**Workshop: Learners First**

**Designing great courses for online learners**

**When: Wednesday, 26th August, 14h30-16h**

**Presenter:** Anjuli Gupta, Head of Academic Partnerships, Emerging Markets, Coursera

**Location:** Auditório 1 da AFPU – Agência para a Formação Profissional da Unicamp – Prédio da Reitoria 6

**What will be discussed:**

* Introduction to MOOCs and the Coursera platform
* Overview of learners in Brazil -- demographics and interests
* Specializations, sponsors, and building credibility with off-campus learners
* Latest techniques in online pedagogy
* Course launch support available in 2015
* Development of a portfolio of courses for release

**Who should attend:** Excellent instructors interested in developing courses on foundational subjects, in Portuguese. We especially welcome instructors who are open to teaching a series of courses and have experience in the topics below:

* **Business:** Foundations of Business (first semester MBA course work in, e.g., Strategy, Marketing, Finance, Operations, Management), Building Your Family Business, Business Analytics, Business Leadership for Brazil / Latin America
* **Data Analytics:** Data Analysis Fundamentals, Introduction to Data Engineering, Supervised Learning, Unsupervised Learning and Data Mining
* **Technology:** Introduction to Programming and Computer Science, Algorithms, Beginning Android Development, User Interface Design, Product Management
* **Excellent courses in college-level fundamentals:** Introductory courses in liberal arts and humanities, mathematics and analytical thinking, social sciences and hard sciences that can transform educational opportunity for learners