union: An Introduction](#)

Universiteit Leiden, Jun 10th



[A Look at Nuclear Science and Technology](#)

University of Pittsburgh, Jun 10th



[Growing Old Around the Globe](#)

University of Pennsylvania, Jun 10th

Un vrai cours : un début, une fin, des devoirs à rendre, des notes, un certificat qui peut être valorisé auprès d'un employeur



Des petits exercices (personnalisables) répartis au long du cours permettent de garder active l'attention de l'apprenant

The screenshot shows a course navigation bar on the left with sections like 'Decision Models', 'Thinking', 'Rationality', 'Behavioral Models', 'Rule Based', 'When Decision', 'Categories', 'Tipping Points', 'Economics', and 'Divers'. The main content area displays a question: 'John takes out a loan for his business at extremely high interest rates, even though there is no conceivable way that he'll make enough money from the loan to pay off the interest. Of the behavioral biases we've covered, which type could John be operating under?'. A text input box contains the answer: 'The mode he's using is hyperbolic discounting.' Below the input box is a green 'Correct!' button with a close icon. In the bottom right corner of the content area are 'Continue' and 'Explanation' buttons. At the very bottom of the screen is a media control bar with a play button, a progress bar showing 09:42/11:24, and volume controls.

Decision Models

✓ Introduction

✓ Multi-Criteria

✓ Spatial Thinking

✓ Probability

✓ Decision Making

✓ Value of Information

Thinking

✓ Thinking

✓ Rationality

✓ Behavioral Models

✓ Rule Based

✓ When Decisions Happen

Categories

Tipping Points

Economics

Divers

John takes out a loan for his business at extremely high interest rates, even though there is no conceivable way that he'll make enough money from the loan to pay off the interest. Of the behavioral biases we've covered, which type could John be operating under?

The mode he's using is hyperbolic discounting.

Correct! ×

Continue

Explanation

09:42/11:24

Press H for keyboard shortcuts

Behavioral Models

Speed: 1.50x

Previous Next

Enseignement modulaire, centré sur les concepts et non « pour tenir une heure » (contrainte liée à la ressource « salle » ou « prof »)

Image : Coursera at TED

Basic Genetics Refresher (OPTIONAL)

Genes and alleles
(10 min)

Mendelian inheritance
(13 min)

What is DNA?
(12 min)

Modern Genomics

Modern sequencing methods
(11 min)

History: The Human Genome Project
(12 min)

Genomic economics (8 min)

Personalized medicine (13 min)

Commercial Genomics (OPTIONAL)

Genetic testing in the commercial world
(11 min)

Protecting privacy
(9 minutes)

Case study: direct-to-consumer genetics
(12 min)

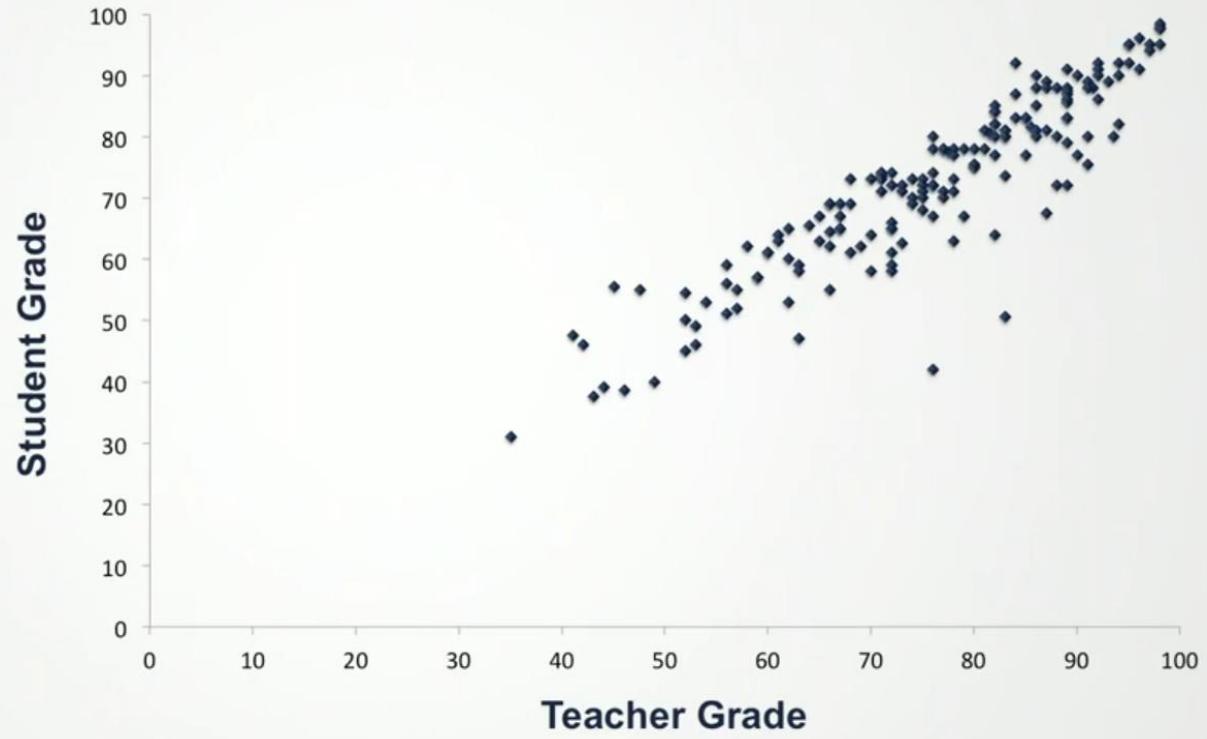
Case study: family planning (13 min)

Evaluation par les pairs...

“The Impact of Self-and Peer-Grading on Student Learning”.
P. Sadler, E. Good. *Educational Assessment* (2006).

Image : Coursera at TED

Peer Grade ♦



...et automatisée

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the right team from day one

Essay-Grading Software Offers Professors a Break

Gretchen Ertl for The New York Times

edX

EdX, a nonprofit enterprise founded by Harvard and the Massachusetts Institute of Technology, will release automated software that uses artificial intelligence to grade student essays and short written answers.

By JOHN MARKOFF
Published: April 4, 2013 | 956 Comments

Imagine taking a college exam, and, instead of handing in a blue book

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What's Popular Now

Michele Bachmann Won't Seek Re-election Next Year

How to Get a Job

the right team from day one

MOST E-MAILED

MOST VIEWED

1. THOMAS L. FRIEDMAN How to Get a Job

MASSIVE

3,7 millions d'étudiants de 196 pays inscrits (en un an)

50 000 et jusqu'à 180 000 étudiants par cours

OPEN

Quiconque dans le monde peut s'y inscrire sans conditions aux 330 cours
de Stanford, Princeton, Hong Kong UST, TU München, EPFL, X... (62+)

ONLINE

L'enseignement et les examens ont lieu sur Internet

Des groupes de travail se forment souvent dans le monde physique

COURSE

Le cours magistral devient plus interactif, personnalisé, participatif

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APPRENTISSAGE TOUT AU LONG DE LA VIE
VAGUE D'INNOVATION



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All of the site's resources are available to anyone. It doesn't matter if you are a student, teacher, home-schooled, principal, adult returning to the classroom after 20 years, or a friendly alien just trying to get a leg up in earthly biology. Khan Academy's materials and resources are available to you completely free of charge.

Khan Academy Exercises and Reports Overview

YouTube

00:00 / 11:42

How it works for students

Students can make use of our extensive video library, interactive challenges, and assessments from any computer with access to the web.

- ▶ Complete custom self-paced learning tool
- ▶ A dynamic system for getting help
- ▶ A custom profile, points, and badges to measure progress

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Coaches, parents, and teachers have unprecedented visibility into what their students are learning and doing on the Khan Academy.

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- ▶ A real-time class report for all students
- ▶ Better intelligence for doing targeted interventions

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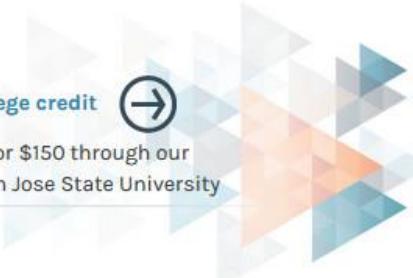
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BEGINNER

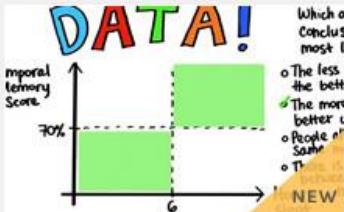
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Intro to Computer Science



College Algebra



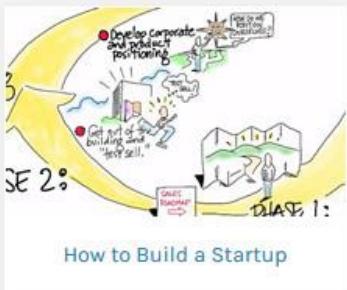
Statistics



Introduction to Physics

INTERMEDIATE

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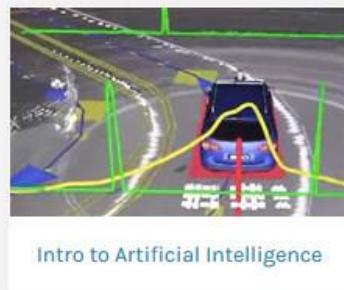
How to Build a Startup



Web Development



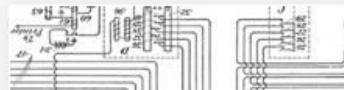
HTML5 Game Development



Intro to Artificial Intelligence

ADVANCED

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[Led by Magdalena](#)[Led by Will](#)[Led by Ajit](#)[Liderado por Paulo](#)

Des initiatives MOOCs en France : (Centrale Lille, Mission numérique MESR, le site du Zéro...)

Gestion de projet

Cours et MOOC de gestion de projet : formations en vidéo, ppt, pdf et modèles de documents

OUTILS DE GESTION DE PROJETS : Outils basiques d'organisation

Mise à jour le 26 mars 2012

Rémi Bachelet

La version la plus récente de ce cours est disponible ici : [cours de gestion de projet](#)

Voir les vidéos de mes cours [gestion de projet](#)

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ORGANISATION MANAGEMENT RÉSOLUTION DE PROBLÈME MOOC INTERVENTIONS PROPOSÉES

Gestion de projet > Gestion de projet > Certification > 1

1

La première édition du MOOC est complète, avec 3600 étudiants, nous avons atteint le maximum technique de la plateforme.

Mais en vous pré-inscrivant ici vous serez premier informé(e) d'une prochaine édition (voir la date prévue ci-dessous).

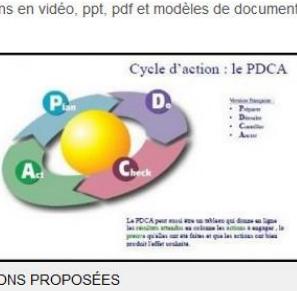
.. ou, pour en savoir plus voici la réponse aux questions les plus fréquentes :

Qui délivrera le certificat de réussite ?

L'École Centrale de Lille, grande école d'ingénieurs généraliste, établie en 1854. Il s'agit d'un certificat, pas d'un diplôme.

Quel est le programme prévisionnel de la certification ?

- Semaine 1 : Notions fondamentales du management et de l'organisation des projets
- Semaine 2 : Utiliser les outils internet, évaluer financièrement un projet
- semaine 3 : Maîtriser les bases d'organisation : négocier les objectifs, gérer les réunions, faire les comptes-rendus et répartir le travail
- Semaine 4 : Outils avancés de gestion de projet : conception, planification, budget...



