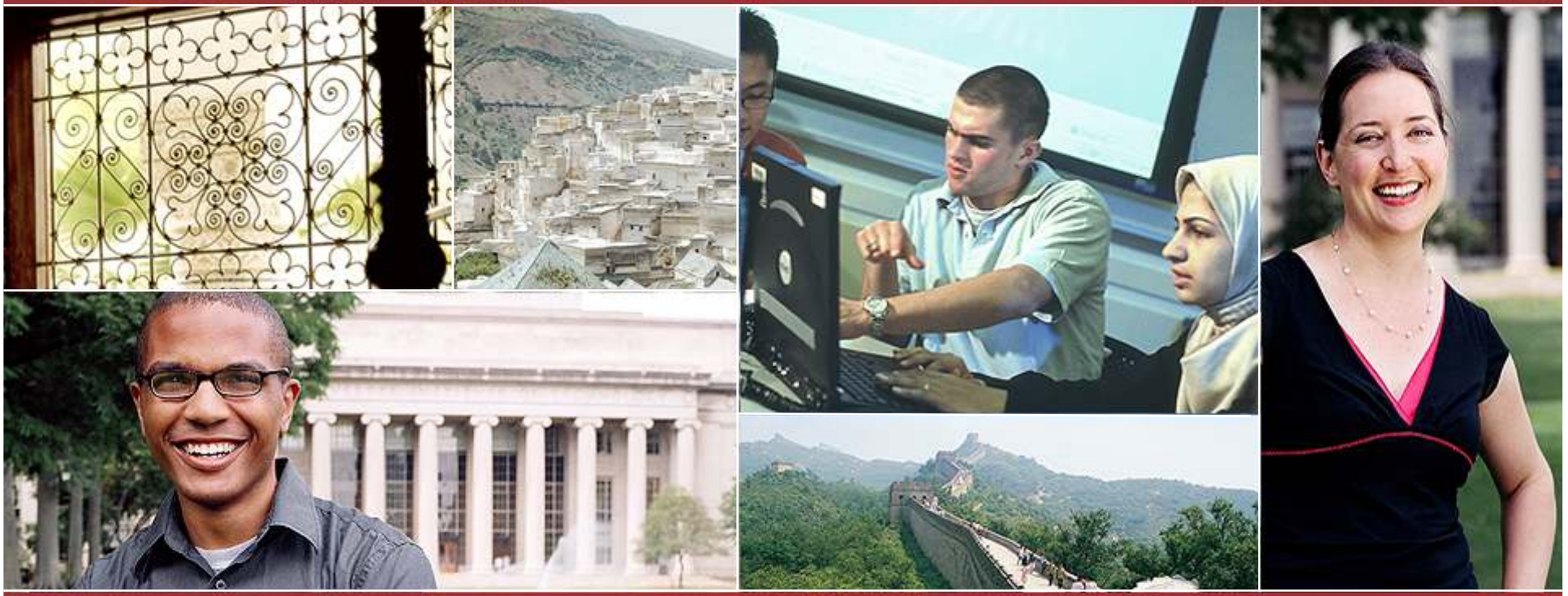

MIT OpenCourseWare and the OCW Consortium

2009 Strategy for Digital Costa Rica
Education Roundtable

Cecilia d'Oliveira
12 February 2009

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

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Unlocking Knowledge: MIT OpenCourseWare

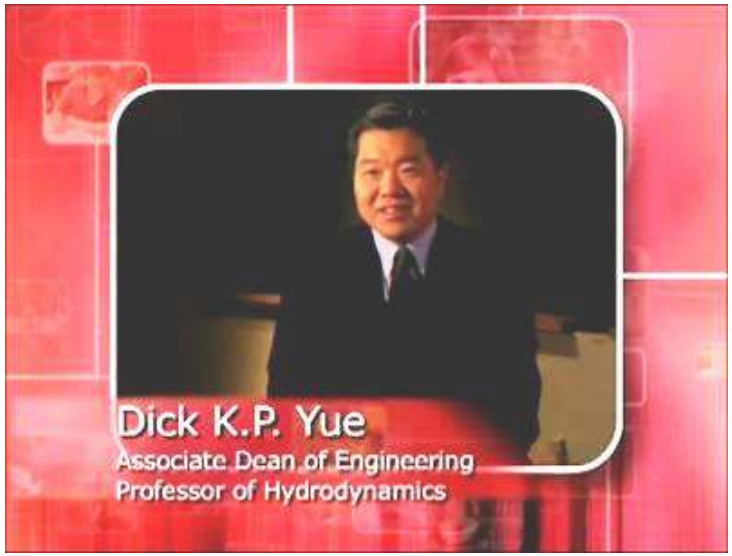
A Global Movement: The OCW Consortium

Looking Ahead: Opportunities and Challenges

Unlocking Knowledge

OpenCourseWare Vision

"The idea is simple, just to publish our teaching material, our course content, online, on the Internet, and make it widely available to everyone who can use it, for free."



— MIT Professor Dick Yue
Chair, MIT Lifelong Learning Committee 2000

MIT OpenCourseWare

A Commitment to Openness

"Inherent in the Internet and the Web is a force for openness and opportunity that should be the bedrock of its use by universities."
— Charles Vest
President Emeritus, MIT

"OCW expresses MIT's goal of advancing education around the world through a global community in which knowledge and ideas are shared openly for the benefit of all."
— Susan Hockfield
President of MIT

"A core value of MIT is public service. We should be in the business of disseminating this knowledge to help the world."

MIT OpenCourseWare

What is OCW?

