

DOCUMENT

Overview of Online Business Courses



Australian Centre for Education & Training

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Online Business Courses

MOOC stands for Massive Open Online Course(s). These are online courses available to the public for large-scale participation, with open (usually free) access via the Internet.

This resource provides a brief overview of some of the most popular MOOC providers. For a list of MOOC providers in Australia, visit the link below:

- 'MOOC List – Australia' (2016): <https://www.mooc-list.com/countrys/australia>

Please note that the information detailed here (including pricing information) is correct as at 12^h December 2016, but is subject to change without notice at the providers' discretion. Pricing information included here is also subject to change without notice as a result of fluctuations in exchange rates, and therefore should be used as a guide only. Please check the website of the relevant provider for the most up-to-date information.

Provider name, Website and Overview	Fee	Activities and Assessment	Interaction	Certification
Small Business Building www.smallbusinessbuilding.com.au The Small Business Building website provides a range of information relevant for small businesses, with the aim of assisting small business owners and people who want to open their own business. The site offers the Certificate III in Micro Business Operations course, which assists students to become skilled micro business operators with competencies in planning, problem solving and management. In addition to learning,	Free to study/learn; certification (recognised nationally in Australia) is available for a fee (assessment cost is approx. \$650 AUD for all units, or \$120 AUD for one unit).	- Learning resources include videos, case studies, factsheets, and activities. - Assessments must be completed if certification is required (see last column).	- Discussion forums.	Optional teaching support and certification of learning (via assessments) is available through Nortec Employment and Training Ltd (see 'Fee' column).

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the site offers access to business planning tools and advice from experts.				
<p>EdX www.edx.org</p> <p>EdX offers online courses and classes, with the latest MOOC from the world's best universities including MIT, Harvard, UC Berkeley, UT and others. EdX has partnerships with more than 90 leading institutions around the world, and offers more than 950 courses. Topics covered include business, humanities, maths, and sciences, and more than 2300 faculty and staff teaching courses are available. EdX offers both individual courses and groups of related courses, called programs. Approx. 230 free courses in the area of business and management are available. For information on edX business courses designed to help entrepreneurs tackle the key challenges of launching a startup, see: http://blog.edx.org/launch-your-startup-new-courses-in-entrepreneurship-and-innovation?track=blog</p>	<p>Free for students enrolling in the audit track (see last column), except for professional education courses (fees apply for these courses). Fees apply for students enrolling in the verified track (see last column), and vary by course. Note that it may be possible to apply for financial assistance. All courses (whether audit or verified track) offer access to all course materials, including assignments and exams.</p>	<ul style="list-style-type: none"> - Learning resources include videos, articles, and other course content. - Assessments may include assignments, experiments, quizzes, tests, exams. 	<ul style="list-style-type: none"> - Discussion forums. - Blogs. - Community posts. - Interactive labs. 	<p>The audit track (free course option) does not offer certificates. To obtain a verified certificate for a course (by upgrading to the verified track), a fee applies. Note that not all courses offer a verified track.</p>
<p>Open2Study www.open2study.com</p> <p>Open2Study is built and managed by Open Universities Australia and provides specialised short courses entirely online. Open2Study has partnerships with various educators, including universities in Australia, New Zealand, China, and Jordan. Currently, Open2Study offers 48 online courses, each of which runs for four weeks. Topics covered include business, humanities, maths, and sciences. Note that Open Universities Australia is a separate entity, offering over 140 accredited fee-based online courses.</p>	<p>Free. All courses offer access to all course materials.</p>	<ul style="list-style-type: none"> - Learning resources include videos, readings, transcripts, and access to an online-based classroom. - Assessments are provided at the end of each module and include quizzes and simulator exercises. 	<ul style="list-style-type: none"> - Online-based classroom, including all course materials and a forum shared by classmates. - A question or discussion topic is posted each week in the forum. -Classmates can also share a private conversation with each other. 	<p>A Certificate of Achievement is provided for each student completing a course with an average score of at 60%. However, this certificate is not a formal qualification.</p>
<p>FutureLearn www.futurelearn.com</p> <p>Owned by The Open University, FutureLearn delivers hundreds of courses provided by 108 partner universities and specialist organisations around the world. FutureLearn offers both individual courses and programs concentrating on specific subjects, with a focus on making learning fun and social. Topics covered include business and management, humanities, maths, and sciences. For information on business and management courses</p>	<p>Free. Certificates of Achievement (where available) can be purchased by eligible students for a fee of approx. \$65 -\$100 AUD per course plus shipping. To be eligible, 90% of the course or program must have been</p>	<ul style="list-style-type: none"> - Learning resources include videos, audio recordings, articles. - Assessments may include assignments, quizzes, tests, and other activities. 	<ul style="list-style-type: none"> - Students can follow classmates' work, post comments alongside the content, access personalised 'to do' lists and profile pages, and participate in 	<p>The free course/program option does not offer certificates. To receive a FutureLearn Certificate of Achievement (for courses) or Award (for programs), or to gain university-recognised credit</p>

