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kiron

"Quality Assurance Tools for MOOC-based Curricula"
*Collaborative approaches to giving quality open education
the (formal) value it deserves*

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Kiron is a non-profit EdTech organization solving a social challenge through scalable technology.

We provide tailor-made curricula using Massive Open Online Courses (MOOCs) which are accessible from anywhere free of charge. Our refugee students can start studying on our digital learning platform *Kiron Campus* whilst preparing for university. Some of the MOOC-based modules can later be recognized at a partner university upon successful application.

Founded in **2015**

80 Employees
+ 200 Volunteers

Social Entrepreneurs
Education Specialists
Academic Advisors
Psychologists
Professors

55 Partner universities in
8 Countries

3 Offices
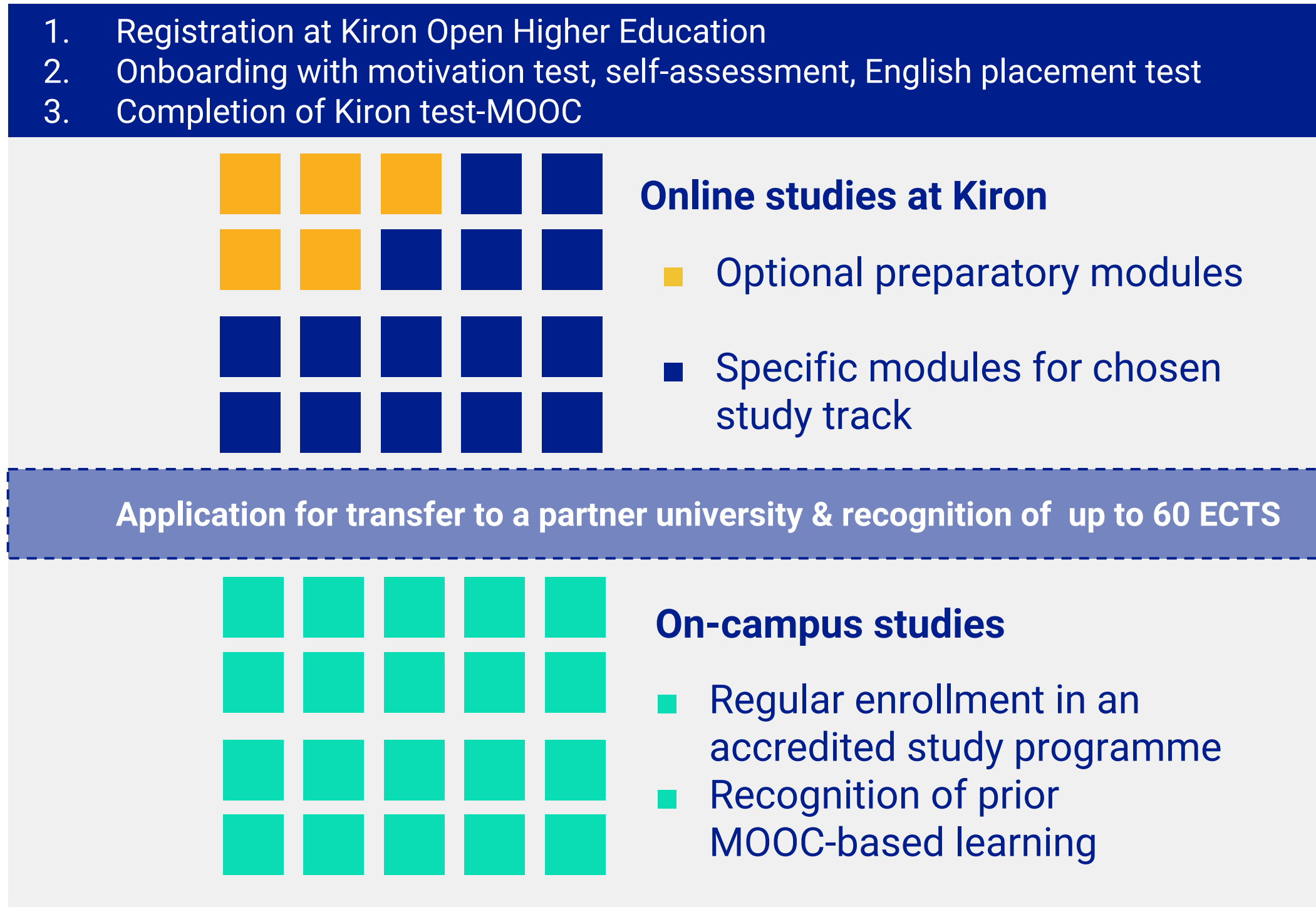in **2** Countries

Germany   Jordan

Vision

A world in which everyone has the equal chance to access and succeed in higher education.