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SUIVEZ LE MOOC SUR TWITTER



1. Rémi Bachelet: Programme de ma présentation au Workshop #LeMOOC demain <https://t.co/XE5bad8e81> #MOOCGdP #MOOCfr about 6 hours ago



2. Laurent Berry: :-#MOOCGdP Session de mars-avril 2013 liste des lauréats du certificat avancé : 435 personnes sur 516 participants <http://t.co/amUGgmBokN> about 18 hours ago



Site du Zéro

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Béta

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PROFITEZ DU TARIF DE PRÉCOMMANDE À 20 €

AMÉLIOREZ LA VISIBILITÉ DE VOTRE SITE GRÂCE AU RÉFÉRENCEMENT

Par Nassim Kebban

Que voulez-vous apprendre aujourd'hui ?

php, python, maths, jquery, c++...

LINUX

MAC OS X MONTER SON ORDINATEUR

UNIX

WINDOWS 7 WINDOWS 8

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Will strategy

...et aussi du tutorat en ligne

 LEARNING
shelter

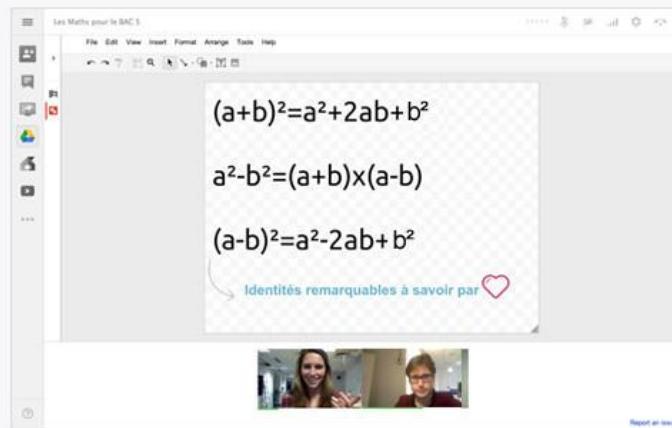
Apprendre Enseigner Comment ça marche Se Connecter

Des cours particuliers en ligne par vidéo-bulle.

Progressez depuis n'importe où avec un mentor expert et pédagogue.

En vidéo Une vidéo-bulle ?

Choisir un cours !



The screenshot shows a video-bubble interface for learning mathematics. It features a toolbar at the top with icons for file operations, a central workspace with a whiteboard-like background containing three mathematical identities: $(a+b)^2=a^2+2ab+b^2$, $a^2-b^2=(a+b)\times(a-b)$, and $(a-b)^2=a^2-2ab+b^2$. Below the workspace is a callout bubble with the text "Identités remarquables à savoir par ❤️". At the bottom of the workspace is a small video thumbnail showing two people. A "Report an issue" link is visible in the bottom right corner of the workspace area.

Le Monde.fr

knowtex

L'OCITA
L'info à partager

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MediaEtudiant.fr

Un cours quand vous le voulez

Plus de temps perdu dans les transports. Choisissez un mentor, réservez une 1 heure dans son calendrier et le cours a lieu par vidéo-bulle.



Réussir son entretien de



Maîtriser l'AEHSC - à l'écrit et à l'oral



Ne plus avoir peur... Contactez-nous !

Des variantes existent : les TORQUEs...

4. TORQUEs versus MOOCs: a characterisation

ETH intends its new online courses to differ substantially from typical MOOCs. To emphasise this they will be referred to as TORQUEs (Tiny, Open-with-Restrictions courses focused on QUality and Effectiveness). This acronym alludes to the turning point which these web-based courses will signify for teaching. The goal 'improve the quality and effectiveness of teaching' inspired the characterisation below, which juxtaposes a typical MOOC and an envisaged TORQUE.

Source : ETH

General characteristics				
Size (# participants)	100	1,000	10,000	100,000
Dropout rate	20%	40%	60%	80%
Accessibility (a)	ETH	AAI area	Restrictions	Open to all
Official recognition (b)	General	Simple to arrange	Subject to conditions	No
Certification (c)	No	Discussion pending		
Deadlines	None, self-paced	Possibly	Exist	Strict
Still accessible after course end	Yes, for an undetermined period	Yes, for a determined period		No
Pedagogical characteristics				
Level of participant commitment (d)	High			Low
Quality of interaction (e)	Very high	High	Medium	Low
Presence component	Very important	Exists		None, only online
Level	Ph.D	MSc	BSc	Gymnasium
Previous knowledge	Clearly defined			Undefined



« Nous sommes très en retard en France sur ce sujet aujourd’hui. Mais avant d’avancer plein de questions se posent et, notamment, quel est le modèle économique des MOOCs ? »

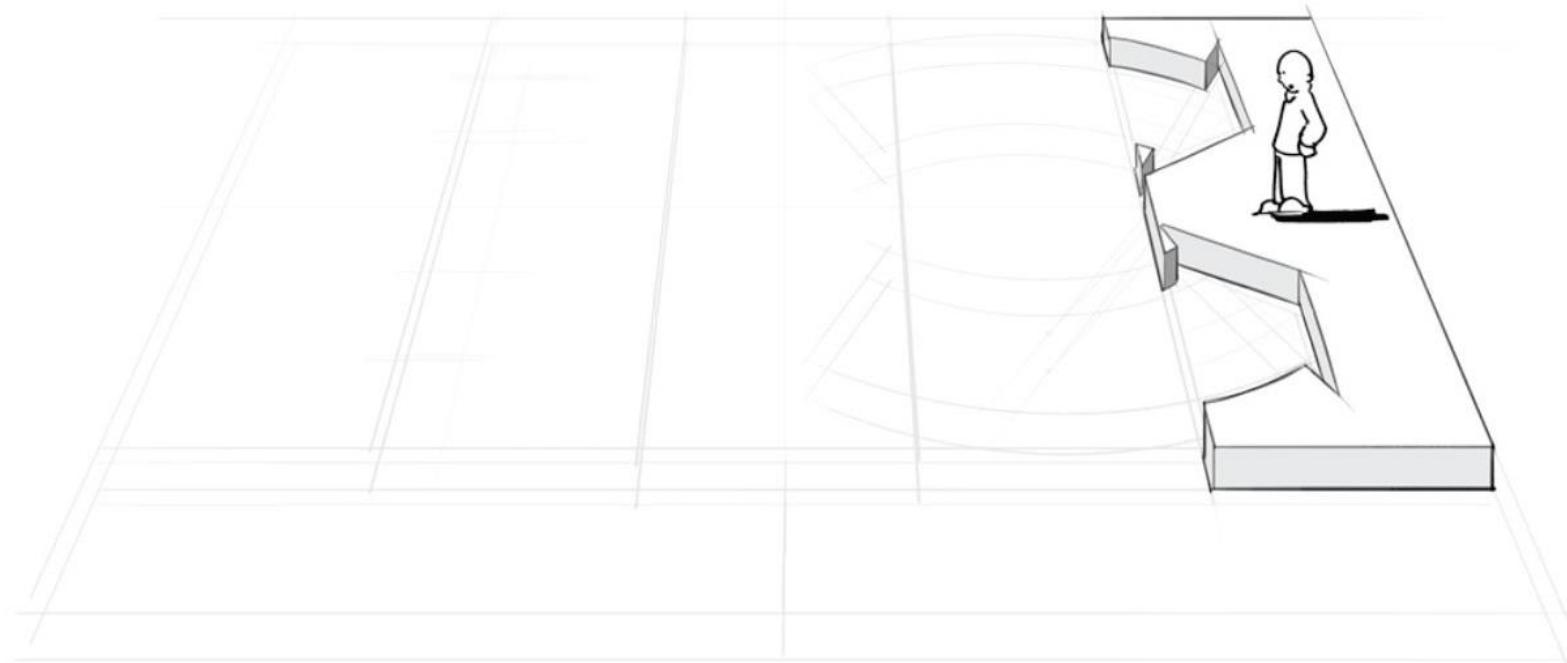
Jean Chambaz
Président de l’UPMC

Modèle économique ?

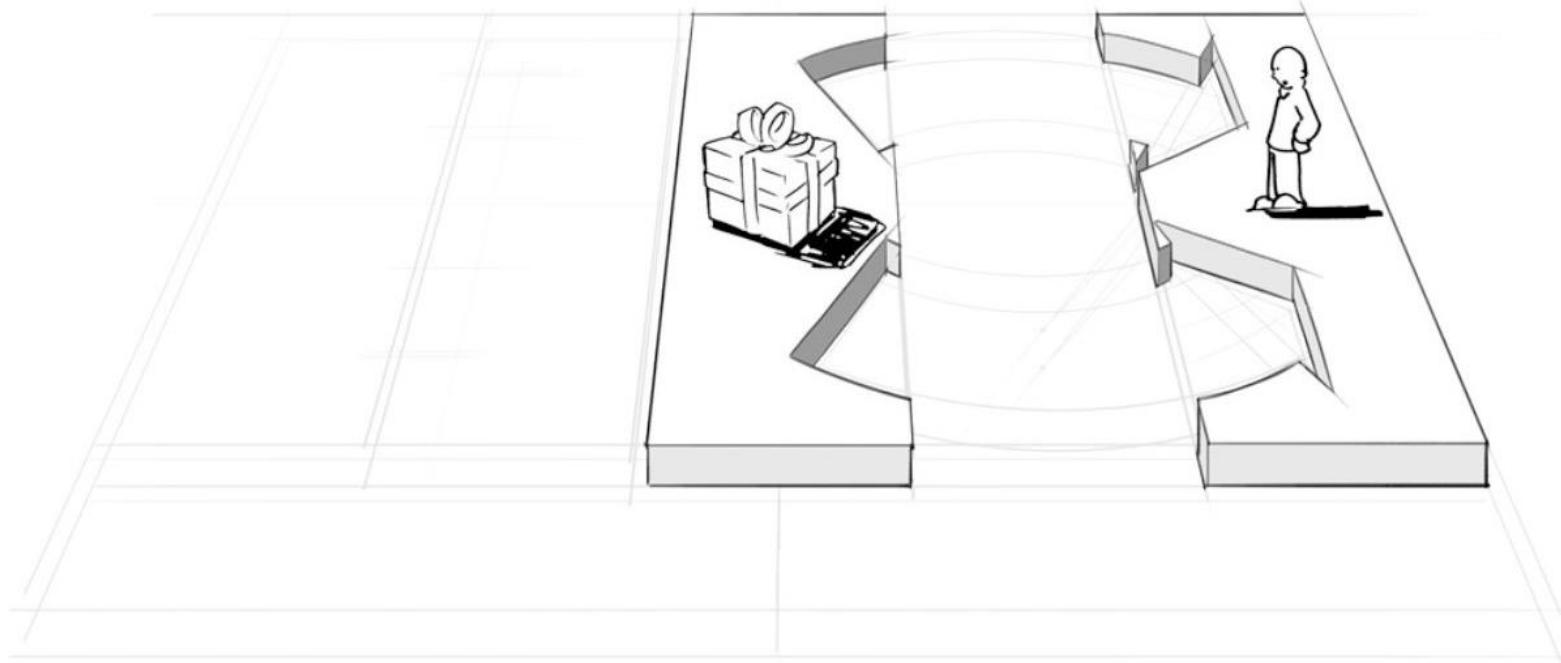
Représentation de la manière
dont on crée, préserve et
partage de la valeur
(économique)

Proposition de définition
(Will Strategy)