MIT OpenCourseWare **IS NOT**:

- An MIT education
- Intended to represent the interactive classroom environment
- Complete online courses
- Degree-granting

MIT OpenCourseWare **IS:**

- A Web-based publication of virtually all MIT course content
- Open and available to world
- An ongoing MIT activity

MIT OpenCourseWare
A Community Achievement

Covers:

- Undergraduate and graduate curriculum
- 33 academic departments

Voluntary contributions from:

- 78% of MIT faculty
- 2,600 members of the MIT community
- More than 5,000 individuals and organizations in total

OCW was made possible through the generous support of:

THE WILLIAM AND FLORA HEWLETT FOUNDATION

The Andrew W. Mellon Foundation

and Ab Initio

MIT OpenCourseWare

1,880 Courses

- 1,880 syllabi & reading lists
- 15,000 lecture notes
- 9,000 problem sets
- 900 exams

Many include:

- Audio/video (~60)
- Online textbooks (~30)
- Image collections
- Simulations/animations

http://ocw.mit.edu

› VIEW ALL COURSES

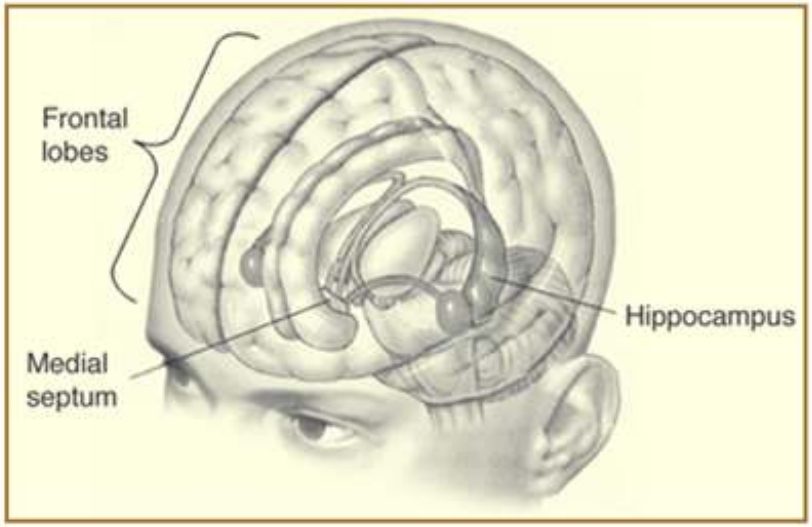
› Course Home
› Syllabus
› Readings
› Lecture Notes
› Assignments
› Study Materials
› Related Resources
› Download Course Materials

Home > Courses > Brain and Cognitive Sciences > Neural Basis of Learning and Memory

Email this page

9.03 Neural Basis of Learning and Memory

Fall 2007



Some of the brain regions involved in creating long-term memories. (Image courtesy of the National Institutes of Health.)

Course Description

This course highlights the interplay between cellular and molecular storage mechanisms and the cognitive neuroscience of memory, with an emphasis on human and animal models of hippocampal mechanisms and function. Class sessions include lectures and discussion of papers.

» DONATE NOW

Staff

Instructors:
Prof. Suzanne Corkin
Prof. Matt Wilson

Course Meeting Times

Lectures:
2 sessions / week
1.5 hours / session

Level

Undergraduate

› Download these course materials

Feedback

› Send feedback on this course.

› Find out how much your company uses OCW.

SHARE

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MIT OpenCourseWare

Translations

- Chinese (395)
- Spanish (99)
- Portuguese (95)
- Persian (44)
- Thai (15)

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Home | Courses | Donate | About OCW | Help | Contact Us | Enter search keyword | go | Advanced Search

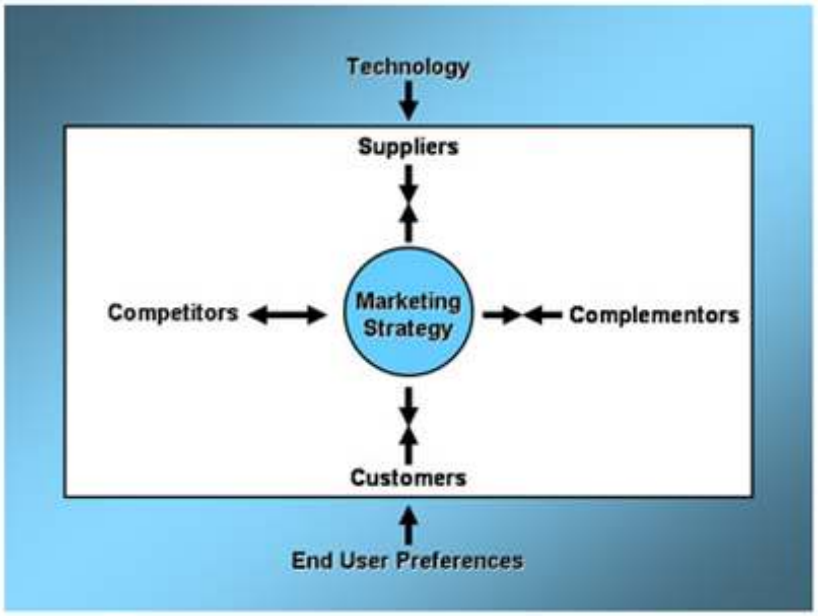
Home > Courses > Sloan School of Management > Marketing Strategy

Email this page

- VIEW ALL COURSES
- Course Home
- Syllabus
- Calendar
- Lecture Notes
- Assignments
- Download Course Materials

15.834 Marketing Strategy

Spring 2003



Finding profit opportunities: the environment shapes, and is shaped by, marketing strategy. (Courtesy of Prof. Birger Wernerfelt.)

DONATE NOW

Staff

Instructor:
Prof. Birger Wernerfelt

Course Meeting Times

Lectures:
Two sessions / week
1.5 hours / session

Level

Graduate

***Translations**

- Chinese (Simplified)
- Chinese (Traditional)
- Portuguese
- Spanish

- Download these course materials

Feedback

- Send feedback on this course.
- Find out how much your company uses OCW.

SHARE

Course Highlights

A comprehensive set of lecture notes, along with course assignments, may be downloaded.