Mission

Kiron enables access to higher education and successful learning for refugees through digital solutions.

The Modularized Kiron Academic Model

1. Registration at Kiron Open Higher Education
2. Onboarding with motivation test, self-assessment, English placement test
3. Completion of Kiron test-MOOC

Online studies at Kiron

- Optional preparatory modules

- Specific modules for chosen study track

Application for transfer to a partner university & recognition of up to 60 ECTS

On-campus studies

- Regular enrollment in an accredited study programme
- Recognition of prior MOOC-based learning

Language Courses

Orientation & Preparation

Study Tracks at Kiron

Business & Economics

Computer Science

Mechanical Engineering

Social Work

Political Science

Kiron Campus

What does this all have to do with Quality Assurance?
or
What should this all have to do with Quality Assurance?

Sustainable Development Goal 4

"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"

→ Equal access on its own is not enough

Agility and Innovation <u>can</u> also include Quality Assurance

Implementing International Standards

Constant Development

Plan
Act Do
Check

Quality Assurance

Transparency & Communication

Collaboration & Partnerships

Implementing International Standards

We do not have to – and we should not –
"reinvent the wheel"

Implementing International Standards

Framework for Kiron's Academic Model

Framework conditions specified by:

✓ Bologna Process/European Higher Education Area

→ *EHEA-Tools (ECTS User's Guide, ESG 2015, European Recognition Manual)*

✓ Lisbon Recognition Convention

✓ European Qualifications Framework

✓ KMK (e.g. "Ländergemeinsame Strukturvorgaben")

✓ Recommendations of the German Accreditation Council

EUROPEAN
Higher Education Area

bologna process
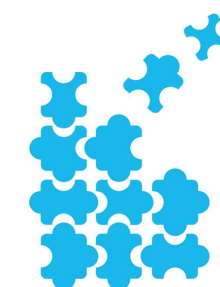
COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

