Questrom’s Micromasters Experiment

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Associate Provost for Digital Learning & Innovation
Richard C. Shipley Professor of Management
Boston University
Choose Your Program
MicroMasters programs from prestigious universities are designed for top careers. Choose the one that's best for you.

Learn Great Things at Your Own Pace
Complete each course, whenever and wherever you choose - this is mastery made flexible!

Earn a Valuable Credential
Prove you've gained the critical knowledge and in-demand skills to stand out in your field.

Advance Your Career
MicroMasters programs are validated by top tier companies to ensure a competitive advantage for career success.

Or Pursue a Full Master's Degree
Apply to the university that accepts your MicroMasters certificate for credit and, if accepted, the certificate will accelerate your degree.

Boston University Digital Learning & Innovation
Digital Leadership
Learn the skills and perspectives to lead in today’s digital age, harnessing the power of...

Courses

Digital Transformation Strategy
Strategies for driving business success in the new digital economy.
View the Digital Transformation Strategy course

Platform Strategy for Business
Learn how to design, launch, monetize and compete in a networked platform market.
View the Platform Strategy for Business course

Leading in the Digital Age
Develop the capabilities required to dynamically lead, innovate, co-create and build relationships in the fast-moving digital age.
View the Leading in the Digital Age course

Driving Digital Innovation through Experimentation
Learn how to apply principles of experimentation at the technical, organizational and strategic levels of your business to drive digital innovation.
View the Driving Digital Innovation through Experimentation course

Business Analytics for Data-Driven Decision Making
Learn how to lead your firm to make better business decisions using analytic methods and create competitive advantages from data.
View the Business Analytics for Data-Driven Decision Making course

Pursue the Program ($1000 $900 USD)
Digital Product Management
Learn essential tools and techniques to manage the development, launch and growth of digital products and advance your career as a product manager.

Courses

**Product Management with Lean, Agile and System Design Thinking**
Learn how to plan, develop and deliver on all aspects of work in the lifecycle of digital products using lean, agile and systems design thinking.
[View the Product Management with Lean, Agile and System Design Thinking course](#)

**Platform Strategy for Business**
Learn how to design, launch, monetize and compete in a networked platform market.
[View the Platform Strategy for Business course](#)

**Strategic Social Media Marketing**
Learn how to drive social media engagement by linking strategy and tactics and measuring results.
[View the Strategic Social Media Marketing course](#)

**Driving Digital Innovation through Experimentation**
Learn how to apply principles of experimentation at the technical, organizational and strategic levels of your business to drive digital innovation.
[View the Driving Digital Innovation through Experimentation course](#)

**Business Analytics for Data-Driven Decision Making**
Learn how to lead your firm to make better business decisions using analytic methods and create competitive advantages from data.
[View the Business Analytics for Data-Driven Decision Making course](#)

Pursue the Program ($1000-$900 USD)
DAYS BETWEEN FIRST AND LAST RECORDING: 385
1ST DAY: MARCH 22ND, 2017
LAST DAY: APRIL 11TH, 2018
23 Hours of Video Content

501x - 01:41
502x - 02:28
503x - 01:33
504x - 05:44
505x - 03:10
601x - 04:54
602x - 03:23
83,110 Enrolled Learners
Students from 183 Countries
2,173 Verified Learners
Detailed enrollment data (1\textsuperscript{st} run only)

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<th>Course Full Title</th>
<th>Total Enrollment</th>
<th>Number of Verified Learners</th>
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- Totals over all 3 runs almost double that
What we learned

- It’s a lot of work!
- Faculty did great, came away as better teachers
- It’s not cheap ($700k investment for 6 courses) but it will pay off for itself within 2 years (4-5 offerings)
- It’s a student recruitment platform
  - 10 applications for Fall 2018 residential MSDi program (1 accepted, 4 deferred)
- It generates executive education and consulting opportunities
Current directions

- Develop residential MSDi program; capitalize on international brand of edX
- Repurpose digital assets developed for corporate learning market
- Build on digital teaching and learning expertise of 13 Micromasters faculty to launch conventional distance education programs