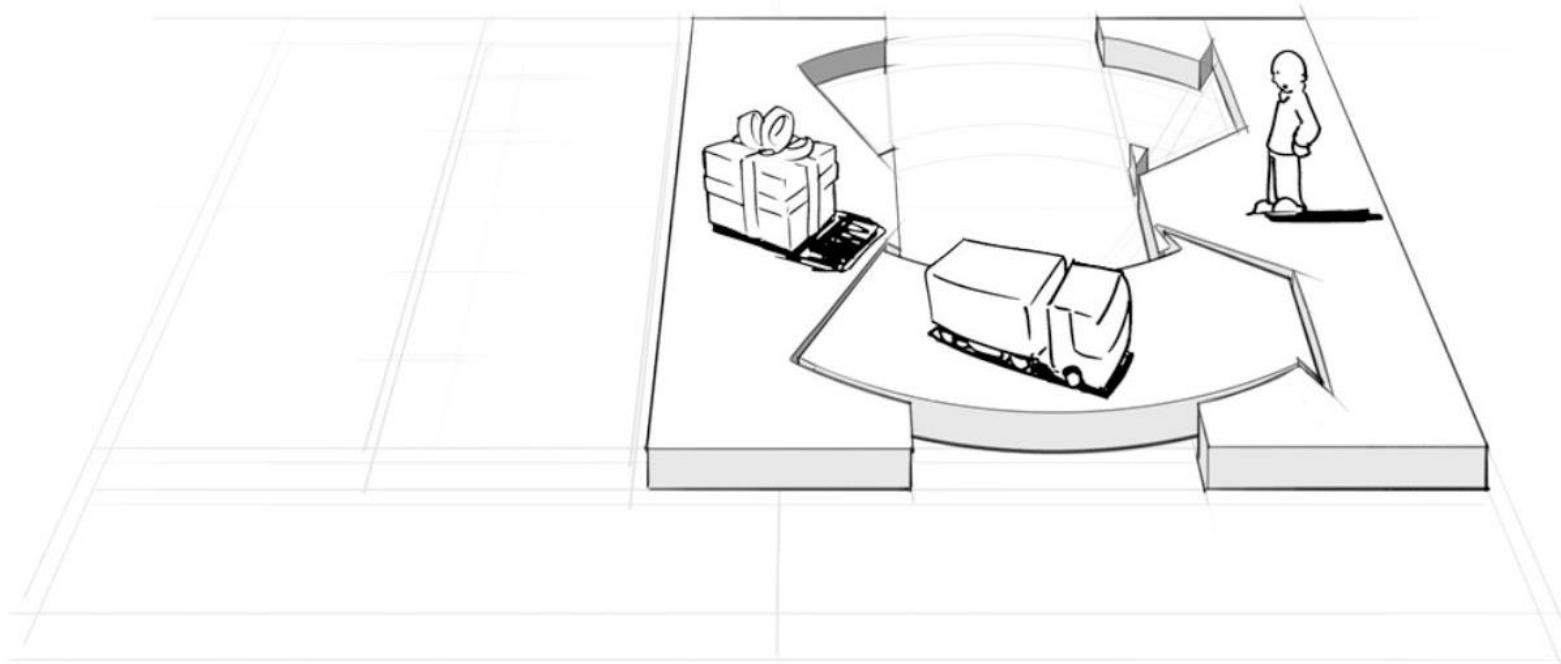
Segments de clientèle



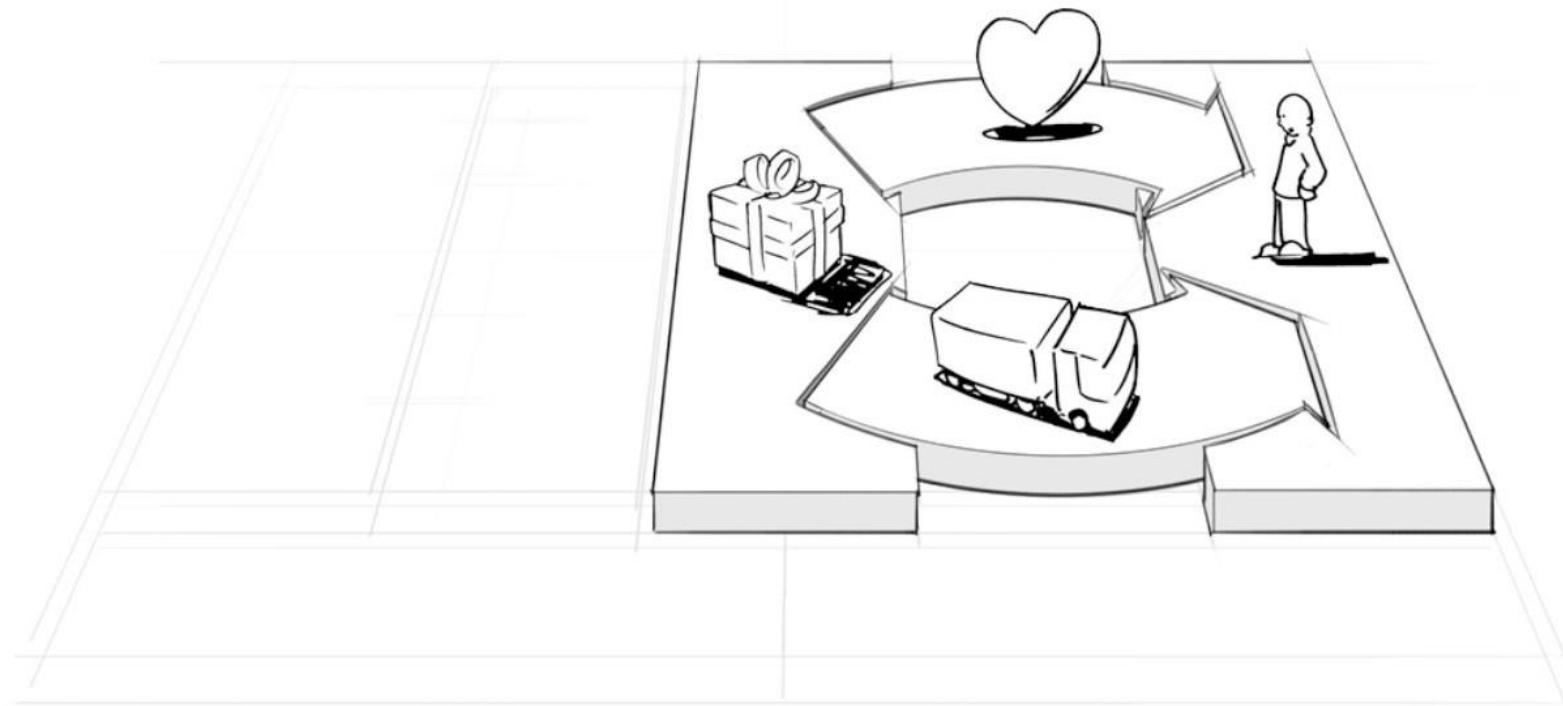
Proposition de valeur



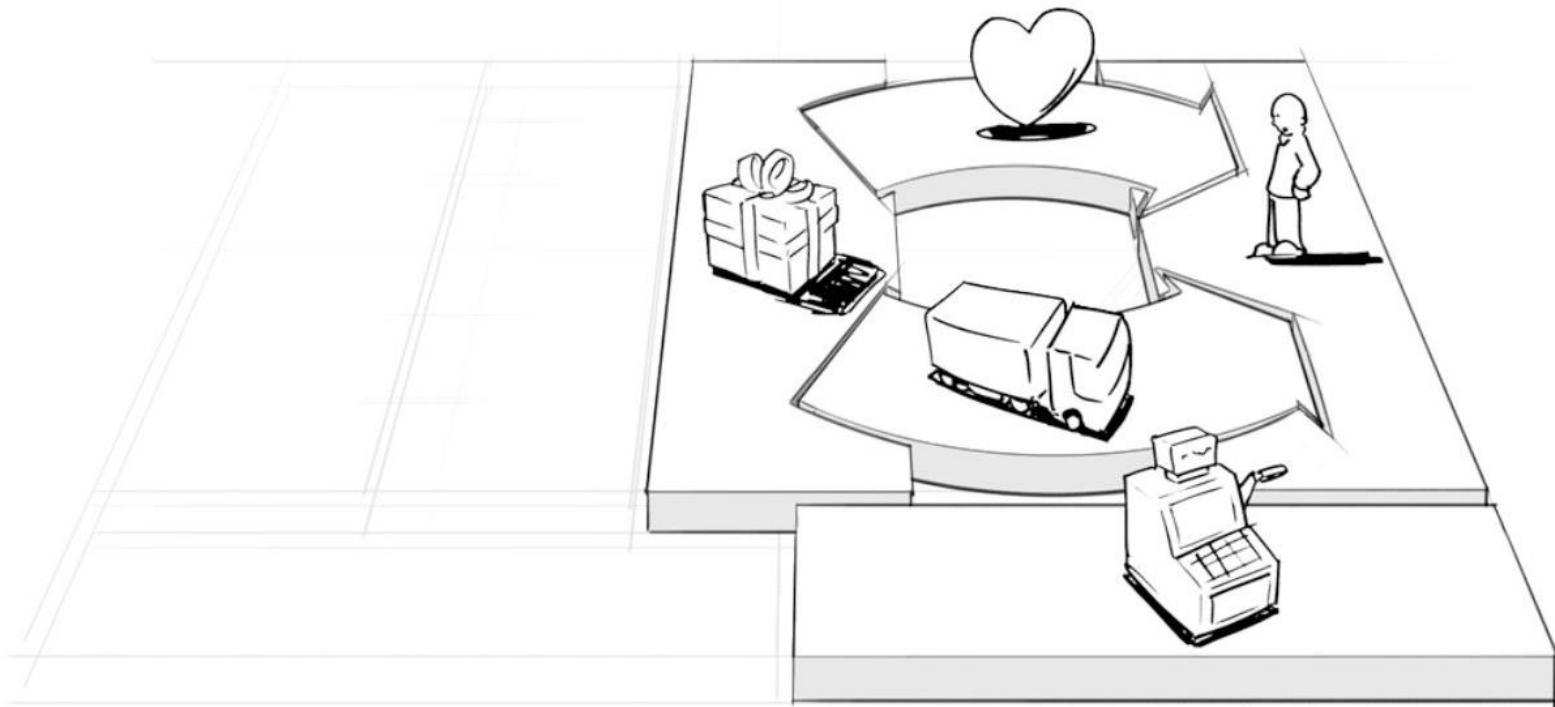