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<p>offered by FutureLearn, see: https://www.futurelearn.com/courses/categories/business-and-management</p>	<p>completed, with a pass rate of at least 70% on any tests.</p>		<p>discussion forums.</p>	<p>(for those programs which offer this), eligible students may buy a Certificate of Achievement for each course completed. After buying a certificate for each course within a program, the program award is received. Note that if the program also requires an additional assessment, that assessment must be purchased and completed for the program award to be received.</p>
<p>Coursera www.coursera.org Coursera has partnered with 146 top universities and organisations worldwide to provide universal online access to approx. 1600 courses. Coursera offers individual courses (which run for 4–6 weeks), 'specialisations' (a specialisation runs for 4–6 months, and is a series of courses designed to master a specific topic or career skill), and accredited online degrees (which take 1–3 years). Topics covered include business, humanities, maths, and sciences.</p>	<p>Most courses offer a free version, which provides access to video lectures and certain assignments. Paid versions of courses cost approx. \$26 - \$270 AUD per course and include access to all the features and content required to earn a Course Certificate. For some courses, extra features like graded assignments are included only in the paid version. For information on fees for specialisations and degrees, please check the Coursera website. Note that it may be possible to apply for financial aid.</p>	<ul style="list-style-type: none"> - Learning resources include videos and course materials. - Assessments may include auto-graded and peer-reviewed assignments, projects and quizzes. 	<ul style="list-style-type: none"> - Community discussion forums allow students to connect with instructors and fellow learners. - Some courses include access to a course mentor. 	<p>Students who pay for their course will receive a course certificate upon their successful completion of the course. Students who successfully complete a fee-based specialisation will receive a specialisation certificate, along with course certificates for each of the courses completed. Note that certificates do not represent official academic credit. Students admitted to a degree program will receive an accredited university degree upon successful completion of their course.</p>
<p>MIT Open Course Ware ocw.mit.edu MIT OCW is a web-based publication of virtually all course content from the Massachusetts Institute of Technology</p>	<p>Free.</p>	<ul style="list-style-type: none"> - Learning resources include a syllabus and some 	<ul style="list-style-type: none"> - No interaction with staff or fellow learners is 	<p>OCW does not offer any degree, credit or certification.</p>

