

# edX Cast Studies

 PERPETUAL LEARNING

OPENedX

# Case Study 1: Enabling Learning over Mobile Internet

- SocialEDU is a pilot project providing students in Rwanda free access to online education.
- Students will be able to access content via a Facebook integrated edX app, using free data provided by Airtel on smartphones subsidized by Nokia
- SocialEdu addresses 5 critical barriers to access by bringing together:
  - Free content
  - Free data
  - Affordable smartphones
  - Localized, social educational experience
  - A government that supports innovation



## Case Study 2: Partnering for Rural Internet Access

- Facebook's Internet.org and Unilever are sharpening their focus on India to research challenges with Internet access to rural communities. They plan to use edX for the learning experience.
- The results will be used for a number of their projects that are currently ongoing to help rural Internet adoption.
- Firki could be part of this or similar initiatives.



## Case Study 3: Delivering Learning for Technology Standards

- The World Wide Web Consortium (W3C) is an international consortium that develops Web standards for HTML, CSS and Web-apps
- W3C has partnered with edX to make MOOCs offering various courses in HTML5 and Web development
- EdX has created a platform to teach technologies from directly from W3C



## Case Study 4: Technology Partnerships to build MOOCs

- EdX is partnering with Google to jointly develop the edX open source learning platform, Open edX.
- In collaboration with Google, edX will build out and operate MOOC.org, a new site for non-xConsortium universities, institutions, businesses, governments and teachers to develop courses for a global audience, resulting in highly available and blended courseware.
- MOOC.org will be built on Google infrastructure.

*MOOC: Massive Open Online Course*



## Case Study 5- Delivering the McKinsey Way via edX

- McKinsey, a top tier Management Consulting Firm, is now offering courses on Professional Development using McKinsey management techniques
- Courses are led by former Mckinsey Consultants, designed to apply management techniques in practice
- The entire McKinsey academy platform is built using Open edX
- Note: Bruno Kavanagh on Perpetual Team is former Head Instructional Designer for McKinsey Academy

## Case Study 6: Mobile First Approach with Qualcomm

- EdX partnered with Qualcomm to bring MOOCs online as education for the mobile generation.
- Students will be able to access coursework 24x7 so they can work on their own schedule.
- Accessible on the go- Optimized bandwidth and device-type.
- Students will interact with other students willing to help instantly, instructors can provide feedback, course assessment real-time.



# Open edX Platform Setup and Customization

## Perpetual Learning

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