UNESCO

European
Qualifications
Framework

KMK
KULTUSMINISTER
KONFERENZ

Stiftung zur Akkreditierung von Studiengängen in Deutschland
Akkreditierungsrat

Example: Kiron's adaption of the ESG 2015

- Adaption of guidelines set by ESG 2015 when necessary; differences based on on different goals and status (no HEI, academic arbiter between students and HEIs)
- Kiron communicates these differences by nomenclature (study tracks vs. study programmes)
- some processes not fully established yet based on Kiron's young age and missing data
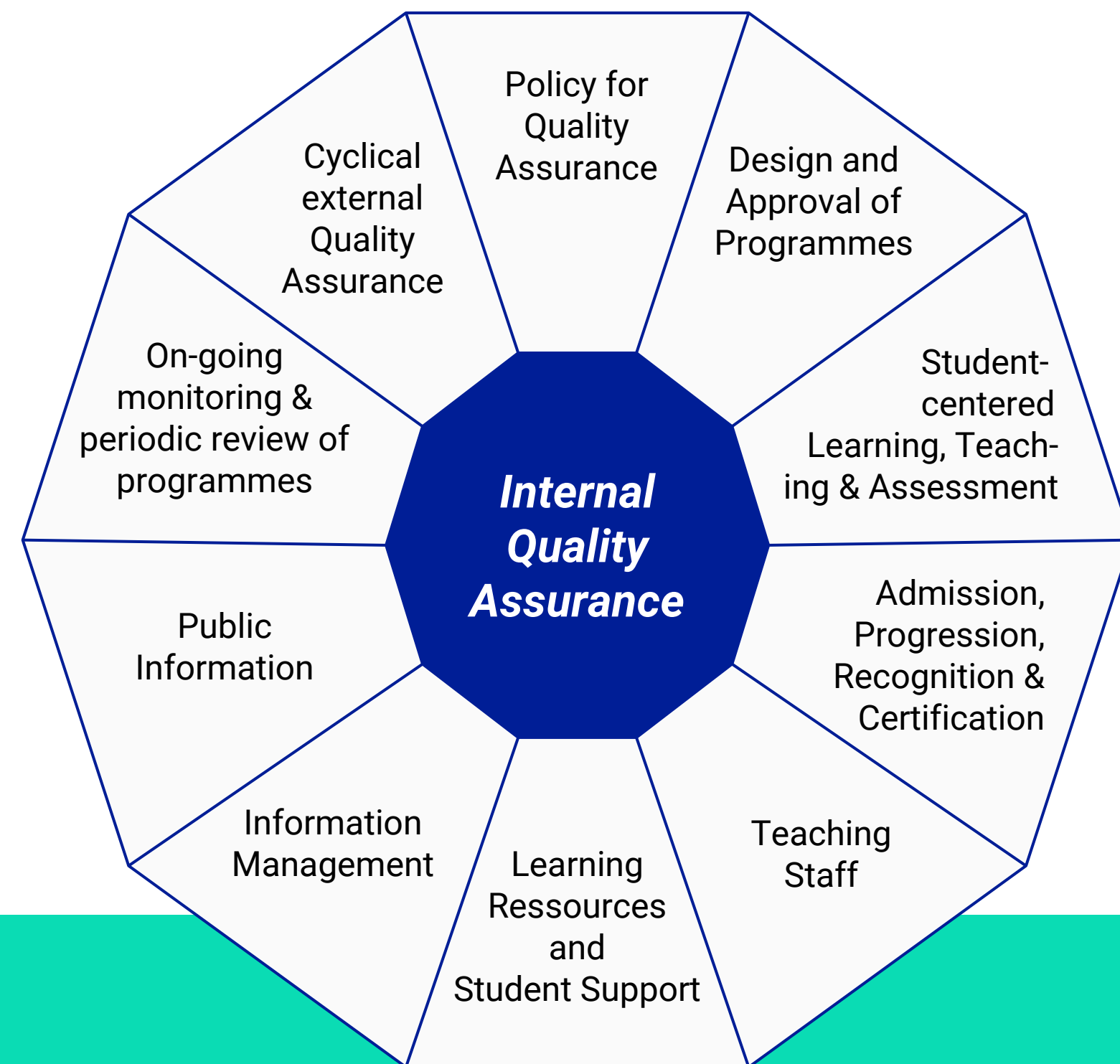
Planned: **implementation of cyclical external QA**

→ Certification of Kiron Study Tracks by Accreditation Agency

Internal Quality Assurance

- Policy for Quality Assurance
- Design and Approval of Programmes
- Student-centered Learning, Teaching & Assessment
- Admission, Progression, Recognition & Certification
- Teaching Staff
- Learning Ressources and Student Support
- Information Management
- Public Information
- On-going monitoring & periodic review of programmes
- Cyclical external Quality Assurance

Collaboration & Partnerships

Good and trustful partnerships are key for the success of our solutions and our students