Course Description

MITOPENCOURSEWARE | OOPS首頁 | 字 型 | OOPS | OCW 開放式課程計畫 | 開放知識庫 | 招募志工 | 回 應 | 中文討論區

» 首頁 » 史隆管理學院 » 2003春季課程：行銷策略

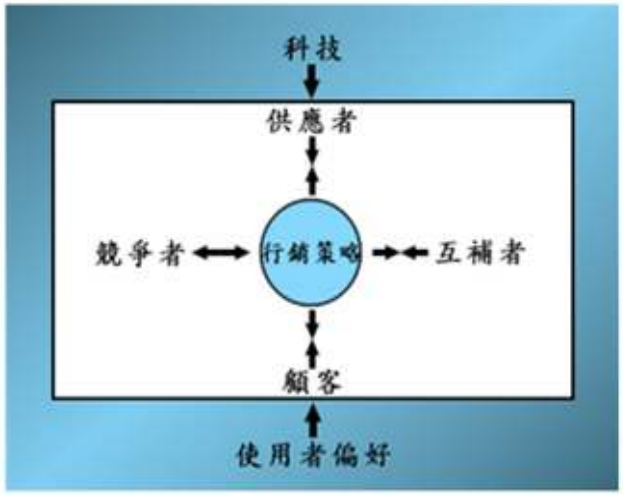
15.834 2003春季課程：行銷策略(Marketing Strategy, Spring 2003)

本頁翻譯進度

發展說明

Course translated in Traditional Chinese courtesy of:

OOPS
Opensource Opencourseware Prototype System
開放式課程計劃 www.myOOPS.org



Finding profit opportunities: the environment shapes, and is shaped by, marketing strategy. (Courtesy of Prof. Birger Wernerfelt.)

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
universia

15.834 Estrategia de marketing. Primavera 2003

Página principal | ¿Qué es OCW? | Ayuda | Feedback | Preguntas frecuentes | Glosario

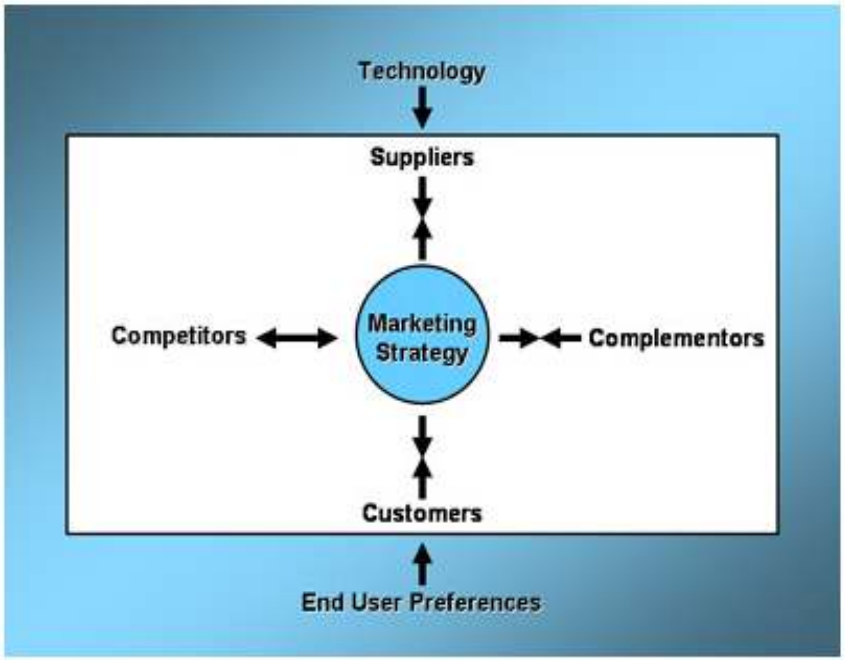
Buscador IR

Versión en inglés 15.834 Marketing Strategy, Spring 2003

15.834 Estrategia de marketing. Primavera 2003

- Página principal del curso
- Programa
- Calendario
- Material de clase
- Trabajos

Traductor del curso:
Agustín Cortina



Cómo hallar oportunidades de beneficio: la estrategia de marketing y el entorno se modelan recíprocamente. (Gentileza del Prof. Birger Wernerfelt.)

Course translated in Spanish courtesy of:

universia

Docencia

Profesor:

