Online vs. In-house training vs. MOOCs

We often get questions like: "Shall I conduct this training as in-house training or online course?" or "Why should I book your online academy, there are many free MOOCs online?" There is no clear answer, so let´s look at the merits of each course format. The colour coding (red = negative, green = positive) shows: each format has its strengths!

	In-house	NSC Online Academy	MOOC (Massive Open Online Course)
Adapted to target audience	YES	YES	NO
Extra content (eBooks, pdfs etc.)	YES	YES	Sometimes
High variety of teaching methods	YES	YES	Sometimes
Flexible delivery (where and when it is delivered)	Fixed place and date	When- and wherever it suits the learners. Especially relevant for learners with caring responsibilities	When- and wherever it suits the learners. Especially relevant for learners with caring responsibilities
Didactic formats	Formats with personal, physical interaction (e.g. role plays) possible	Formats like sourcing of information, sharing in the group and discussing peer-to-peer possible	Massive peer-feedback formats possible

	In-house	NSC Online Academy	MOOC (Massive Open Online Course)
Pace	Instructor can adapt, but only to the group as a whole	Self-paced: learners can slow down or repeat content delivery	Self-paced: learners can slow down or repeat content delivery
Delivery in...	... one big, coherent block	... bite-sized units	... bite-sized units
Cost	high	medium (depending on group size)	None to low
Scalable for larger groups?	Talks: scalable Workshops: larger groups require parallel workshops for optimal delivery	Larger groups can be accommodated in the same course, lowering the price per learner	Most formats *only* work for very large groups
Motivation by...	... group experience	... autonomy, own pace	... autonomy, own pace
Dropout rate	Very low	Low to very low	Typically 90%
Learner-learner interactions	Face to face networking during e.g. coffee breaks	Discussion groups, breakout rooms, calls, peer feedback	Discussion groups, peer feedback
Direct rapport between learner and instructor	Personal encounter	Live interaction in webinars, one-to-one feedback and calls	Seeing instructor´s face in the videos
Technical requirements	Seminar room with projector, movable tables	Computer (no software installation necessary)	Computer, sometimes software installation