Roles of institutions in different QA layers
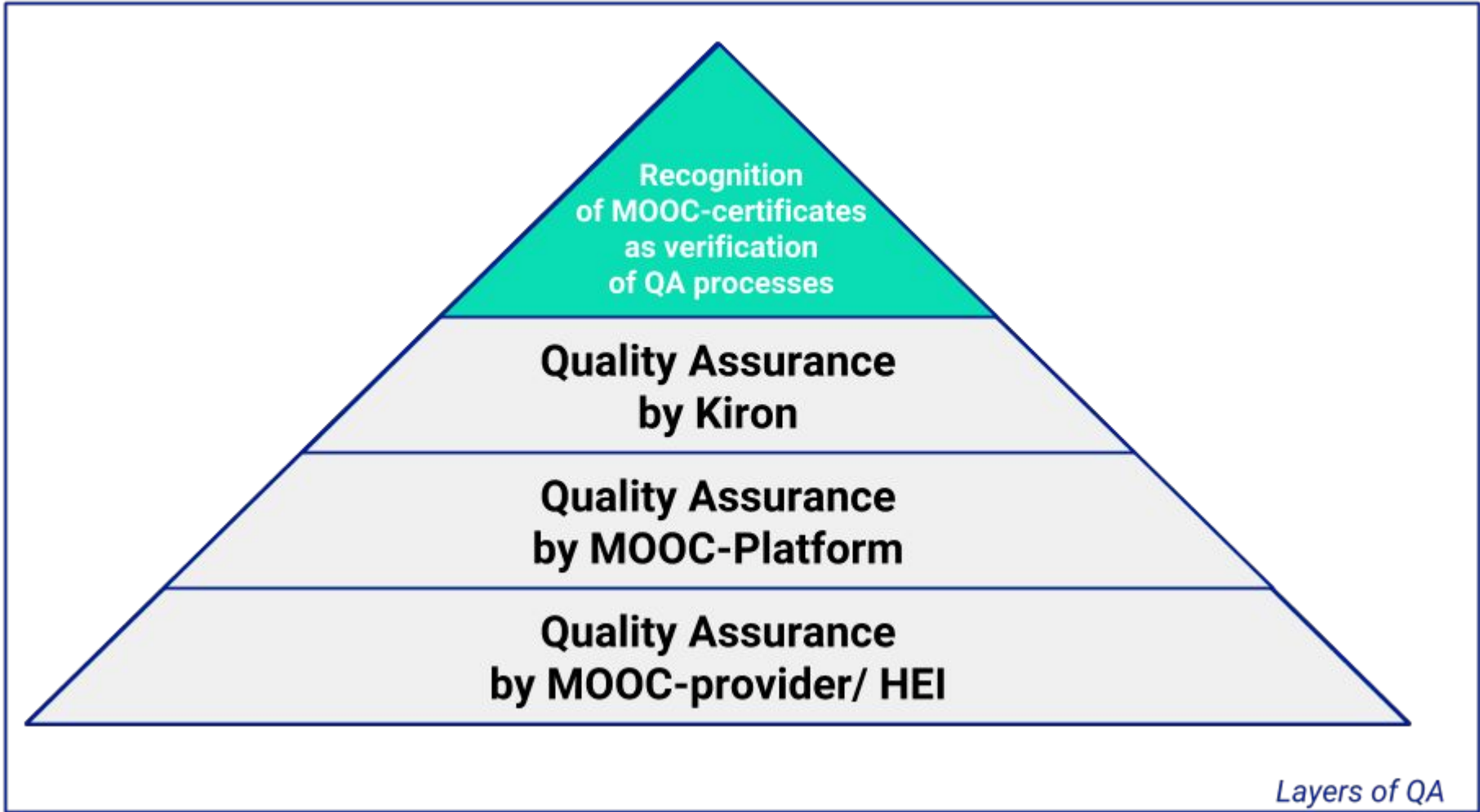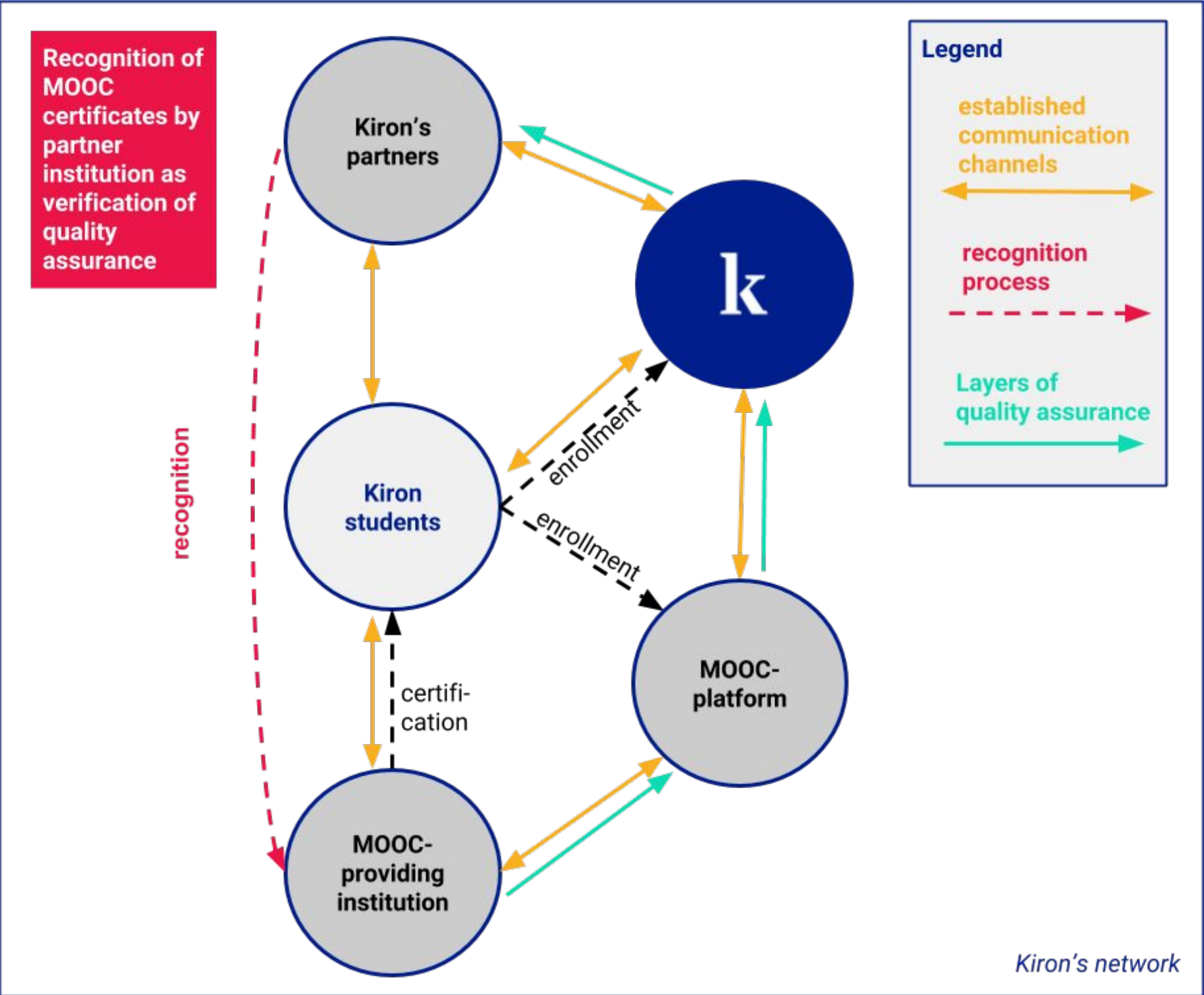
Collaboration & Partnerships with Recognizing HEIs

