



DEGREE PROGRAMS

PROFESSIONAL PROGRAMS

CUSTOM PROGRAMS



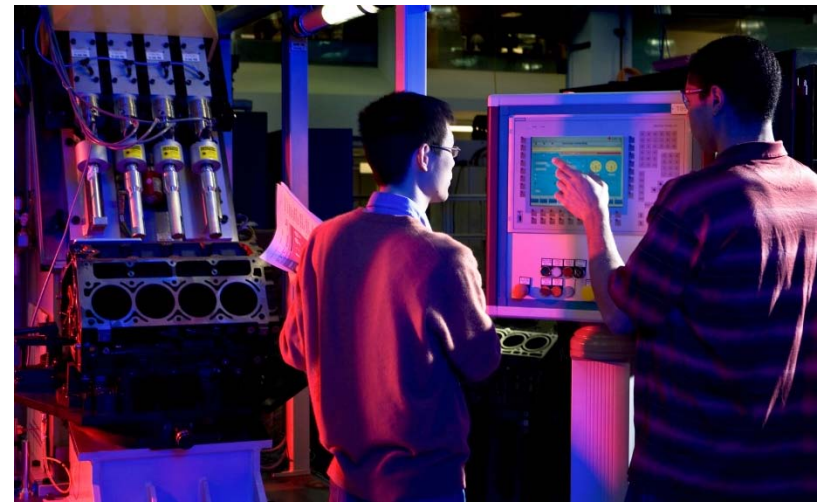
# Massively Open Online Courses

## Brief Overview



# About Michigan Engineering

- Founded in 1853
- 95 graduate programs ranked in *US News Top Ten*
- 367 total tenure track faculty
- 123 total research faculty
- 70,000 Alumni
- 2,699 degrees granted (AY11/12)
- 8,976 students enrolled (Fall 2012)
- Over \$200M total annual research expenditures







# About ISD

- Integrate knowledge from established disciplines across campus and industry into innovative degrees, professional certificates, and practical custom programs
- Offer delivery in three ways: on campus, online, and on location



# ISD Degree Programs

**Automotive Engineering MEng**



**Manufacturing MEng**



**Design Science PhD**

**Manufacturing DEng**

**Energy Systems Engineering MEng**



**Manufacturing Engineering + MBA**

**Financial Engineering MSE**

**Pharmaceutical Engineering MEng**

**Global Automotive and  
Manufacturing Engineering MEng**



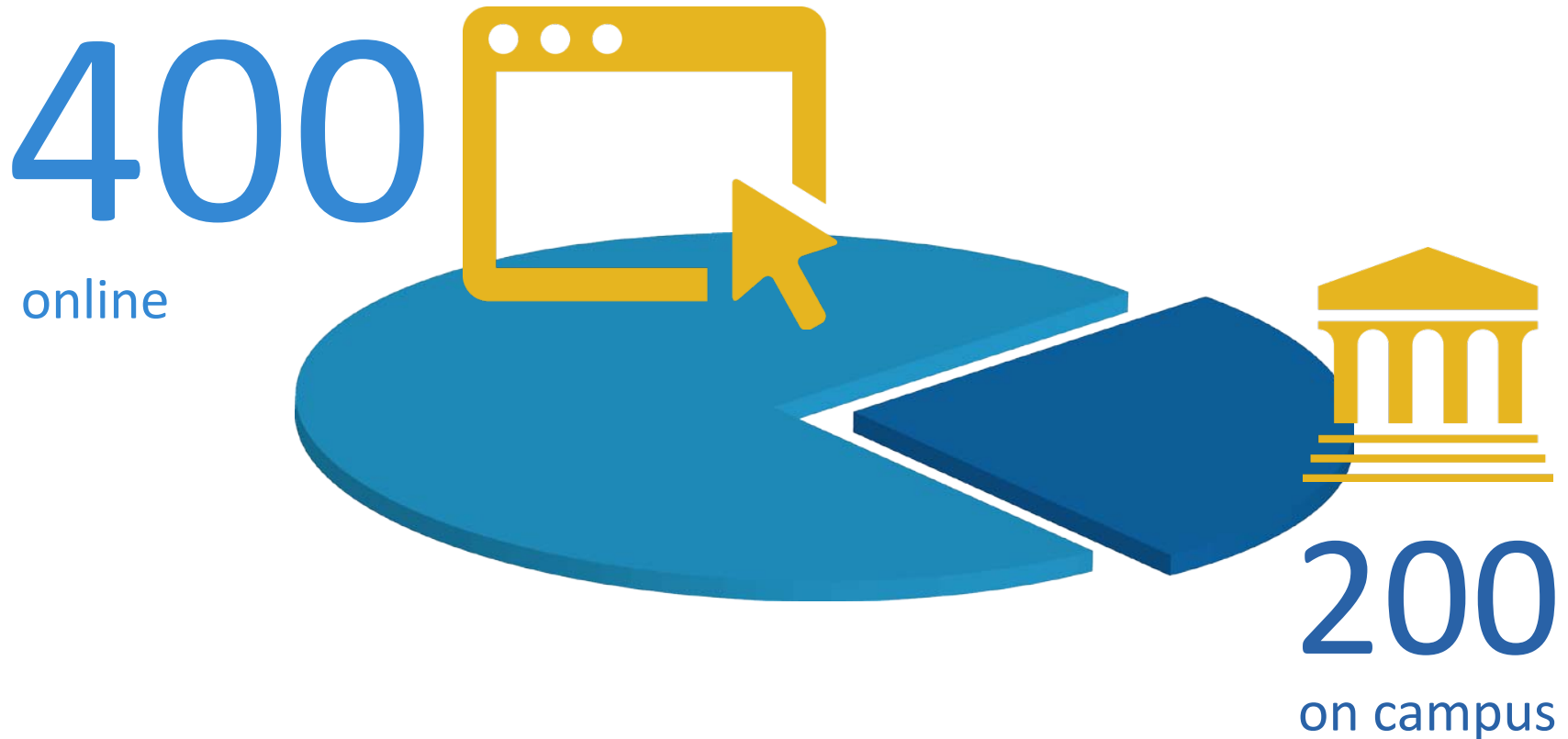
**Robotics and Autonomous Vehicles  
MEng**