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<p>(MIT). It offers everyone open access to materials from MIT's 2340 courses, covering the entire MIT curriculum. Content offered covers every MIT department and degree program, and ranges from the introductory level to the most advanced graduate level. While most OCW content comes straight from the MIT classroom, some content has been custom-created for online use. There is no need to register to access OCW content, and no start or end dates.</p>		<p>instructional material (such as lecture notes or a reading list) for each course.</p> <ul style="list-style-type: none"> - Many courses also offer complete video lectures, free online textbooks, and faculty teaching insights. - Each course includes some learning activities, such as assignments or exams. 	<p>offered through OCW, as the website is intended only as a publication of all the MIT course materials.</p>	
<p>ALISON alison.com</p> <p>Recognised as the first MOOC, ALISON is a global social enterprise dedicated to providing free certified education and workplace training skills online to anyone on any subject. ALISON stands for Advance Learning Interactive Systems Online, and provides access to over 750 free online certificate and diploma courses for users in 250 countries. Courses relevant to entrepreneurs include those in the areas of business and enterprise skills, personal development and soft skills, and accounting and finance literacy. Users can also sign up for ALISON Study Group. This is a free learning management system to manage a group of learners (e.g. employees).</p>	<p>Free. Formal ALISON certificates area available for purchase (prices vary by course; note that approx. 15 courses offer a free PDF certificate).</p>	<ul style="list-style-type: none"> - Learning resources include course modules, extra resources, reading materials, and forums. -Assessments are built into each course and are generally in a quiz format. 	<ul style="list-style-type: none"> - A topic discussion section allows students to share their views and learning experience. - A blog. - The ALISON Community allows students to share stories about how they are using ALISON to improve their lives. 	<p>Students passing all the assessments on their course with a score of 80% or above become certified ALISON graduates. There is then the option to purchase a formal ALISON certificate.</p> <p>Note that ALISON certificates are not accredited or recognised by any institute.</p>
<p>Udemy www.udemy.com</p> <p>Udemy is the world's largest online learning marketplace, offering over 42 000 courses taught by expert instructors. Udemy enables anyone to take or teach a course on virtually anything. Courses are on-demand (no start or end dates) and once enrolled, a student gains lifetime access to that course. Each course offers a free preview of course content (selected lectures), to help students decide which course(s) to take. Anyone can teach on Udemy, meaning that new content is added daily. Topics covered include business and entrepreneurship, programming, academics, the arts, health and fitness, language, music, technology, games, and more.</p>	<p>Offers both free and paid courses. Paid courses are generally priced from approx. \$24 - \$269 AUD, depending on the instructor. Discounts on paid courses are often offered, but no paid course will be offered for less than \$10 USD.</p> <p>Note that Udemy also has a 30 day refund policy.</p>	<ul style="list-style-type: none"> - Instructors can choose how they teach their course. - Learning resources for most courses include a mix of video, audio, presentations, activities, and documents. -Assessments may include a pre-assessment quiz to test learners' current 	<ul style="list-style-type: none"> - Current and potential students can message the course instructor. - Discussion with the instructor and other students. - Blog posts. 	<p>All marketplace approved courses by the Udemy team (whether free or paid) come with a Udemy certificate of completion, available upon course completion.</p> <p>Note that Udemy is not an accredited institution, so certificates are not accredited or recognised by any institute.</p>

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		<p>knowledge, practical exercises, quick quizzes through each section of the courses, and/or a final exam.</p> <p>- Some courses offer practice tests to help learners prepare for their final certification exam.</p>		
<p>My Own Business Institute (MOBI) www.scu.edu/mobi/ MOBI is a leading provider of free online education for entrepreneurs, assisting people to start and grow their own businesses. Two courses ('Starting a Business' and 'Business Expansion') are offered, with each course comprised of 15 sessions. Each course offers a free preview of all course content, to help students decide which course(s) to take. There are no start or end dates, and materials may be used and revisited as needed. Note that as the courses have been developed in the USA, some information is specific to businesses based in the US (e.g. licences and permits, insurance, business structure, etc.).</p>	Free.	<p>- Learning resources include a combination of video, audio and text.</p> <p>- Assessments include session quizzes and a final exam.</p>	<p>- Graduates become part of the international MOBI alumni.</p> <p>- Blog.</p> <p>- 'Success stories' section on website about MOBI students owning and running their own businesses.</p>	A Certificate of Completion from Santa Clara University is provided free of charge for each student successfully completing a course.
<p>Master Class Management www.masterclassmanagement.com Master Class Management offers an online management training and leadership skills course. Study is self-paced, with no start or end dates. The course comprises 10 lessons, and covers practical information combined with business management theory.</p>	Free. Note that certificates of completion are available for a fee. This ranges from approx. \$25 AUD for a single lesson PDF certificate (Certificate of Completion), to \$80 AUD for a PDF and hard copy of the full course certificate (Master Certificate in Business Management).	<p>- Learning resources are text-based.</p> <p>- Assessments include quizzes at the end of each lesson and a final exam at the end of the course.</p>	No interaction with staff or fellow learners is offered through Master Class Management.	Students who successfully complete the final exam with a pass rate of at least 70% have the option to purchase a Master Certificate in Business Management, which includes a personalised certification reference letter. Individualised Certificates of Completion (based on each of the 10 lessons) are also available, along with a Supervisory Management Certificate of Completion

