Economic feasibility study of transforming 10 academic courses to MOOC through CAMPUS platform, for students and other potential audiences

Innovative University
Brand the university as an innovative organization, primarily for a younger audience

New Audiences
Share and distribute academic knowledge to new & diverse populations

Flexibility
Offer flexibility for students to choose the time, place and pace of the course

High Quality Learning
Courses based on the best lecturers, quality content and interactive learning methods

Digital Learning Skills
Prepare students for the future through building digital learning skills

Providing access to Academic MOOC courses will allow the university to reach new audiences, that can generate new potential income channels

<table>
<thead>
<tr>
<th>Cost reduction for university students</th>
<th>Income channels</th>
<th>Direct admissions</th>
<th>Training for public sector employees</th>
<th>Operating costs</th>
<th>Potential economic benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>M NIS / year</td>
<td></td>
<td>0.7 M NIS / year</td>
<td>0.6 M NIS / year</td>
<td>0.4 M NIS / year</td>
<td>1.5 M NIS / year</td>
</tr>
<tr>
<td>0.2 M NIS / year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online courses for high school students</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M NIS / year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.4 M NIS / year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Transforming 10 highly demanded academic courses to MOOC; number of students per course is unlimited, we assume only 300 students per course will take the final exam; of which, 150 are university students, 80 candidates in direct admissions, 40 high school students and 30 in Training for public sector employees
2 Savings come from reducing hours of lecturers and instructors, as well as savings in building costs
3 University admissions based on candidates grade in 3 online courses + their high school grades; we assumed 500 candidates apply each year, taking 3 courses each, for 500 NIS per course
4 MOOC academic courses will be integrated into high school curriculum for thousands of high school students; we assume 500 students per year will actually take the exams, 1.5 courses each (at average) for 500 NIS per course
5 Assuming 300 public sector employees would take exams in 2 courses at average, for 1,000 NIS per course
6 Return on investment in 5 years, assumed 3% capitalization, 3 years until full operation of 10 courses, 2 semesters per year, full capacity in all courses