Program with Online Delivery Option



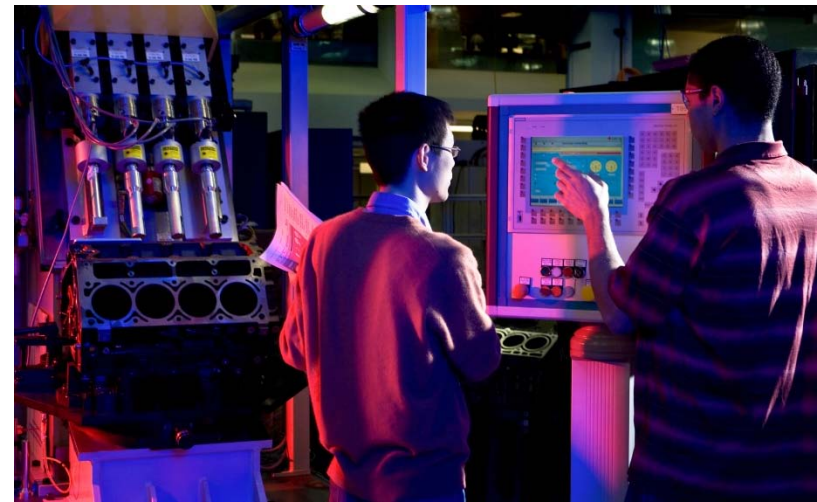
# ISD Degree Student Population Mix





# Massively Open @ Michigan

- Largely for branding and outreach + experimentation
- Policies in place (POPS, OCSC)
- Incentives for faculty (upfront small stipend + profit sharing)
- Some revenue (\$1-2 K per course per offering)