Canaux de distribution



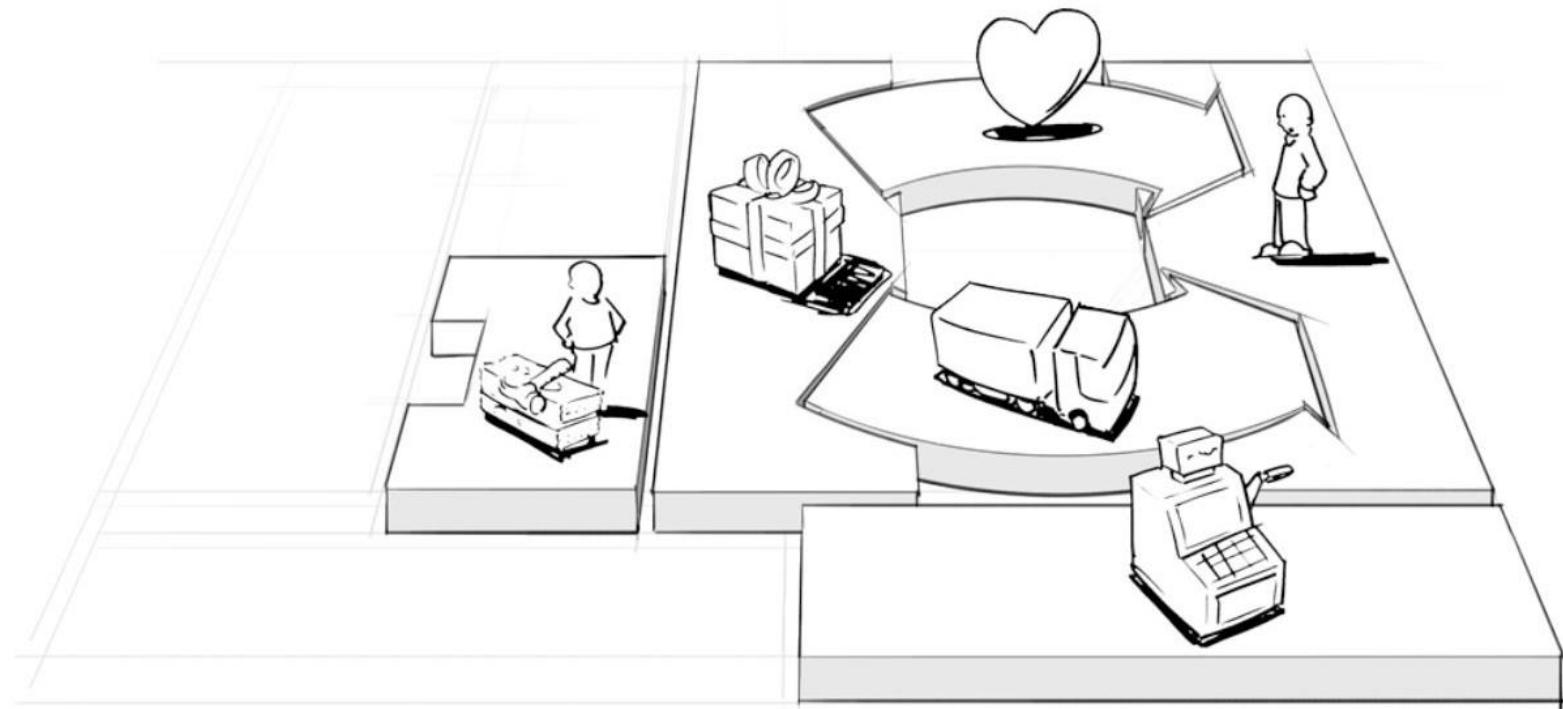
Relation client



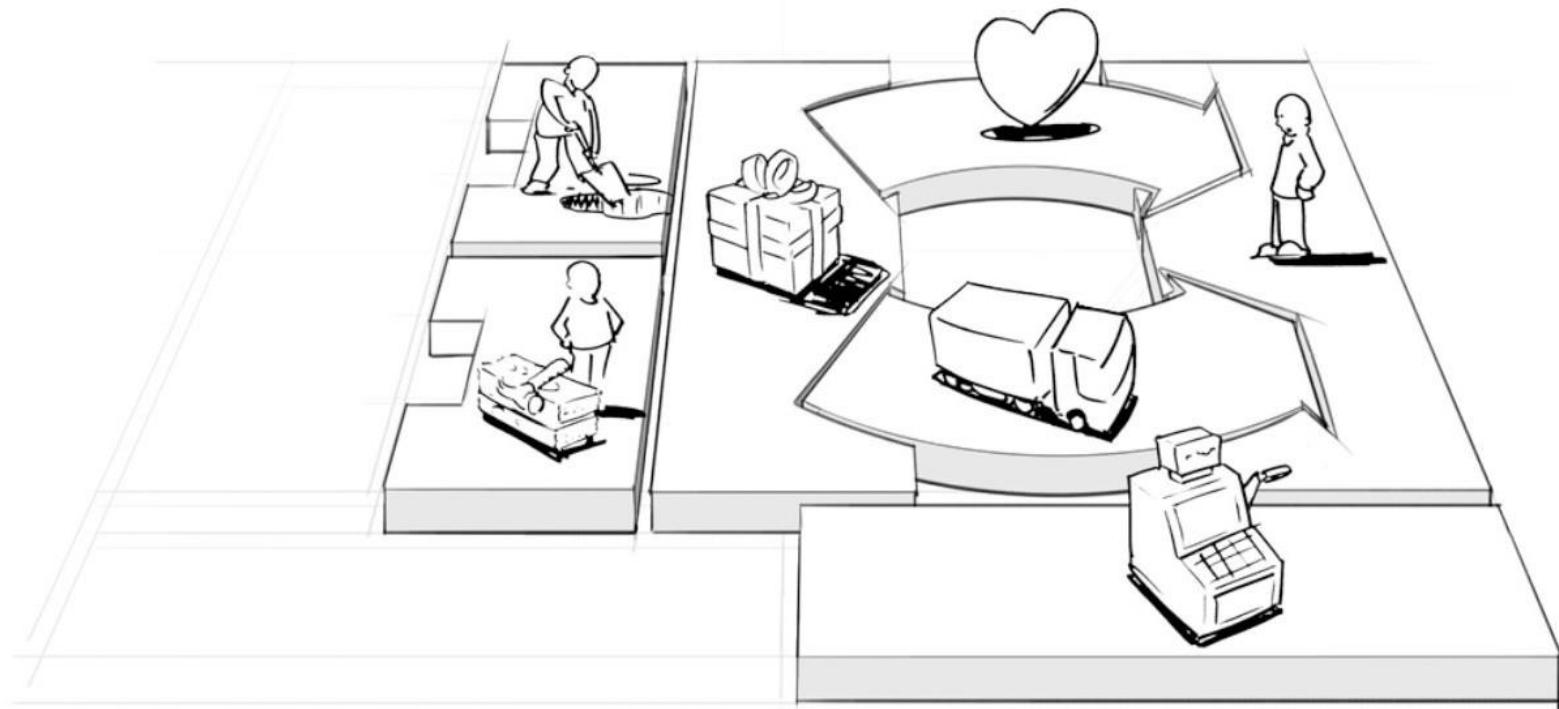
Flux de valeur entrants (chiffre d'affaire)