MIT OpenCourseWare

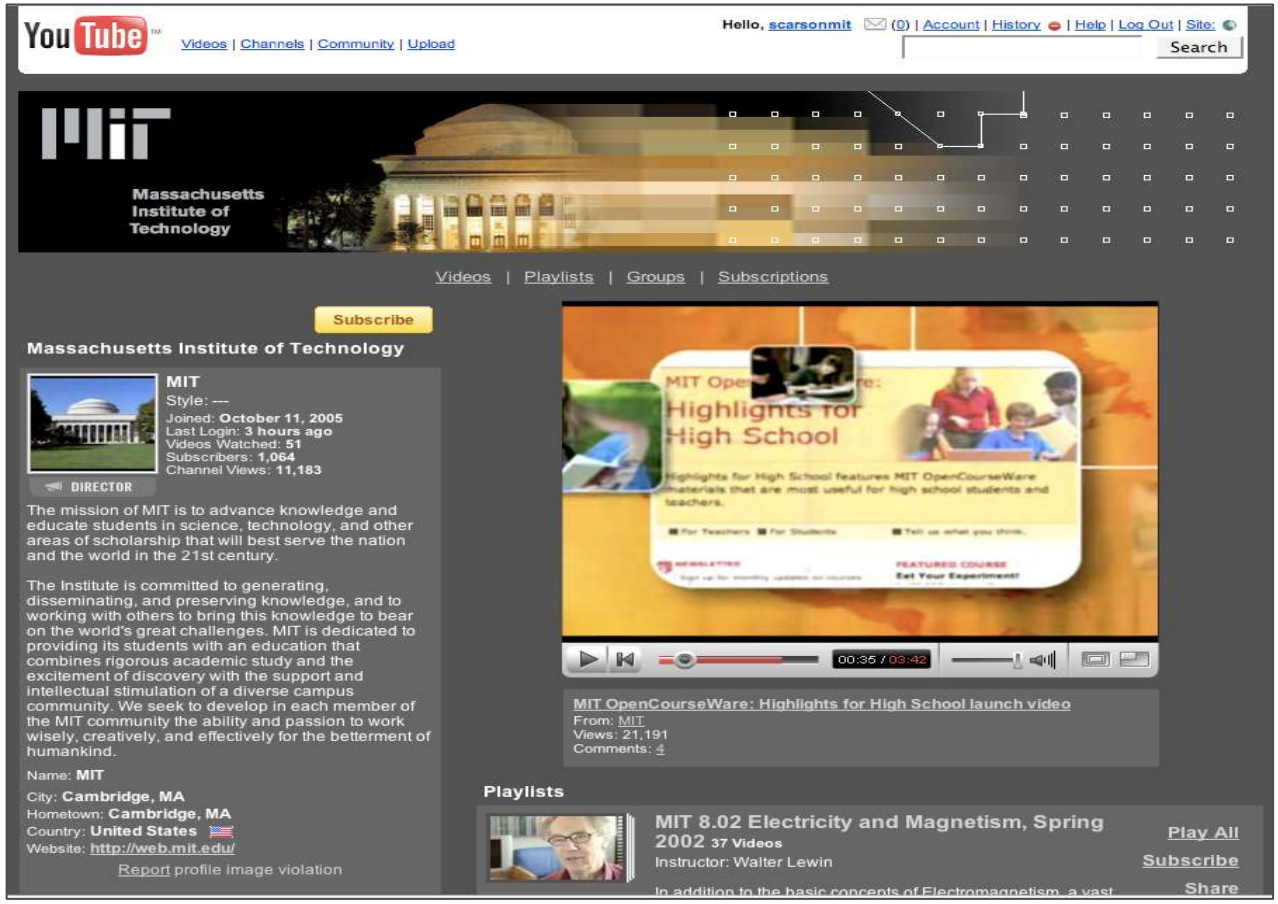
OCW Highlights for High School

- Introductory MIT courses appropriate for high school level
- 3,000 learning resources mapped to US AP curriculum
- Other materials to inspire study in science, technology, engineering, and math
- Content drawn from MIT OCW and other MIT programs