✓ Key Account Managers for partner institutions to build trust in Kiron

✓ Visualisation of HEI transfer processes

✓ Preparation of partner-specific information in user-friendly ways
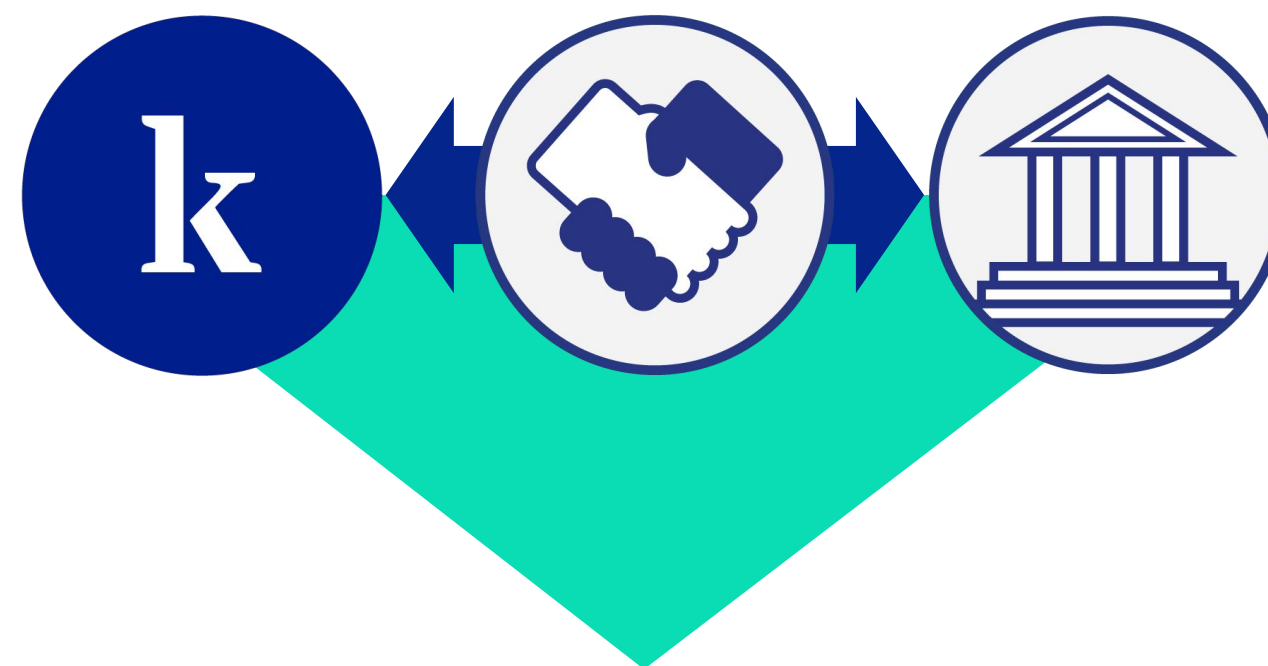
✓ Key Account Managers for Kiron to support communication processes