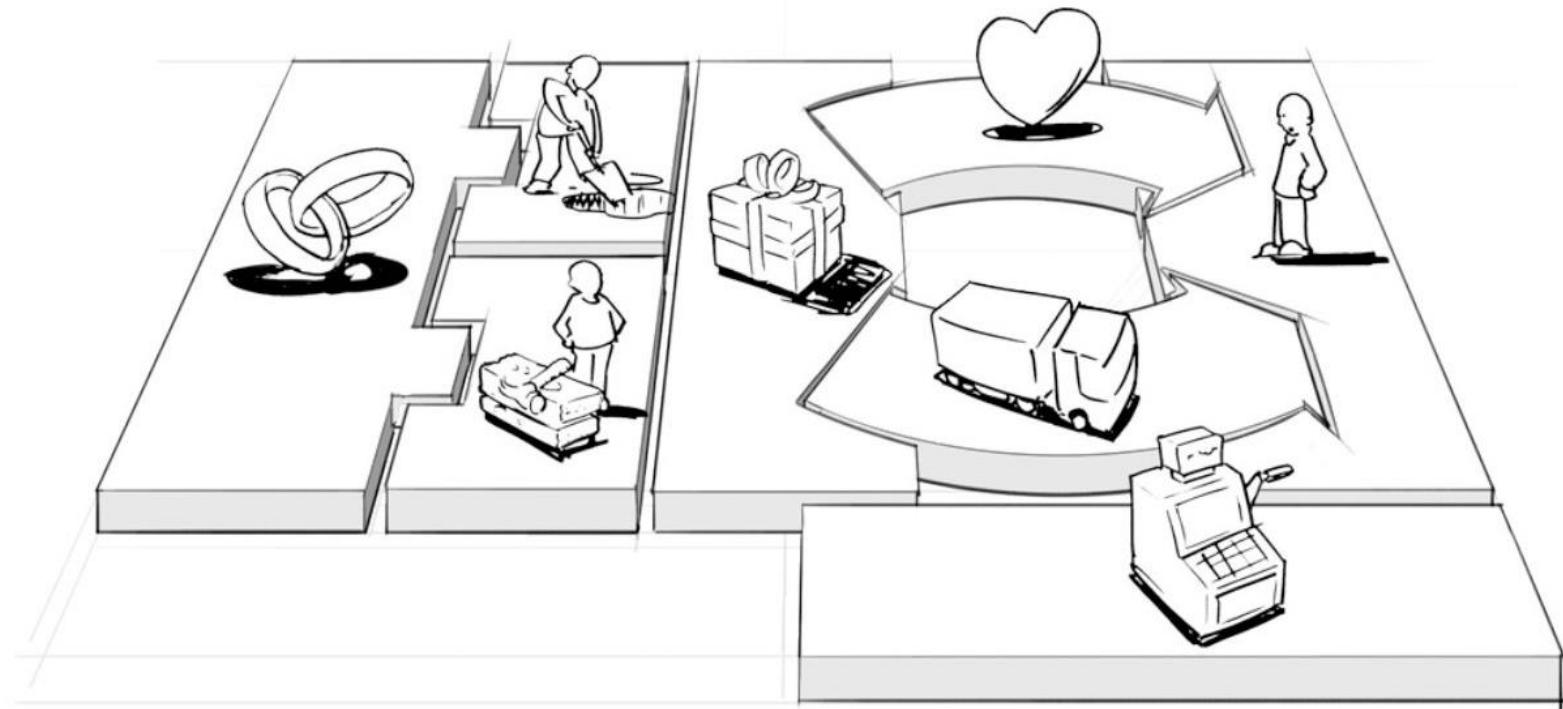
Ressources clés



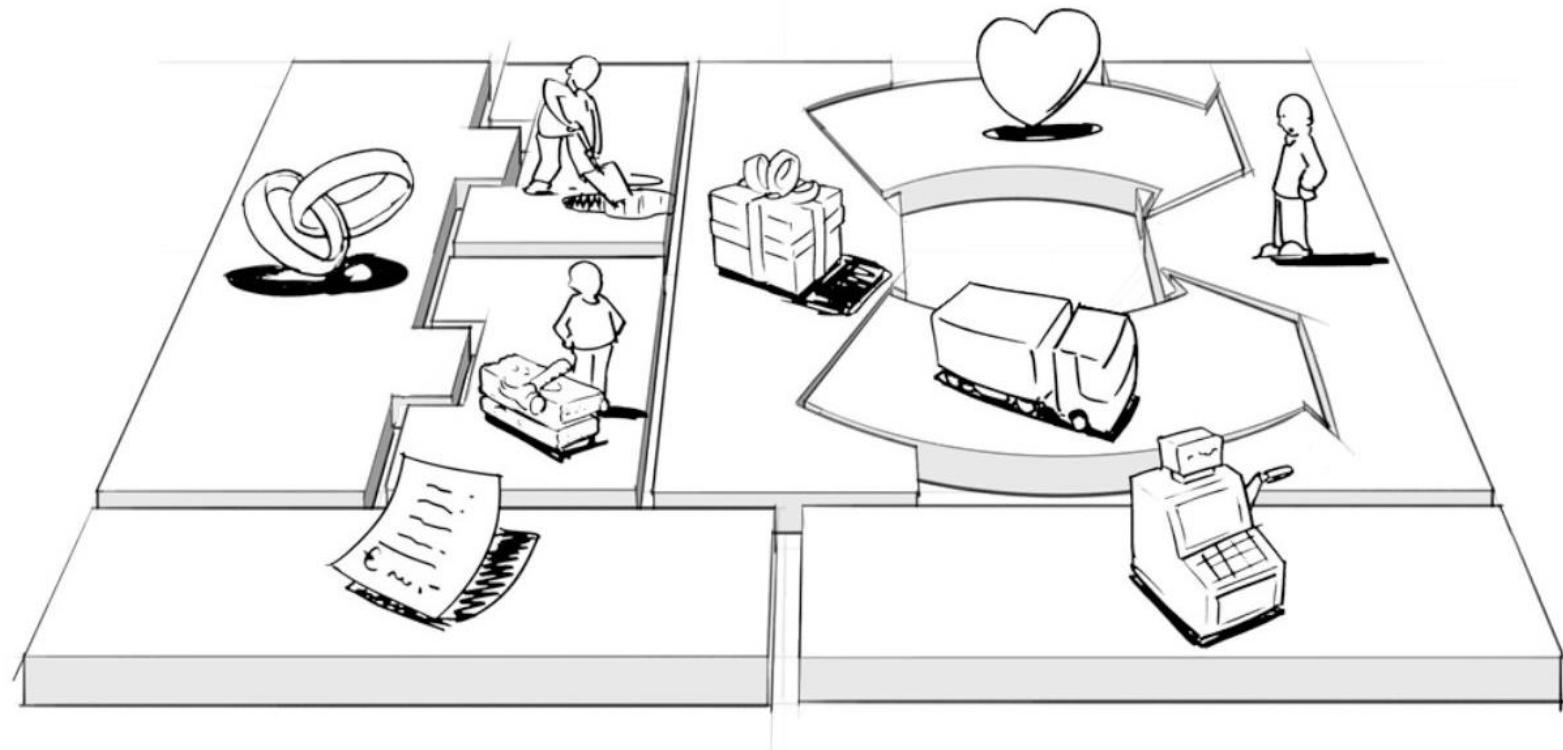
Activités clés



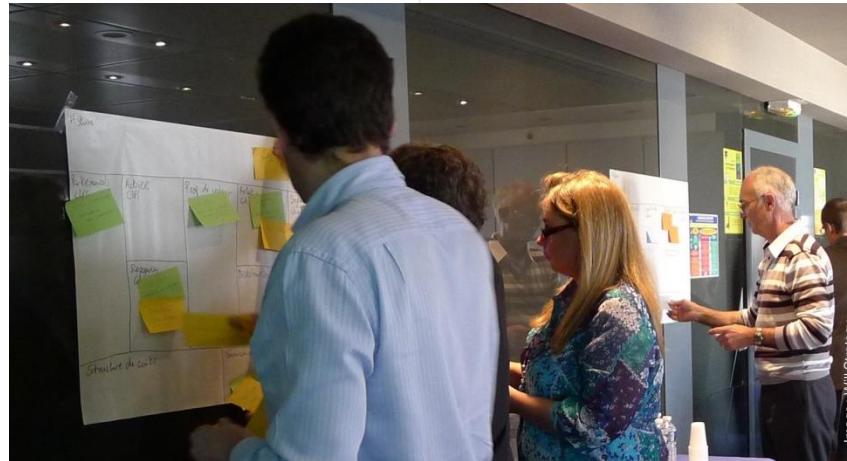
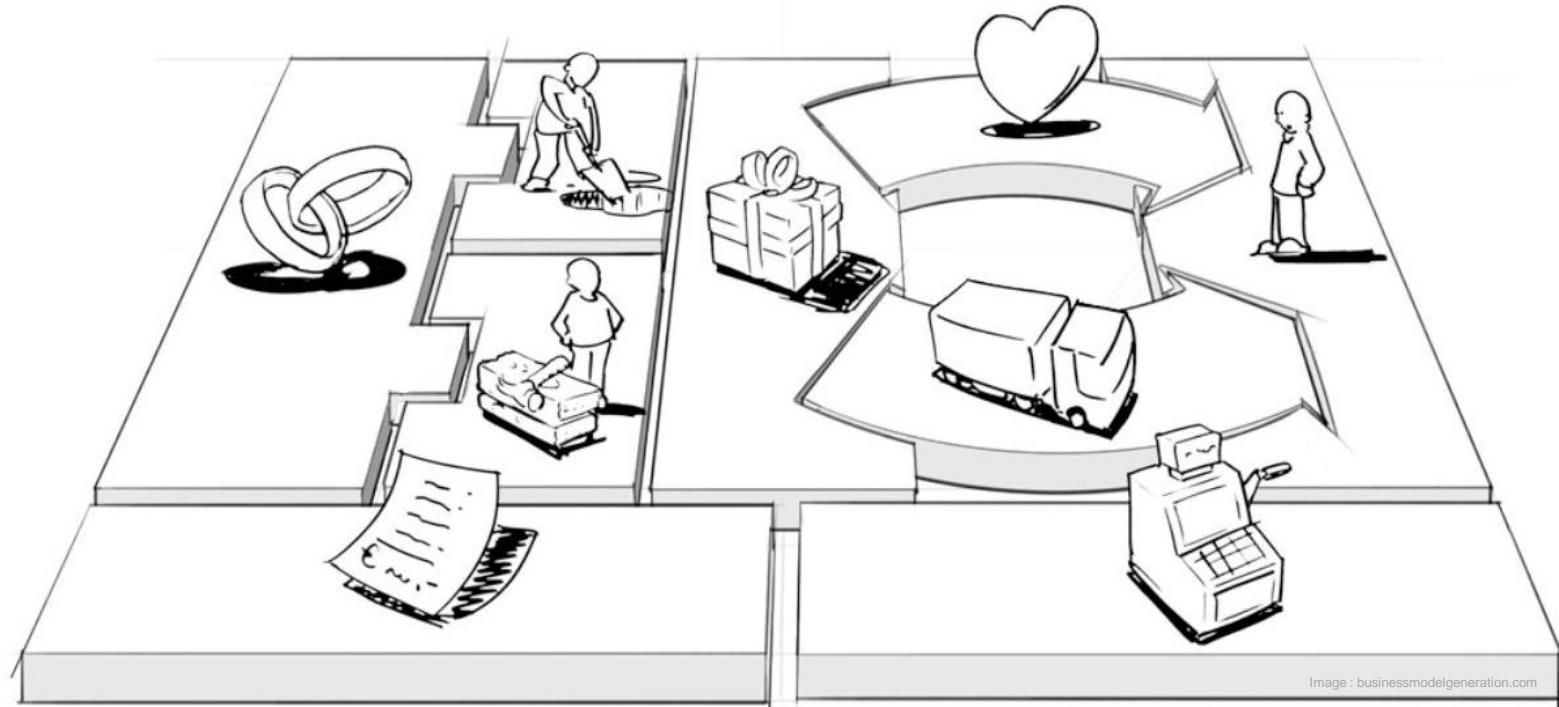
Partenariats clés



Flux de valeur sortants (coûts)

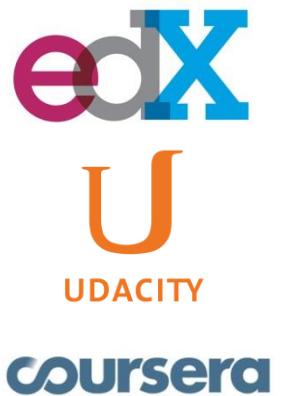
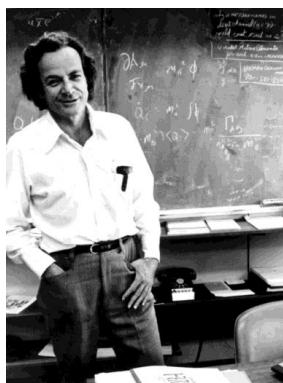


Quels modèles d'affaires des MOOCs ?



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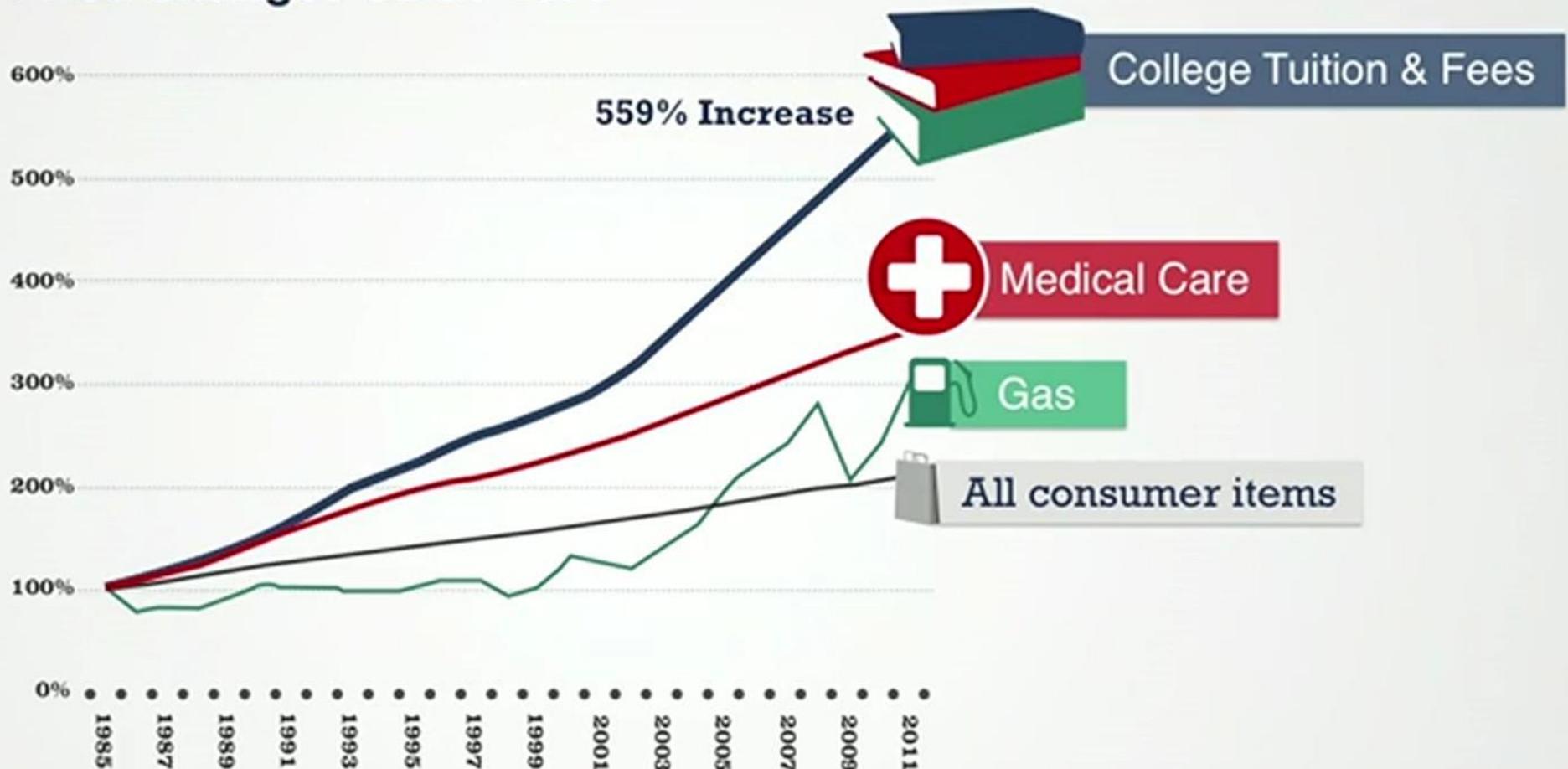
Première question : qui sont les parties prenantes ?