MIT OpenCourseWare

MIT OCW on YouTube

- Hundreds of hours of classroom video

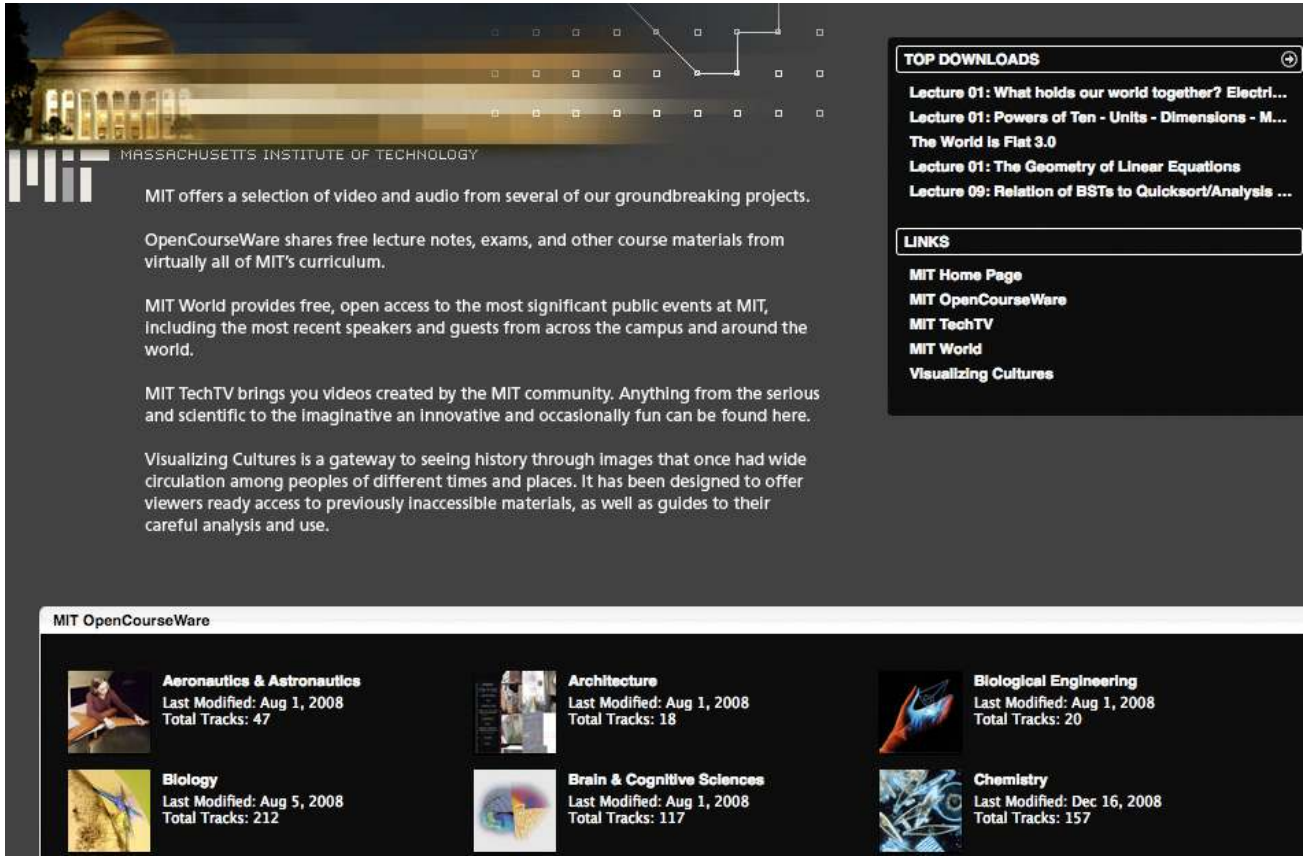


MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

MIT OpenCourseWare

MIT OCW on iTunes University

- Over 1000 hours of classroom video and audio



MIT OpenCourseWare

MIT OCW on Internet Archive

- Hosts OCW video downloads

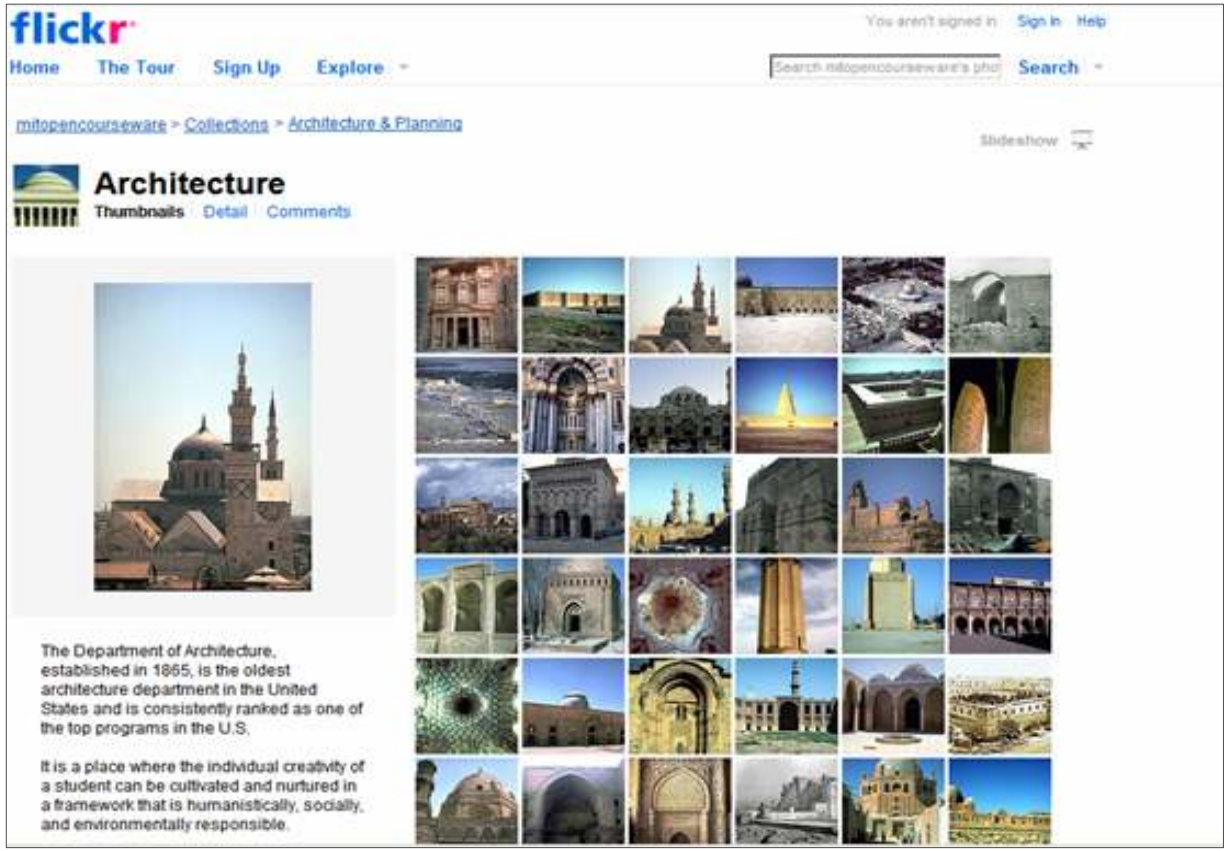
MIT OpenCourseWare

MIT OCW on VideoLectures.net

- European video distribution partner

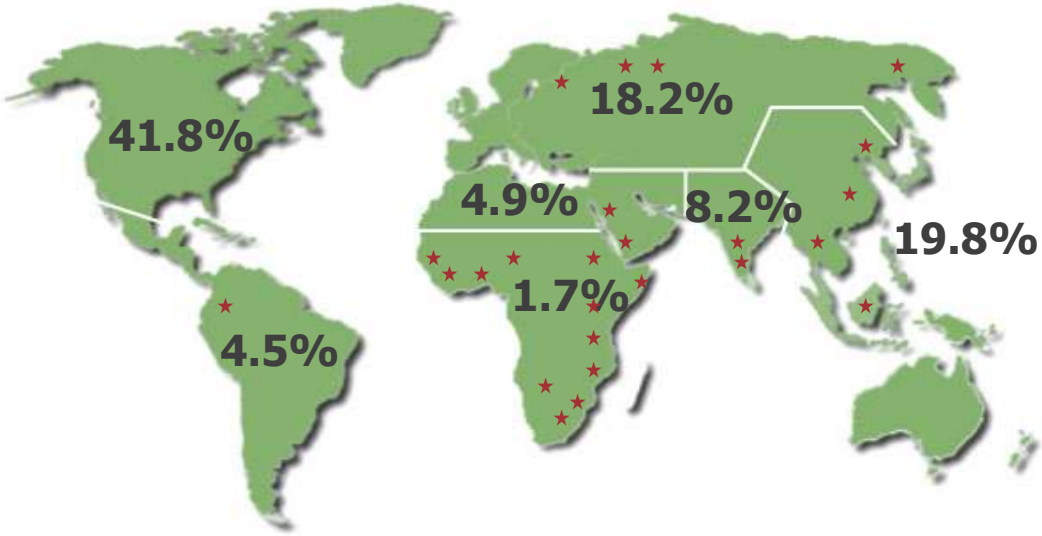
MIT OCW on Flickr

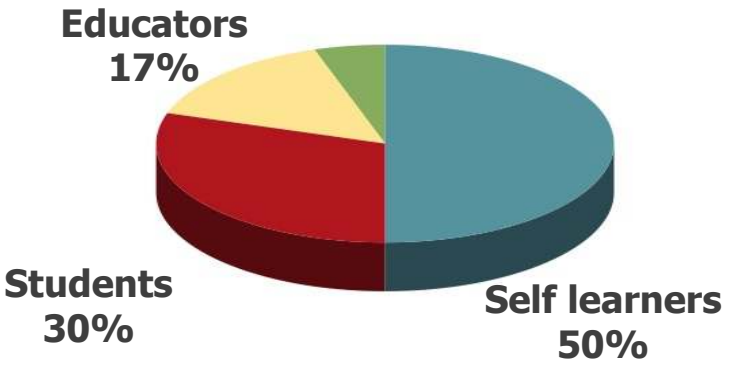
- Growing collection of OCW images

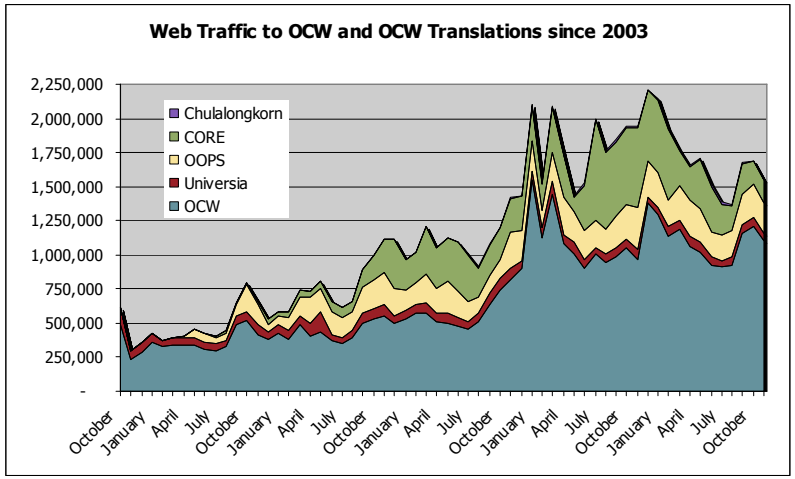


MIT OpenCourseWare

A Global Audience







Monthly Visits to OCW and Translations since October 2003

MITOPENCOURSEWARE
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MIT OpenCourseWare

Visitor Stories

"It's not simply the information that's valuable, but also the glimpse OCW offers into how MIT has structured its teaching and research."

MIT OpenCourseWare

Visitor Stories

"When you try to teach certain subjects and you don't have labs, or equipment, or any kind of visualization, the students end up lacking the expertise necessary for their future success as physics professors. The fact that MIT provides their materials without cost is simply extraordinary."

MIT OpenCourseWare