✓ Recommendation to enable recognition based on HEI expectations

✓ reasoned feedback by universities to further develop Kiron curricula

Collaboration results in MoUs and Learning Agreements

GEFÖRDERT VOM

Bundesministerium
für Bildung
und Forschung

Collaboration & Partnerships with Recognizing HEIs

Kiron shares the Kiron module catalogues with partner university and partners agree to pursue

Learning Agreement (LA) on the recognition of Kiron modules is signed

Partner university recognises Kiron modules within study program with ECTS (as agreed in LA)

Kiron and partner university agree to cooperate by signing a Memorandum of Understanding (MoU)

Kiron compares suitable academic program with respective department at partner university

Students satisfy university entrance qualification and apply to partner university

Transparency & Communication
"The Tools"

Open Education should be
as open as possible about its quality
including potential gaps to close

Transparency & Communication

Learning Outcome Comparison Matrix

Module Code	BE_Mark			Legend >>>	x = low contribution
Kiron Module	Marketing				xx = medium contribution
Module Learning Outcomes					xxx = high contribution

Module Learning Outcomes

After successfully completing this module, students will be able to
1. review central marketing instruments
2. apply marketing instruments to a business environment
3. develop a marketing plan/ mix
4. examine strategically challenges to marketing in a globalized world economy
5. indicate the ethical implications of various marketing instruments

MOOC	Learning Outcomes	1	2	3	4	5
1. Marketing1x: Introduction to Marketing	1. Develop a basic customer segmentation system	xxx				
	2. Effectively target customer segments and position your product or service in the marketplace	xxx				
	3. Begin to understand the psychology of consumer decision making	xx			xx	
	4. Develop pricing strategies that maximize profitability		xxx	xx		
	5. Define appropriate channel systems and go-to-market efforts	xx	xx			
	6. Understand how marketing metrics can benefit your business			xx	xx	
	7. Build effective communication efforts with customers.			xx	xx	xx
2. PRINCIPLES OF MARKETING	1. define marketing and explain its function in society;	xx			xx	
	2. explain the difference between marketing, advertising, and sales;	xx	xx			
	3. describe marketing concepts and terminology;	xx				
	4. describe the process of market research;	xx				
	5. describe the concept of pricing;	xx				
	6. explain product strategy, including the concepts of product life cycle, positioning, and pricing;		xx	xxx		
	7. define competition and explain competitive analysis;				xx	xxx
	8. analyze the process of distribution and explain marketing channels;			xx	xx	
	9. identify the key elements of product promotions;			xx	xx	
	10. explain how to develop a marketing plan and apply the principles of marketing in creating a marketing plan; and			xxx		
	11. describe employment and career development opportunities in marketing.				xx	xx

Equivalence Analyses support partner HEIs in the assessment of the quality of Kiron Curricula

✓ Basic information on study tracks

✓ Proposals of **module-based matchings** based on Learning Outcomes

✓ **Detailed information** on implemented MOOCs (MOOklets)

✓ **Learning Outcome Comparison Matrices** (see left) providing transparency on contribution of MOOCs to modules

✓ Forms to enable **standardized feedback**

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Transparency & Communication

kiron MOOklet

✓ General information on MOOC (Institution, Platform, Lecturers)

✓ Workload

✓ Study Material

✓ Examination and Authentication

✓ Quality Assurance, Accreditation & Recognition Status

Einführung in die Betriebswirtschaftslehre

https://www.edx.org/course/einfuhrung-die-betriebswirtschaftslehre-rwthx-ebwl101

General			
Platform	University	Department	Lecturer(s)
edX	RWTH Aachen	Department of Economics	Prof. Dr. Frank T. Piller, Stephan Hankammer

Workload		
Length in weeks	Workload in hours	Session
16	150	self-paced

Material		
Number of lecture videos	Length of lecture videos (mins)	additional materials (readings, animations, videos, audios, etc.)
65	750	Interactive quizzes