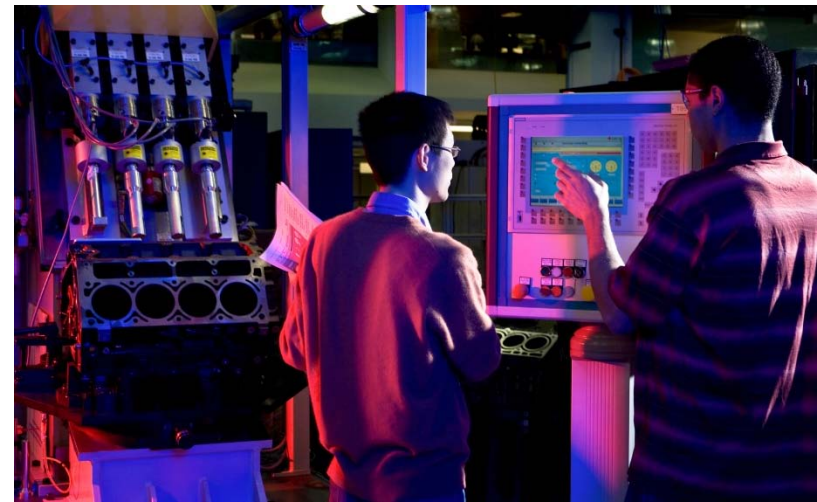






# Massively Open @ Michigan

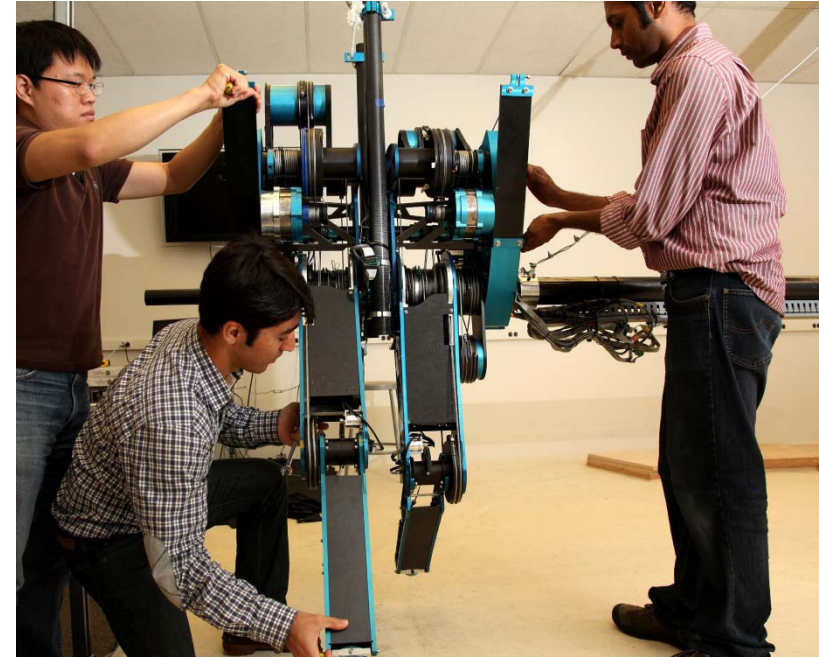
- Ten active courses, most offered multiple times more in production
- [www.coursera.org/umich](http://www.coursera.org/umich)
- Very diverse set of offerings and diverse faculty (but could do better!)
- Oldest member of Coursera - ~1.25 million enrollments out of over 17 million from 100+ universities





# Massively Open @ Michigan

- Twelve courses currently at various stages of production. Launching 4-5 new courses by mid-summer.
- Relunched 6 existing courses, 3 are on their 5th run, Model Thinking is on its 6th run.
- New digital education lab opens in downtown Ann Arbor this month to handle the majority of new production and all related operations.

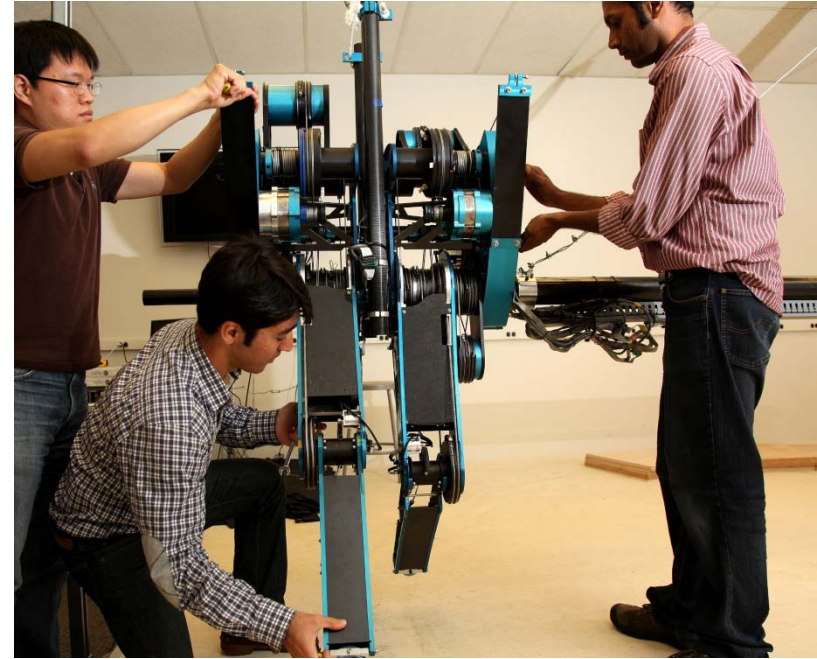






# Massively Open @ Michigan

- Most participants have college degrees, ~ 60% seek professional development
- Completion rates highest when students have "skin in the game", paying to attempt to earn Signature Track certificates
- Rates ~ 80%, up from ~ 5% when students have no monetary stake in the course.





# Massively Open @ Michigan

- Developed a wide array of courses, ranging from Engineering (Intro to Thermodynamics), to the humanities (Fantasy and Science Fiction), to Music theory (Introduction to Classical Music).
- Plan to produce and run about ten new massively open courses per year for next few years.