Visitor Stories

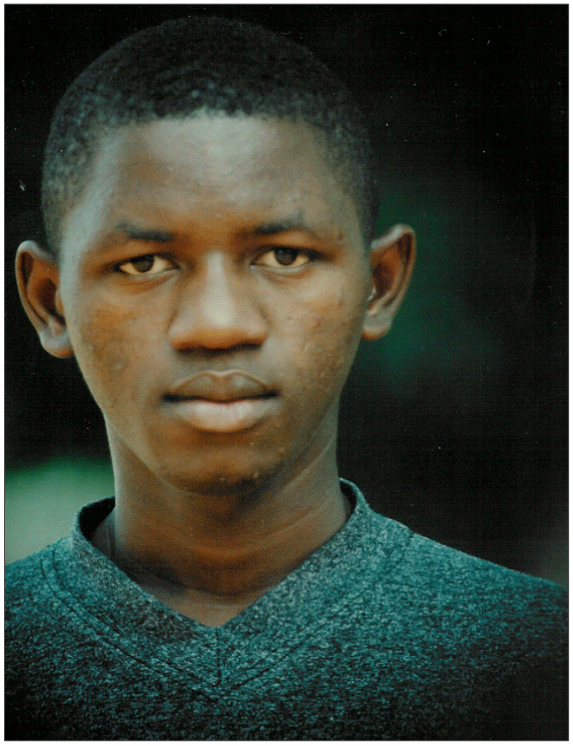
"I often download information from different topics and give it to our professors. Sometimes we discuss the information, other times they use the slides from the OCW site in class. It's a great resource."

MIT OpenCourseWare

Visitor Stories

"Last semester, I had a course in metallurgical engineering. OCW helped me gain a deeper understanding of the material."

Kunle Adejumo
Student
Ahmadu Bello University, Nigeria



MIT OpenCourseWare

Visitor Stories

"'Communications for Managers' is an excellent presentation of how managers can improve communication. That was something I could use and apply immediately."

Kushal Duneja
Operations manager and self-learner,
Bahrain

MIT OpenCourseWare

Visitor Stories

"What is so great about OCW is that it makes physics and math (and other subjects) available to interested and intelligent people who can't go to school for one reason or another."

Wendy Ermold
Researcher and self-learner,
US

MIT OpenCourseWare

Global Impact

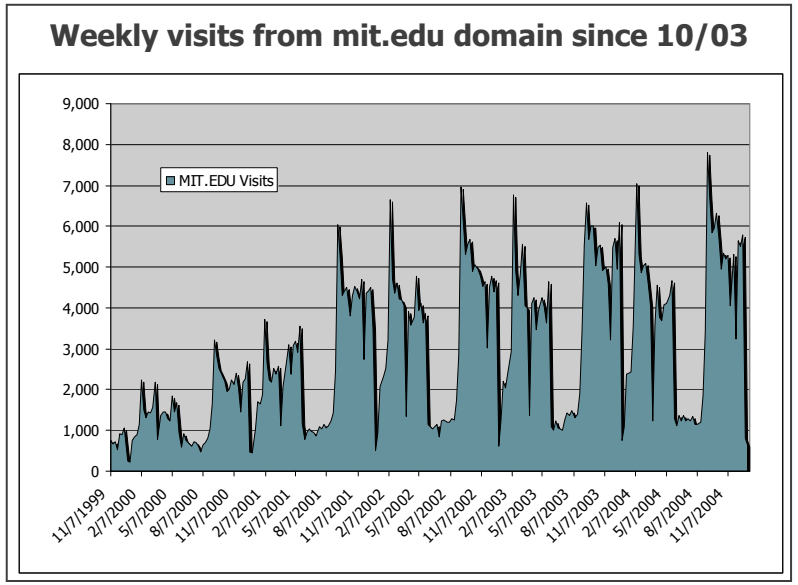
- 99% of users say OCW has had a positive impact

MIT OpenCourseWare

MIT Use and Benefits

Among freshmen who knew of OCW before choosing MIT:
- 35% say OCW influenced their choice significantly

Used by:
- 90% of MIT students
- 84% of MIT faculty
- 50% of MIT alumni and staff