L'apprenant

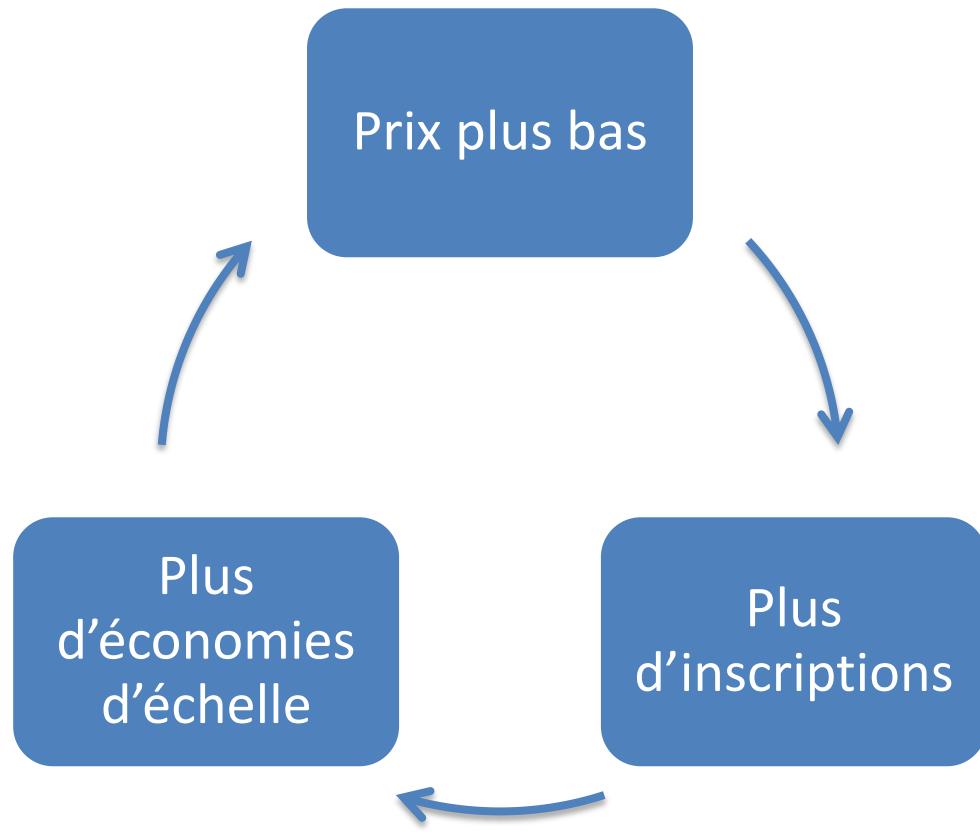


Price Changes Since 1985



Source: Bureau of Labor Statistics

Cercle vertueux des MOOCs



« Nous avons en fait un peu de tout. Cela peut aller du **jeune lycéen** qui souhaite utiliser ces cours pour s'entraîner dans le cadre de ses études, en passant par un **professionnel** qui veut acquérir de nouvelles connaissances dans un domaine précis en vue d'une **opportunité de carrière** ou encore une **personne plus âgée** qui souhaite simplement apprendre quelque chose de nouveau.

Malgré tout, la grande majorité de nos utilisateurs a entre 20 et 30 ans et notre population d'utilisateurs est **très internationale** puisque 35% d'entre eux viennent des Etats-Unis, 30% d'Europe et 20% d'Asie. »

Andrew Ng, co-fondateur de Coursera (avril 2013)

« En terme de talent mathématique, sur une échelle de 1 à 100, je vaux 25, Littlewood 30, Hilbert 80...

Né en 1887 d'une famille indienne de brahmanes pauvre

Sèche l'école primaire

Avant 15 ans, il lit deux livres de mathématiques et commence une recherche personnelle

A 16 ans, il envoie ses résultats au célèbre mathématicien Hardy



et Ramanujan 100 »

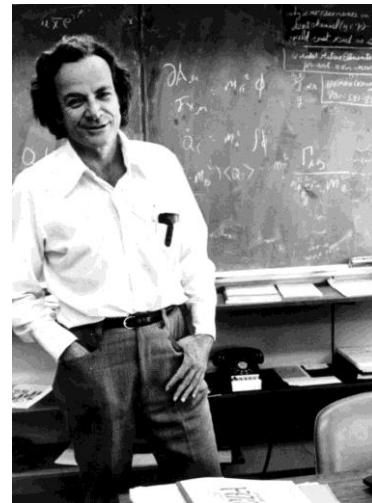
Godfrey Hardy



Qualité de service : 24/7,
temps médian de réponse de pair à pair 22 minutes



L'enseignant



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STARTING SOON (39)

- **Computational Molecular Evolution**
Technical University of Denmark (DTU), Jun 24th
- **Cryptography I**
Stanford University, Jun 17th
- **Archaeology's Dirty Little Secrets**
Brown University, Jun 3rd
- **The Law of the European Union: An Introduction**
Universiteit Leiden, Jun 10th
- **A Look at Nuclear Science and Technology**
University of Pittsburgh, Jun 10th
- **Growing Old Around the Globe**
University of Pennsylvania, Jun 10th

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Will
strategy

Udacity rémunère directement les enseignants

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College Algebra

Statistics

Introduction to Physics

INTERMEDIATE

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How to Build a Startup

Hello, World!

Web Development

HTML5 Game Development

Intro to Artificial Intelligence

ADVANCED

View all

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Les enseignants d'Udemy peuvent gagner gros...

In two years :

Learn Python The Hard Way

1. Infinite Skills instructors: \$565,320
10,505 subscribers
Top course: “Microsoft Excel for Beginners”

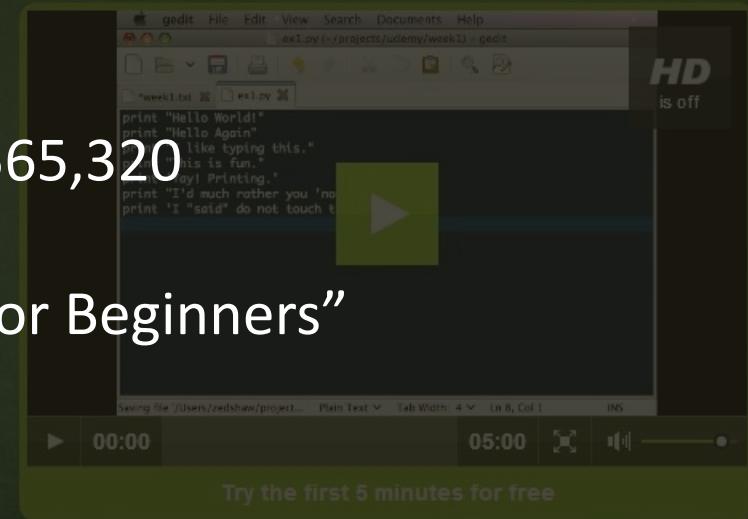
2. Bess Ho: \$218,935
2,588 subscribers
Top course: “Develop an iPhone or iPad App in 4 Weeks”

Learn Python The Hard Way is a course I wrote to teach programming to people who do not know how to code. It assumes you are probably a power user of your computer, and then takes you from nothing to programming simple games. After finishing this course you should be ready for many of the other programming books out there.

--Zed Shaw

The following is a suggested schedule but you may take this course at your own pace.

10. Eric Ries: \$53,573 5,889 subscribers Top course: “The Lean Startup”



Try the first 5 minutes for free

What's in this Course...

- 50+ hands-on exercises to practice Python by coding real programs.
- Video tutorials that show you how to do each exercise in case you get stuck.
- Discussion board to ask Zed questions directly and get help on the problems.
- A beginner's guide. You do not need to have programming background to take this course!
- Everything is recorded so you can learn at your own pace!

Buy this course @LancelotPecquet #LeMOOC
30 mai 2013, Paris

Will strategy

L'établissement d'enseignement (public, privé)



L'établissement a typiquement plusieurs rôles :

Produit des programmes cohérents

Est garant de la qualité des contenus

Distribue les contenus

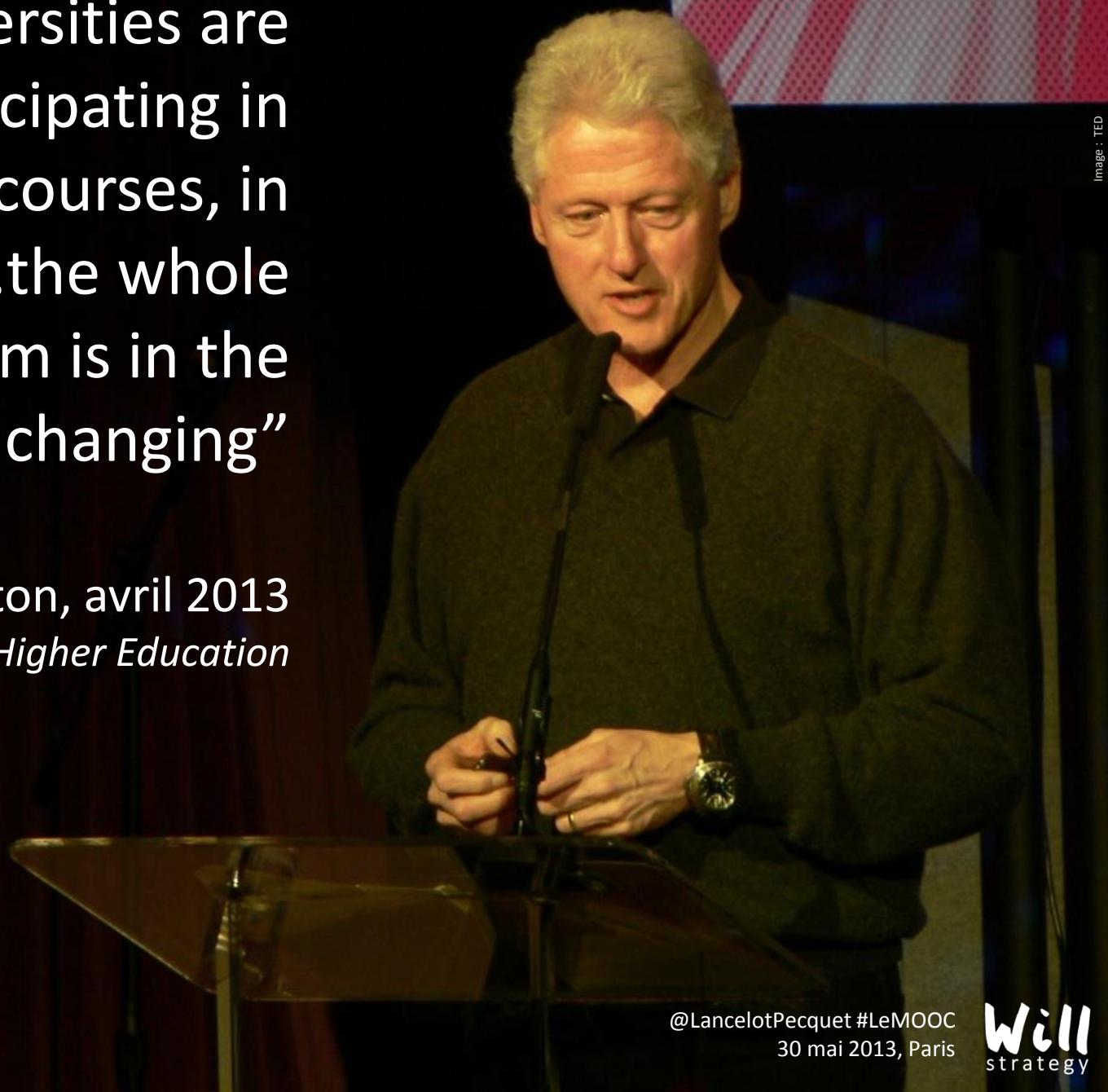
Transfère sa crédibilité aux étudiants diplômés

...

