



MOOC, C'OOO

> **La formation professionnelle
à l'ère du digital**

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Mooc Cooc La Formation Professionnelle Agrave Legraver Du Digital:

MOOC, COOC Laetitia Pfeiffer, 2015-06-03 Les MOOC Massive Open Online Courses repr sentent aujourd'hui un r el challenge pour les entreprises Cet ouvrage a pour objectif d aider les responsables formation comprendre les principes et les enjeux de ce nouveau mode d apprentissage historique fonctionnement domaines d applications acteurs en France en Europe et aux Etats Unis business models possibles L auteur met en particulier l accent sur les COOC Corporate Open Online Courses dans lesquels se lancent de plus en plus d entreprises Les COOC permettent ils de former mieux pour moins cher Quelles sont les comp tences qu ils permettent de d velopper Et quels sont plus globalement les impacts en terme d image de marque de l entreprise L auteur fait le point sur toutes les questions que se posent aujourd'hui les entreprises et s appuient sur de nombreux t moignages et cas d entreprises pour tayer son propos Un guide complet ambitieux et compl tement jour

MOOC l'apprentissage à l'épreuve du numérique clement Lhommeau, 2016-05-03 Que pouvons nous attendre d'une alliance entre enseignement et num rique Les cours en ligne ouverts tous MOOC cristallisent de formidables promesses pour l enseignement et occupent une place de plus en plus importante dans les offres de formations initiale et continue Pour beaucoup universit s entreprises institutions il s agit d'une innovation de rupture et du grand retour de la p dagogie comme si les MOOC pouvaient red finir eux seuls le destin de l enseignement Est ce le d but de la fin des amphis Cet ouvrage analyse avec rigueur tous les aspects et enjeux des MOOC ainsi que leur influence sur la p dagogie et l apprentissage Il tudie leurs racines techniques et id ologiques dresse le panorama de ce qu ils pr tendent r volutionner Il explique leurs sp cificit s leur mod le conomique les modalit s de leur succ s et montre qu ils sont l avant garde d'une profonde transformation de l enseignement par le num rique

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