- ✓**Supports MIT's public service mission**
- ✓**International showcase for MIT**
- ✓**Creates lifelong connections to MIT**
- ✓**Improves teaching and learning at MIT**

A Global Movement

Other OpenCourseWares

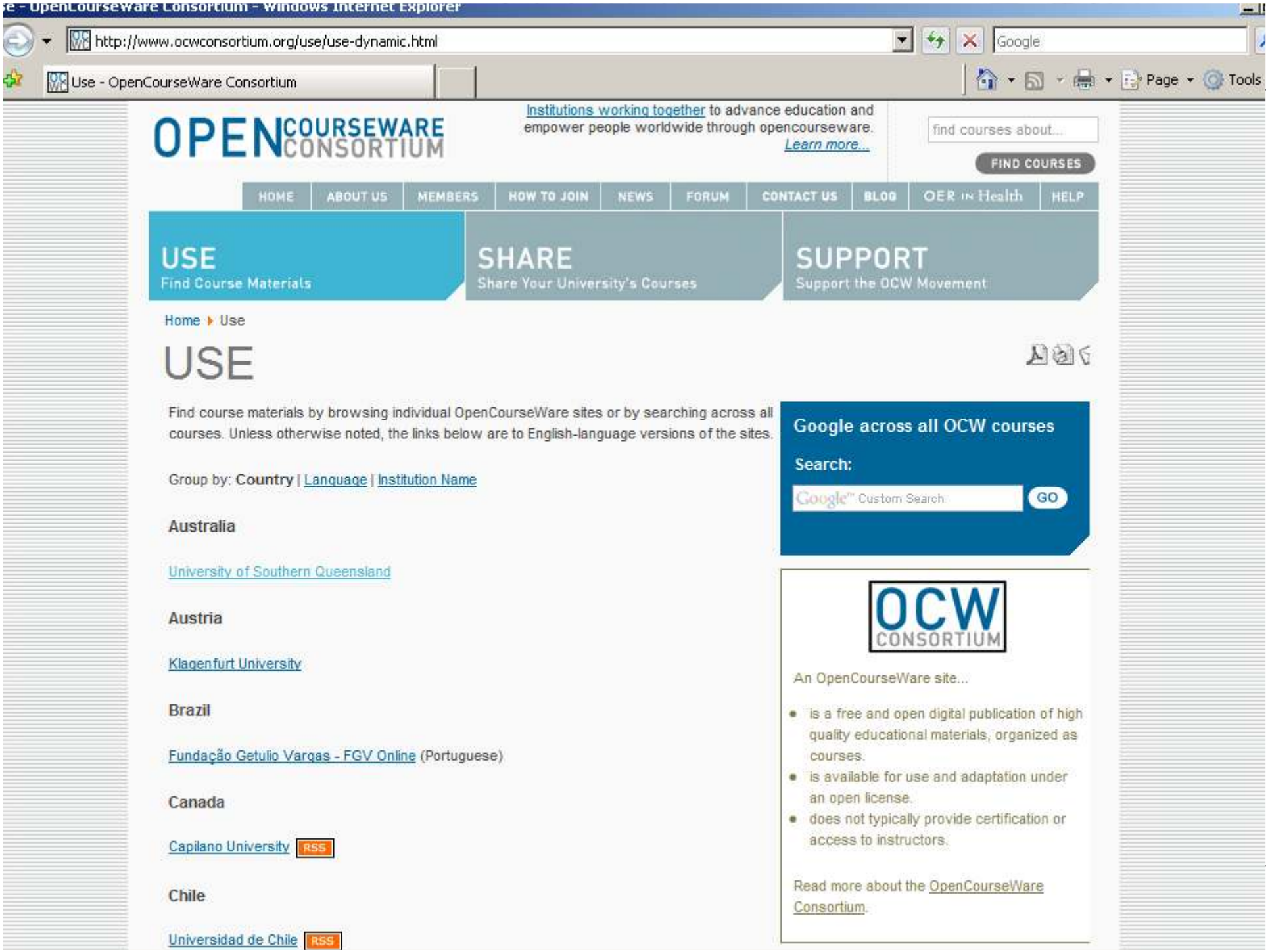
MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

The OCW Consortium

- Independent non-profit membership organization
- Institutions commit to publish at least 10 courses
- 1 global meeting per year, regional meetings, forums, working groups, blog
- ~250 institutions
- 100 live OCW sites
- ~7,400 courses

"Institutions working together to advance education and empower people worldwide through opencourseware"

http://ocwconsortium.org


http://www.ocwconsortium.org/use/use-dynamic.html
Use - OpenCourseWare Consortium
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Institutions working together to advance education and empower people worldwide through opencourseware.
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University of Southern Queensland
Austria
Klagenfurt University
Brazil
Fundação Getulio Vargas - FGV Online (Portuguese)
Canada
Capilano University RSS
Chile
Universidad de Chile RSS
Google across all OCW courses
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is a free and open digital publication of high quality educational materials, organized as courses.
is available for use and adaptation under an open license.
does not typically provide certification or access to instructors.
Read more about the OpenCourseWare Consortium.

The OCW Consortium

Best Practices

OCW Blog - Mozilla Firefox

http://ocwblog.org/

OpenCourseWare blog

A Code of Best Practices in Fair Use for Open Courseware

Corona of the Sun During a Solar Eclipse (No known copyright) (from flickr commons: http://flickr.com/photos/smithsonian/2534500722/)

A Note from the Fair Use on Open CourseWare team:

All of us have been frustrated by problems with third-party rights for open courseware materials. We know that if we could clarify when fair use applies, we could vastly expand the utility of what we do. And we know that in other cases, creative communities have done that. For instance, documentary filmmakers now find that insurers accept their claims of fair use, because they created a code of best practices in fair use. Similarly, media literacy teachers now can teach without fear, because they created a code of best practices in fair use. These codes of best practices were coordinated by Profs. Peter Jaszi and Pat Aufderheide, through the Center for Social Media and the Washington College of Law at American University.

