

# Fudan University's First MOOCs Course to Be Launched in April

By Zong He & Lu Xiaolu

Fudan University takes its first step to "go beyond the campus wall" and join in the global MOOCs platform. Its first MOOCs course "Big data and information dissemination" will be formally launched onto the Coursera platform on April 1. The school emphasizes that it focuses more on strengthening the curriculum and exploring the innovation in teaching mode, rather than developing market and platform which it's not very good at.

"Big data and information dissemination", Fudan University's first course on the global MOOCs platform, will be taught by Professor Cheng Shian, a famous teacher from Fudan University's School of Journalism. In the course, Cheng covers a large amount of unique and interesting information propagation phenomena, analyze the unique relationship between "people", "media" and "information" and the basic laws in the big data era, revealing the competition between the physical classroom and cloud classroom. This course indeed keeps pace with times.

In classroom, Professor Cheng throws a series of interesting questions: While people are tirelessly exploring the Earth's endless mysteries, they are also faced with the challenge to decrypt the magical phenomena in the cyber world; do we fully understand the basic structure and survival rule of the complex world of networks? In the limitless magical cyber world, are we able to identify and put insight to the various kinds of populations that live in social media? Can we clarify the unique law about the mosaic, connections, and emergence of the social groups in

the cyber world? Is the dialogue between network groups sober, realistic, or balderdash? And what is the reason for the dialogue? Is there an invisible intrinsic motivation force and extrinsic driving force in the complex world of networks? If so, what are they? Where are they? How to measure them? How to optimize the route of network information dissemination? All the answers lie in and beyond the classroom.

According to Fudan University, Professor Cheng had organized the students to gather information, read

literatures, make surveys, have group discussions and debates, and write papers for 8 topics. And their efforts have been transformed into a book, which will appear on the MOOCs platform this April along with the course.

"MOOCs is a very good platform, which can continuously promote and stimulate the development of our courses." But Professor Cheng also said that, MOOCs cannot fully carry all his thoughts on classroom teaching, or replace the "face to face" interaction and discussions between

teachers and students. The content of physical courses must be enriched and innovated, and this is something which can't be done by online video courses.

Unlike other online courses, "Big data and information dissemination" is not only about carefully making the teaching videos for the online course, but also is a mixed teaching course open to the students of Fudan and a larger audience outside the classroom through live video broadcast. Learners on the Coursera platform can also communicate with teachers

through the network platform. And the classroom discussions can be viewed by online learners via videos, and vice-versa, thus "synchronizing" interaction between physical classroom and online courses.

"In the MOOCs platform, learners from around the world will throw all kinds of questions to the teacher. And the teaching focus is not on disseminating knowledge, but more on inspiring students and guiding students to learn more effectively." Lu Fang, vice president of Fudan University believes that in the process of developing MOOCs, the teachers, as well as the students, need to re-examine their existing teaching and learning perspective. Introducing the MOOCs resources into the traditional classroom and adopting the use of mixed learning can promote the development of university's high-quality curriculum resources and teaching model innovation. "The quality of the courses is vital to a university. And it plays an important role in getting a place in the global pattern of the MOOCs for Chinese universities and colleges in the great tide of the Internet economy."

Lu Fang said that, currently, Fudan is officially starting the development of a number of art, science, and medical courses. 6-8 courses are expected to be launched prior to the start of the new semester in September. Fudan University has joined the MOOCs program of U21 (universities 21), and at the appropriate time will launch the appropriate English MOOCs. After the introduction of mixed classroom teaching model, and getting ready for the future, Fudan will put various kinds of courses on platforms that are suitable for different groups of learners.



## Massive Open Online Course

# Institute for Advanced Training Established by Tongji

By Huang Aijiao

It has become an inevitable trend for the Chinese economy to "go global". How to boost the successful implementation of the going global strategy of Chinese enterprises? Recently, the two-day "2014 Summit Forum on Boosting the Global Strategy of Chinese Enterprises", co-sponsored by Tongji University, Shanghai Public Diplomacy Association, and the Newland International Communications Group, was held at Tongji University.

At the opening ceremony, Tongji University, Shanghai Public Diplomacy Association, and the Newland International Communication Group signed the "Framework Agreement on Cooperation in Education". And the three parties will unveil the joint program of "Tongji University Shanghai International Institute for Advanced Training"

(under preparation). According to introduction, the institute will be committed to providing talent training and intellectual support services to promote China's "go global" strategy, and helping Chinese enterprises build up their own talent and knowledge reserve during the internationalization process so as to enhance Chinese enterprises' practical ability to go to international market.

The experts attending the ceremony said that in the past decade, Chinese enterprises have experienced a leap in growth of overseas investment. Chinese enterprises, represented by real estate and construction contracting businesses, have made their first step forward towards the tide of internationalization. And it has become an inevitable trend for the Chinese economy and enterprises to "go global". But in the process of "going global", Chi-

nese enterprises are faced with some "Short boards" like lack of understanding of the international market for export of capital, insufficient soft lower such as public diplomacy concepts, the ability to integrate resources, the cross-cultural management abilities, etc. They think that in the next decade, the globalization of Chinese enterprises will enter a new stage, and the Chinese enterprises will face challenges as well as opportunities during the process of transformation and moving towards the high end of the international industrial chain.

Zhao Qizheng, dean of Renmin University of China's School of Journalism, believes that the Chinese enterprises is a pioneer of globalization, as well as an important carrier of public diplomacy, who need to develop a conscious awareness of public diplomacy, better represent China in the international arena.

# Shanghai Sci-Tech Finance Research Institute Founded

By Mao Xinhui

As Shanghai's first science and technology finance research institute, the Shanghai Science and Technology Finance Research Institute was recently established in Yangpu District, Shanghai.

This institute with a structure of council is jointly founded by the Shanghai Institute of Finance and the People's Government of Yangpu District. The preparation work began in 2012, and upon completion it became a knowledge service platform for universities and colleges. This institute is dedicated to becoming an important think tank in the fields of science and technology finance in China. Based in Yangpu, serving Shanghai, and influencing the whole country, the institute focuses on developing Yangpu's core functional area of science and technology finance, innovating sci-tech finance products and pooling relevant talent, and playing

a "leading" role in supporting sci-tech finance decision-making.

The relevant responsible person from Shanghai Institute of Finance believes that the key to the development of science and technology finance service platform is to enhance the ability of practice, to obtain the platform's advantage through differentiated competition, and to make connections between colleges, enterprises and governments. In regards to institutional and mechanism innovations, the platform will attract social resources into the course development by inviting internationally renowned experts. Meanwhile, the research achievements on the platform should have independent intellectual property rights, and have the ability for serving the governments, industries and society. Moreover, we should try to get city-level government recognition and industry recognition from home and abroad for the research results.