



## About the MOOC

- Title: Competitor Analysis
- Workload: 1 ECTS
- Subject: Company Founding
- Formal learners: 17 students in the 9th trimester of the Bachelor study program Craft Management
- Non-formal learners: 32 persons
- Design & development: October/November 2021
- Implementation: December 2021 – January 2022



## What has been done differently?

- Focus on self-regulated learning
- Different type of contents
- Use of Moodle
- Assessment: mainly self-assessment with the opportunity to interact / discuss with other students and professor in a virtual forum



# Students' feedback (formal & non-formal learners together)

## PROS

- Diverse type of contents (cases, downloadable materials, quizzes)
- Good addition to business studies
- Clear links to the overall study subject
- Great chance to deepen the knowledge in this topic

## CONS

- Supporting texts do not fully correspond with the wording used in the learning videos
- A bit too difficult without previous knowledge of the topic