We need a code of best practices in fair use for open courseware. A group of representatives at some of the open courseware universities—MIT, Tufts, Johns Hopkins School of Public Health, University of Michigan, Yale, Notre Dame, Berkeley, Creative Commons—have started a project to do this, in coordination with Jaszi and Aufderheide, and with financial support from the Hewlett Foundation and from each of our universities. Each of the eight participating universities' staff has set aside some part of their workload for this job.

Are you interested in helping to shape a code of best practices in fair use for open courseware? You can participate at several levels. If you would like to become a researcher on the project, just let Lindsey Weeramuni (lweera@mit.edu), the project's coordinator, know. Do you have a story to tell? Write Jaszi and Aufderheide at

The OCW Consortium

Countries Represented

Afghanistan
Australia
Austria
Brazil
Canada
China*
Chile
Colombia
France
Iran
Israel
Japan*
Korea*
Lebanon
Mexico
Netherlands
Peru
Puerto Rico
Portugal
Russia
Saudi Arabia
South Africa
Spain
Switzerland
Taiwan*
Thailand
Turkey*
United Kingdom
United States
Venezuela
Vietnam*

**national OpenCourseWare programs*

OCW CONSORTIUM

OCWC Global 2009

April 21-24 Monterrey Mexico

OCWC Announces Call for Papers for OCWC Global 2009

Published by Mike Caulfield on December 19, 2008 in opencourseware.

We would like to extend an invitation to all to submit paper and presentation proposals for the OCWC Global 2009 Conference. OCWC Global is one of the OCWC's premier events, and draws participants from around the globe. It will be held in Monterrey, Mexico from April 21 to April 24, on the Campus Monterrey of the Tecnológico Monterrey, Mexico.

This year the theme of the conference is "Content, Infrastructure, and Creativity".

From the Call for Papers:

> Creativity is often viewed as freedom of the imagination from the restraints imposed by economic necessity, convention, law or any number of other factors. Yet creativity also requires provision for the material and means of production. Establishing a solid foundation for informed creativity is one of the primary goals of the open education movement.
>
> How do we, as educators, designers and developers, present content so as to unleash, inspire and enable creativity on a variety of levels? How do we measure and build upon our successes, the most satisfying of which may be a long time coming to fruition?
>
> Meanwhile, infrastructure has traditionally been seen as the set of lower-level services and physical architectures which make the delivery of higher level services possible — pipes, roads, power grids, and server farms. It's been suggested that open content itself, and not just its attendant delivery systems, can be seen as infrastructure. It has also been suggested that the role

Opportunities and Challenges

Sustaining MIT OpenCourseWare

- Maintain MIT faculty support
  -minimize faculty effort on OCW, increase benefits

- Manage intellectual property
  -reuse open content, publisher agreements, "fair use"

- Improve the platform
  -add content, tagging & search, mobile delivery, Web 2.0 features

- **Develop a sustainable financial model**
  -$4M US per year, fundraising, new revenue sources

Opportunities and Challenges

Harnessing the Benefits of Open Content

- How can we build on the growing collection of open content to increase educational opportunities worldwide?

Content

Translations
Affordable textbooks

+

Practice and Support

Learning communities
Mentoring services

+

Certification

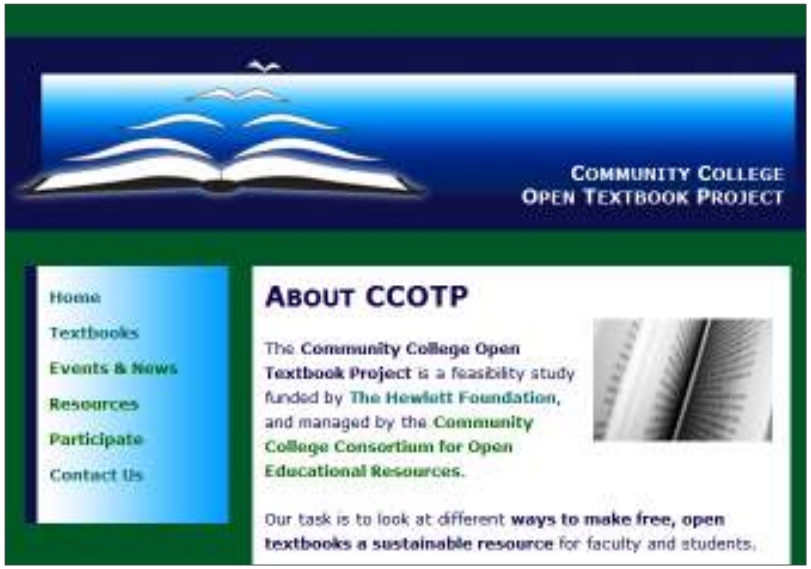
Assessment
Certification

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Opportunities and Challenges

Open Textbooks?

Community College Open Textbook Project



"Our task is to look at different ways to make free, open textbooks a sustainable resource."

Flat World Knowledge

"Great Minds Are Evenly Distributed. Great Textbooks Are Not. Until Now."

Opportunities and Challenges

Free Global Universities?

The New York Times

Education

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

POLITICS | WASHINGTON | **EDUCATION**

Israeli Entrepreneur Plans a Free Global University That Will Be Online Only

By TAMAR LEVIN
Published: January 25, 2009

An Israeli entrepreneur with decades of experience in international education plans to start the first global, tuition-free Internet university, a nonprofit venture he has named the University of the People.

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Shai Reshef

"The idea is to take social networking and apply it to academia," said the entrepreneur, Shai Reshef, founder of several Internet-based educational businesses.

"The open-source courseware is there, from universities that have put their courses online, available to the public, free," Mr. Reshef said. "We know that online peer-to-peer teaching works. Putting it all together, we can make a free university for students all over the world, anyone who speaks English and has an Internet connection."

About four million students in the United States took at least one online course in 2007, according to a survey by the Sloan Consortium, a nonprofit group devoted to

"The idea is to take social networking and apply it to academia."

Opportunities and Challenges

Where are we now?

The end of the very beginning.

MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Visit MIT OpenCourseWare online at
http://ocw.mit.edu

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