“A lot of universities are now participating in online courses, in MOOCs...the whole delivery system is in the process of changing”

Bill Clinton, avril 2013
Times Higher Education

Image : TED



Les plateformes peuvent devenir intermédiaires entre les producteurs et les consommateurs de contenus

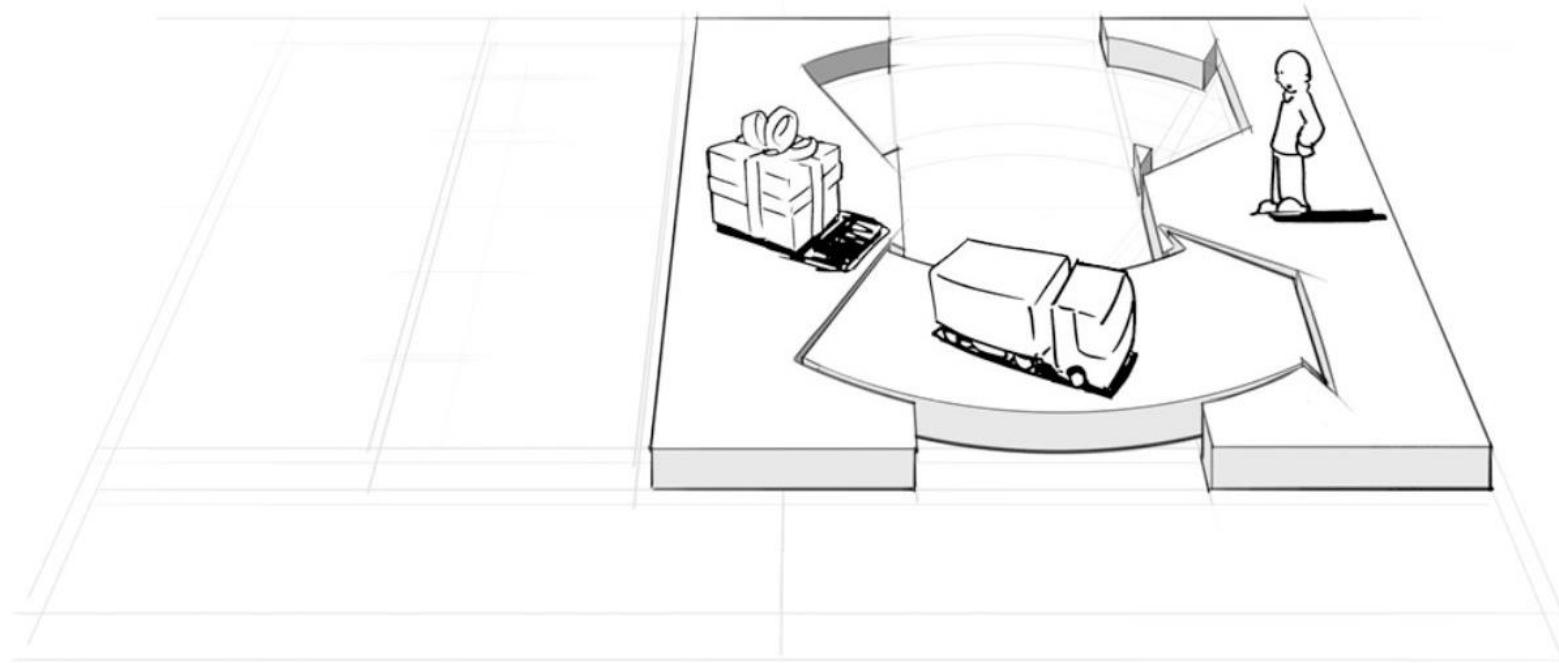


Image : businessmodelgeneration.com

La plateforme de distribution



Khan Academy (non profit)

"providing a high quality education for anyone, anywhere"

Démarré en 2006
4 000 mini-modules
240 millions de leçons

Financé par des dons (Bill & Melinda Gates Foundation, Google, particuliers...)

Coursera (for profit)

Gratuit pour le particulier (base)

Monétisables

Signature track (certificat / diplôme : \$30-100)

Licences d'utilisation des cours par un établissement

Aide au recrutement / au placement

Vente de base de données des étudiants

“Ultimately the goal of Coursera is to serve students, not to make money, but it's clear to us that there's a way we can achieve both” (Andrew Ng, co-fondateur)

Chiffre d'affaire

- Certification : \$220 000 au premier trimestre 2013

Coûts :

- Rémunérations des 24 ingénieurs (plateforme)
- Les universités gardent 6% à 15% du CA + 20% marge brute
- A Penn, 60% du CA va aux enseignants

ONLINE COURSE HOSTING AND SERVICES AGREEMENT

This ONLINE COURSE HOSTING AND SERVICES AGREEMENT, dated as of April 17, 2012 (the “*Effective Date*”), is by and between Coursera, Inc., a Delaware corporation, with a principal place of business at 1975 W. El Camino Real, Suite 202, Mountain View, CA 94040 (“*Company*”) and the Regents of the University of Michigan, a Michigan constitutional corporation (“*University*”). Each of Company and University may hereinafter be referred to as a “*Party*,” and collectively, the “*Parties*.¹”

BACKGROUND

WHEREAS, Company has developed a proprietary platform to host certain learning content that will be made available to end users online via the Internet;

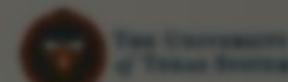
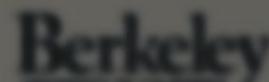
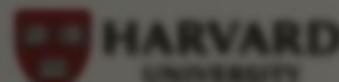
WHEREAS, University desires to implement Company’s proprietary platform by supporting course development by its instructors and making online content available for use in connection therewith by end users (“*End Users*”); and

WHEREAS, Company may make available various forms of services through or in connection with its proprietary platform, and University desires to obtain the services described in this Agreement, subject to the terms and conditions contained herein.

NOW, THEREFORE, in consideration of the mutual promises set forth herein, the



@LancelotPecquet #LeMDOC
30 mai 2013, Paris

edX**(non profit)****Gratuit pour le particulier (base)****Monétisables****Services d'ingénierie pédagogique aux producteurs
(\$250 000 la première session + \$50 000 les suivantes)****edX reverse 50% du CA au delà de \$50 000 aux universités****EDX COURSES**

Our courses are designed to be interesting, fun and rigorous. They are the best courses, from the best professors, and the best schools and span a variety of subjects, from science and technology to the humanities.

@LancelotPecquet #LeMOOC
30 mai 2013, Paris



Image : Lynda.com

“Our biggest problem is people don’t know who we are
We’ve grown organically [since] and watched other people
get all the glory.”

Lynda Weinman

Lynda : vend ses propres cours (CA 2012: \$100 million, +40%)



All memberships include



Unlimited access

Learn what you want, when you want, from our entire course library.



1,901 video courses

Find what you need in our growing library. New courses added weekly.



Expert teachers

Watch and learn from top experts who are passionate about teaching.



Variety of instruction

Courses for all levels cover technical skills, creative techniques, business strategies, and more.



On-the-go learning

Watch from your computer, tablet, or mobile device. Switch back and forth as you choose.



Custom playlists

Create and save lists of courses you want to watch, and share them with friends or colleagues.

Why lynda.com?

1,901
COURSES

Our library includes courses for **all skill levels** in more than 140 **specialties** in these subjects:

- 3D + Animation
- Design
- Video
- Audio
- Developer
- Web
- Business
- Photography

3 million+
PEOPLE

We provide training to more than 3 million people, including business owners and job seekers, artists and programmers, students and teachers.

@LancelotPecquet #LeMOOC
30 mai 2013, Paris

Will
strategy

Udemy : place de marché (parfois cher), marge à 30%

The screenshot shows the Udemy course page for 'Learn Python the Hard Way'. At the top, there's a navigation bar with 'Create a Course', 'Browse Courses', a search bar, and a user profile for 'Pedro Sánchez De Lozada'. The main title 'Learn Python the Hard Way' is prominently displayed in large white text on a green background. Below it, a subtitle reads 'Zed Shaw's 4-week crash course in building web applications with Python'. A large 'Buy Now' button with a '\$29' price tag is visible. To the right, there's a video player showing a terminal window with Python code. The video player has a play button, a timer at 00:00, and a duration of 05:00. A green banner at the bottom of the video player says 'Try the first 5 minutes for free'.

Learn Python The Hard Way is a course I wrote to teach programming to people who do not know how to code. It assumes you are probably a power user of your computer, and then takes you from nothing to programming simple games. After finishing this course you should be ready for many of the other programming books out there.

-- Zed Shaw

The following is a suggested schedule but you may take this course at your own pace.

1: Week 0: Setting up Your System for Python Programming



Lecture 1:
Download:
Learn Python
The Hard Way,
2nd Edition



Lecture 2:
Learn Python
The Hard Way,
2nd Edition
(ePub)



Lecture 3:
Week 0: The
Setup

What's in this Course...

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- Video tutorials that show you how to do each exercise in case you get stuck.
- Discussion board to ask Zed questions directly and get help on the problems.
- A beginner's guide. You do not need to have programming background to take this course!
- Everything is recorded so you can learn at your own pace!

Buy this course

Busuu : modèle freemium, 25 millions d'inscrits

The screenshot shows the homepage of busuu.com. At the top, there's a navigation bar with the logo, language selection (français), a 'Tour' button, an 'Entrer' button, and a Facebook connect option. The main headline reads: "Ta communauté pour apprendre des langues – inscris-toi gratuitement!" (Your community to learn languages – sign up for free!). A large "Enregistre-toi gratuitement" button is prominent. Below the headline is a dropdown menu: "Je voudrais apprendre [choisis ici]". The background features a colorful illustration of a sun, a bee, and various trees. The page is divided into four main sections: 1) "Apprends des langues en ligne" (Learn languages online) featuring a laptop and flags; 2) "des applications mobiles" (Mobile apps) featuring tablets and phones; 3) "Améliore tes capacités linguistiques" (Improve your language skills) featuring a globe and user profiles; 4) "Accède à des guides de grammaire" (Access grammar guides) featuring logos for Collins and PONS. At the bottom, there's a footer with partner logos (Collins, PONS, guardian.co.uk, Macmillan Dictionary, National Geographic), social media links, and mentions of being featured in TechCrunch, CNN, ORF, rtve, BBC News, and 20 minutos.

français Tour Entrer Connecte-toi via facebook

Ta communauté pour apprendre des langues – inscris-toi gratuitement!

Enregistre-toi gratuitement

Je voudrais apprendre [choisis ici]

Apprends des langues en ligne avec des cours de langue interactifs

des applications mobiles qui t'apportent le moyen idéal pour apprendre les langues où que tu sois

Améliore tes capacités linguistiques avec les autres membres de notre communauté mondiale

Accède à des guides de grammaire fournis par de grands éditeurs

En partenariat avec:

Vu dans:

En partenariat avec:

En partenariat avec:

Vu dans:

Duolingo se positionne sur un marché biface (comme reCAPTCHA) : cours de langue gratuits contre traduction automatique

duolingo

Mot de passe oublié ? Utilisateur ou email Mot de passe Connexion



L'anglais est gratuit pour le monde entier

[S'inscrire avec Facebook](#) [S'inscrire avec son email](#)



C'est gratuit, pour de vrai

Sans frais, sans publicité, sans souscriptions ou annonces publicitaires.

[C'est comme ça que l'on fait.](#)



Regarde, écoute et parle

Fais appel à tes sens. Photos, reconnaissance de voix et exercices d'écoute améliorent ton apprentissage.



Apprendre par le jeu

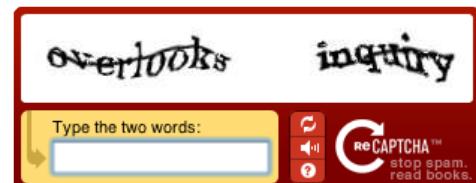
Perds des coeurs pour tes mauvaises réponses, entraîne-toi contre la montre et monte les niveaux. Deviens accro de Duolingo.