Examination		
Course assignments	Type of Certificate	Final exam
Each session is concluded by 11-33 short interactive problem sets.	Certificate by RWTH Aachen	Yes
Proctored final exam (online / offline)	**Codes and ID Verification**	**Possibility to retake examination** / **Minimum conditions to pass / earn certificate**
Offline exam	edX Honor Code Personal identification	3 times / 70% success

Accreditation and Recognition	
Accreditation Status of University	Since 2008, RWTH Aachen has committed itself to a guided, strategic development process to expand quality assurance in teaching. In its institutional strategy Excellent Teaching and in the Teaching Strategy funded by the federal-state program, RWTH set the particular goal of further developing quality assurance in studies and teaching. further information: http://www.rwth-aachen.de/cms/root/Studium/Lehre/~bjmc/Lehre/?lidx=1 See also: http://www.rwth-aachen.de/global/show_document.asp?id=aaaaaaaaaaciluu&download=1
QA support digital learning	RWTH's understanding of good teaching goes beyond collecting data and discussing the results. It is significantly shaped by the dedicated work of all those involved in studies and teaching. This was confirmed in particular by the university-wide Teaching Quality Objectives, which RWTH Aachen developed and approved. A quality management system is being developed based on these goals in a process that involves all of the faculties and status groups.
Recognizing Institutions / Programs	RWTH Aachen
Recognizing Kiron Partner Universities (based on Learning Agreements)	Universität Rostock, Leuphana Universität Lüneburg, FH Bielefeld
Memberships / Affiliations of the Producing University	TU9

Transparency & Communication

✓ **Partner workshops** enable stakeholders to exchange ideas and collaborate

✓ **Partners** help Kiron to further develop its tools and processes

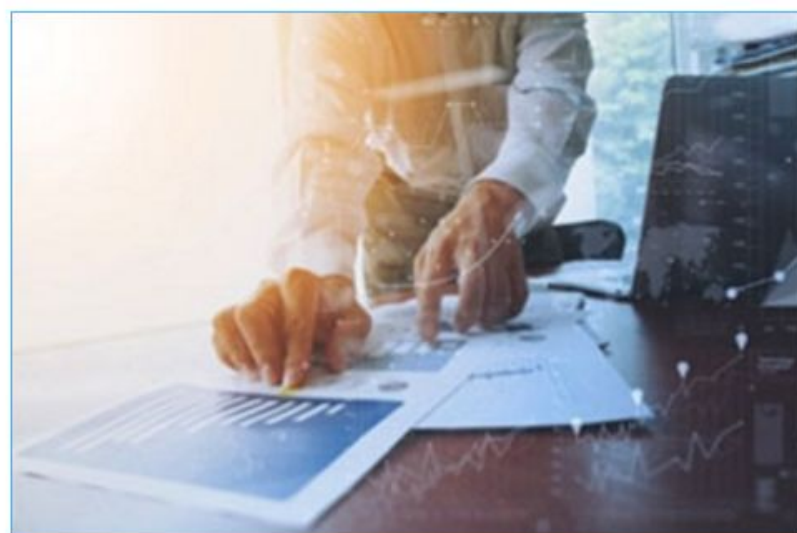✓ **Transfer processes** as collaborative approaches including all stakeholders

Constant Development

There is no "one-size-fits-all" solution, but we should jointly find the best pathways ahead

Partner MOOCs & offline e-assessment networks allow for immediate credentialization for formal learning

(Source: https://www.edx.org/course/einfuhrung-die-betriebswirtschaftslehre-rwthx-ebwl101)

Assessments validate MOOC-based modules with a focus on the achieved learning outcomes (to enable recognition of prior (non-formal) learning)

MOOCS STATT HÖRSAAL? FH LÜBECK ERPROBT VERFAHREN ZUR KOMPETENZFESTSTELLUNG

📅 9. März 2017   👤 Daniel Korth   🏷 Aktuelles

(Source: https://www.fh-luebeck.de/hochschule/aktuelles/neuigkeiten/beitrag/2017-3-14-moocs-statt-hoersaal-fh-luebeck-erprobt-verfahren-zur-kompetenzfeststellung/)

**Module-based oral
and written examination**

73% passed

✓ Offline examination through lecturers from
"virtual university of applied sciences"-network (VFH)

✓ Official certificates from
Lübeck University of Applied Sciences

Open Questions

➢ Shouldn't the work on MOOklets ideally be done by MOOC-providing institutions?

