

Sillak-Riesinger

The Potential of Massive Open Online Courses in the Context of Corporate Training and Development

Bianca Sillak-Riesinger examines to what extent Massive Open Online Courses (MOOCs) can be used as a beneficial opportunity in Corporate Training and Development. In the scope of the empirical analyses, experts were interviewed and a survey with professionals who take part in job-related MOOCs was conducted. Conclusions and recommendations for action regarding a possible usage of MOOCs in corporate learning are drawn for decision makers in Corporate Training and Development. A guide for companies interested in implementing MOOCs is included in the appendix.

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