Aussi pour les mobiles

Augmente la productivité de tes pauses et de tes trajets, grâce aux apps iPhone et Android. [Obtiens-la ici.](#)

Langue: français - © 2013 Duolingo [À propos de](#) [Conditions](#) [Règles de conduite](#) [Vie privée](#) [Emplois](#) [Blog](#) [Twitter](#) [Facebook](#)

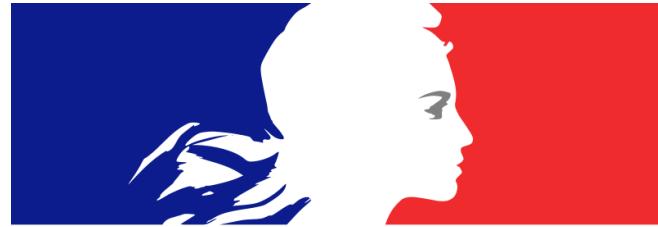


Pour l'employeur de talents (recrutement, formation continue)



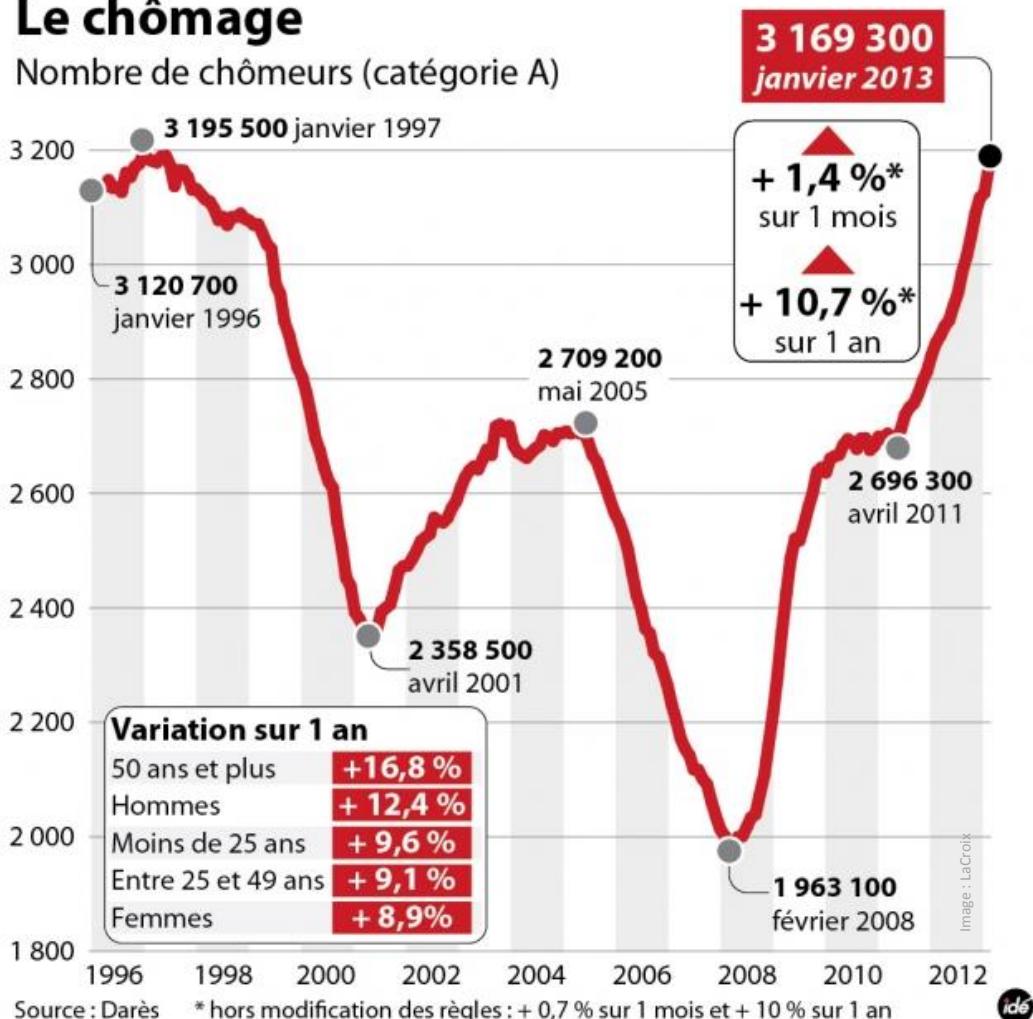
- Formation initiale
- Recrutement
- Formation continue (budget français > 30Mds€)
- Rayonnement

Pour l'Etat et l'Europe



Le chômage

Nombre de chômeurs (catégorie A)



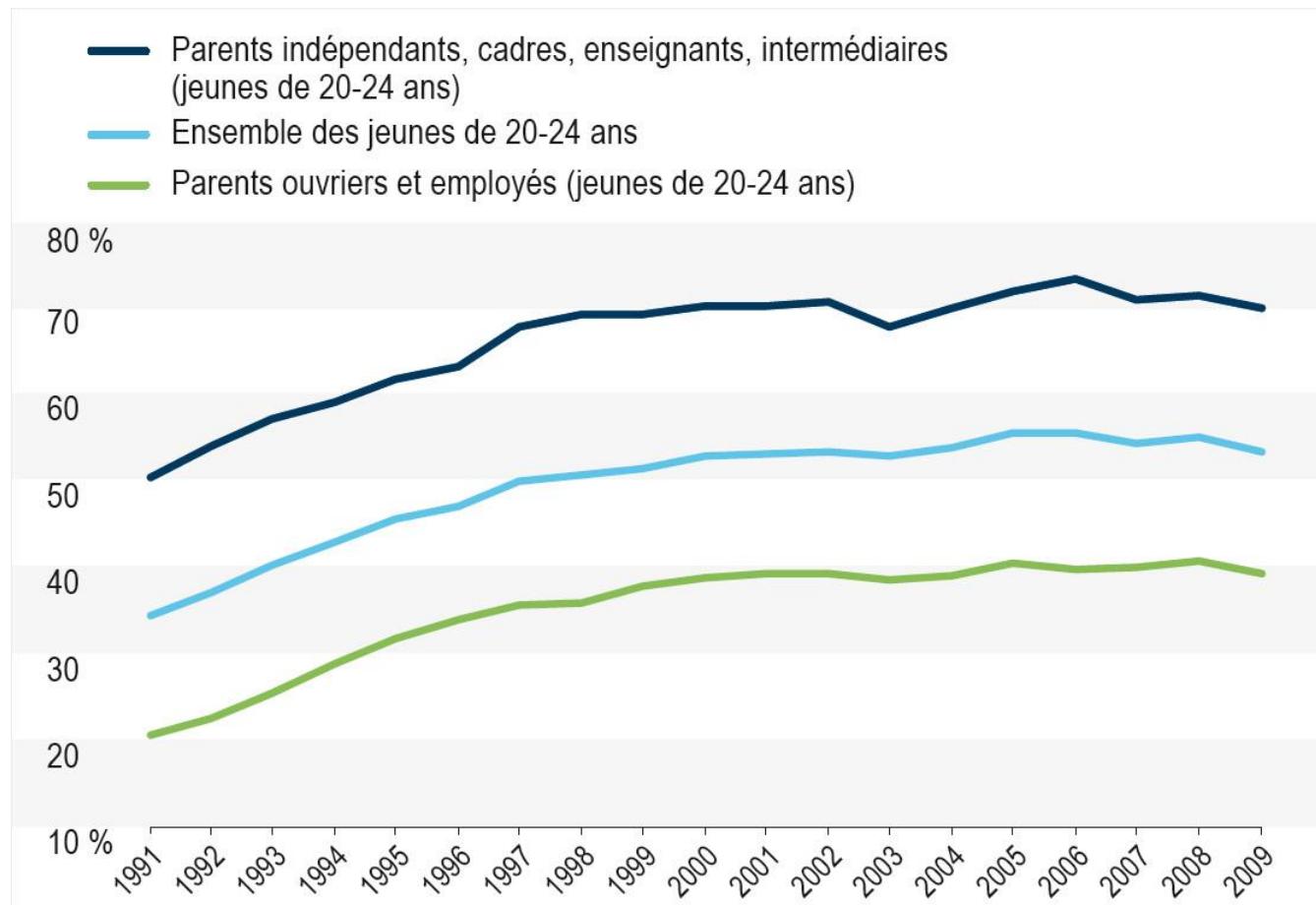
456 400 offres d'emploi non satisfaites en 2012

Source : Pôle Emploi

Les 10 métiers* avec les plus fortes difficultés de recrutement	Nombre de projets	Part de projets jugés difficiles
Ingénieurs et cadres d'études, R et D en informatique, chefs de projets informatiques	26 665	67,2%
Aides à domicile, aides ménagères, travailleuses familiales	54 311	64,9%
Cuisiniers	29 558	60,5%
Employés de maison et personnels de ménage	22 546	55,6%
Commerciaux (techniciens commerciaux en entreprise)	23 890	51,1%
Agents de sécurité et de surveillance, enquêteurs privés et métiers assimilés	18 392	50,4%
Sportifs et animateurs sportifs	19 938	49,2%
Employés de l'hôtellerie	29 970	48,3%
Serveurs de cafés, de restaurants et commis	66 446	46,1%
Aides-soignants (aides médico-psychologiques, auxiliaires de puériculture, assistants médicaux...)	40 776	43,6%

Source : <http://bmo.pole-emploi.org/>

L'accès à la connaissance universitaire reste difficile d'accès



% de jeunes (20-24 ans) déclarant étudier ou avoir étudié dans le supérieur

Source : calculs DEPP à partir des enquêtes Emploi de l'INSEE. Profession du père prioritaire.

Challenges

A la fin 2012, le chômage des moins de 25 ans a atteint un pic historique, à 25,7% en France (8% Allemagne, 60% en Grèce)

3 étudiants sur 10 abandonnent leur cursus après une année à l'université (parfois un mois suffit à les décourager)

Plus d'un tiers des jeunes qui commencent une formation universitaire sortent sans diplôme

Source MESR, avril 2013

“More than half of the GDP growth in OECD countries over the past decade is related to labour income growth among tertiary educated individuals”

“Employers pay almost twice as much for a 45-54 year-old worker with tertiary education, than for someone without an upper secondary education”

“The most attractive wages for people with tertiary education are found in Australia, Austria, Ireland, Luxembourg, the Netherlands, the United Kingdom and the United States, where average spending power exceeds USD 40 000 per year”

Source OCDE

MOOCs : doit être un volet majeur de la stratégie d'**open government** française et européenne

- A qui adresse-t-on les cours et selon quel calendrier ?
 - Géographie (influence francophone...) ?
 - Niveaux (LMD, secondaire, primaire) ?
- Quel service public rendu ?
- Quel financement global ?
- Pour quel effet ?
 - Souveraineté intellectuelle
 - Préservation d'une diversité linguistique et culturelle
 - Emploi
 - Economie
 - Bien-être et progrès de la population
- Quelles transformations doivent être anticipées ?



Pour le financeur



Coursera : \$22+ million de capital risque sans business model

The screenshot shows the Coursera homepage. At the top, the Coursera logo is on the left, and 'Courses' and 'Universities' are on the right. Below the logo, a banner says 'Take the World's Best Courses, Online, For Free.' A blue bar on the left says 'Join 2,296,394 Courserians'. On the right, there is a message 'Excited for my Coursera classes - topics ranging from sci fi to...'. Below this, three icons are shown: a play button for 'Learn with videos, quizzes, and assignments', a speech bubble for 'Interact with thousands of other students', and a ribbon for 'Advance your career'. The main section is titled 'COURSES (213)'. It features three course cards:

- Principles of Economics for Scientists** by California Institute of Technology. Started 7 days ago (10 weeks long). The thumbnail shows a graph of consumer surplus.
- Microeconomics Principles** by University of Illinois at Urbana-Champaign. Starts in 14 days (8 weeks long). The thumbnail shows a crowd of people walking.
- The Social Context of Mental Illness** by University of Toronto. Starts in 14 days (6 weeks long). The thumbnail shows a close-up of a face.

At the bottom, there are three small images: a person in a space suit, a globe, and a hand pointing to a button.

1995 : Lynda.com



Image : Lynda.com

2002 : Lynda commence à faire des vidéos en ligne

2012 :

- 2 millions de membres x \$25 / an = \$100 millions
- 40% de croissance en 2012
- 83 000 vidéos (incluant des cours de Harvard, Yale et d'entreprises comme Qualcomm, Disney et Apple)
- 400 employés

2013 : Lynda lève 103 millions de dollars
(Accel Partners and Spectrum Equity)



« Nous sommes très en retard en France sur ce sujet aujourd’hui. Mais **avant d'avancer** plein de questions de posent et, notamment, quel est le modèle économique des MOOCs ? »

Jean Chambaz
Président de l'UPMC



@LancelotPecquet #LeMOOC
30 mai 2013, Paris

Will
strategy



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Twitter

[@LancelotPecquet](https://twitter.com/LancelotPecquet)