➢ How detailed does the information on assessment and authentification need to be?

➢ Should external QA (certification through Accreditation Agency) also be done for an arbiter like Kiron and Kiron study tracks or only the MOOCs?

➢ Could there be a new kind of accreditation (agency) for MOOCs?

➢ When should a MOOC be considered non-formal and when should a MOOC be considered formal education?

Thank you and please provide feedback on our quality handbook!

https://kiron.ngo/2017/11/13/quality-handbook/
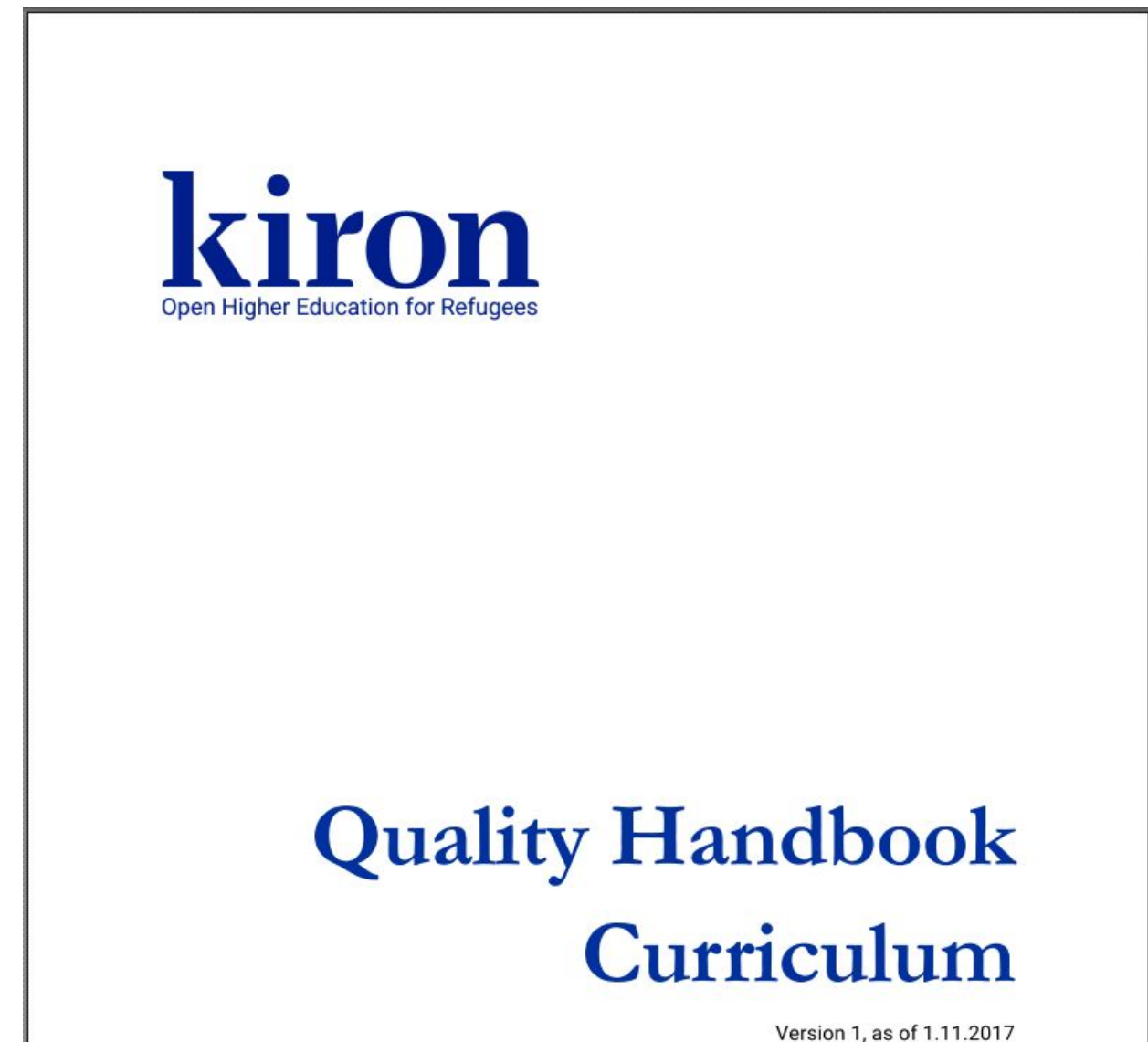
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