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				(based on Lessons 1, 3, 5 and 7).
<p style="text-align: center;">Skillshare www.skillshare.com</p> <p>Skillshare is an online education platform and learning community that provides tutorial lessons and project-based classes taught by the world's best practitioners. Skillshare offers on-demand learning with over 12 000 courses. Anyone can teach on Skillshare, meaning that new content is added regularly. Topics covered include design, business, technology, photography, film, writing, crafts, and culinary subjects.</p>	<p>Offers both free and paid courses. A free account provides access to all free classes on web and mobile (iOS). A Premium Membership (approx. \$16 AUD/month or \$129 AUD/year) provides unlimited access to all classes, as well as other features like offline viewing.</p>	<ul style="list-style-type: none"> - Learning resources include videos, tutorials, and projects. - There is no formal assessment. 	<ul style="list-style-type: none"> - Community discussions. - Class project galleries. 	<p>Skillshare does not offer any degree, credit or certification.</p>
<p style="text-align: center;">Saylor Academy www.saylor.org</p> <p>Saylor Academy is a non-profit organisation that offers almost 100 full-length open online courses at the college and professional levels. Courses are designed to provide self-paced learning experiences that mirror what students would learn in a college classroom.</p>	<p>Free. Note that a fee of \$45 USD (for exam-proctoring and transcripts) is payable for each course where college credit is required (see last column).</p>	<ul style="list-style-type: none"> - Learning resources are largely curated from a range of free and open online resources by expert educators, and may include webpages, videos, and documents. - Assessments may include quizzes, exams, and other assessment activities. Each course has a final exam. 	<ul style="list-style-type: none"> - Discussion forums. - Office staff can provide limited guidance, and some teaching staff may choose to make themselves available in the discussion forums. - Blog. 	<p>Students who successfully pass their course with a final exam score of at least 70% receive a Certificate of Completion. These digital credentials are issued through Accredible, Saylor Academy's partner. Note that Saylor Academy is non-accredited. However, 22 courses allow students to earn tuition-free college credit that can be transferred to Saylor Academy's accredited partner colleges (all in the US).</p>
<p style="text-align: center;">US Small Business Administration (SBA) www.sba.gov</p> <p>The US Small Business Administration website offers a range of information relevant for small businesses, and includes the SBA Learning Center, which provides online training courses for employers and employees. Topics covered focus on business, management, and entrepreneurship. Note that as the courses have been developed in the USA, some information is</p>	<p>Free.</p>	<ul style="list-style-type: none"> - Learning resources include tutorials, videos, worksheets, and documents. - Assessments include quizzes and tests. 	<p>No interaction with staff or fellow learners is offered through the SBA Learning Center.</p>	<p>Upon completion of most courses, a Certificate of Completion and/or course completion confirmation from the SBA is available.</p>

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specific to businesses based in the US (e.g. government contracts, legal requirements, licences and permits, insurance, business structure, etc.).				