



University of Oxford Case Study



OBJECTIVES

Create a global-reaching MOOC, leveraging Sir Paul Collier's MPP course to engage stakeholders and build brand awareness, promoting BSG's vision of a "world better-led, better-served, and better-governed."



OUR APPROACH

Shaping Oxford's MOOC involved a collaborative strategy with user research. The iterative, Constructivist-guided approach is refined in real-time, keeping videos concise. The global storyline blended Oxford's charm with modern visuals, featuring real-world case studies. Oxford Faculty's engagement turned students into main characters in our knowledge production.



OUTCOMES

The MOOC provided an optimized "Oxford Experience" to a global audience, enrolling over 100,000 learners from 150+ countries, surpassing Oxford's student body. This success laid the foundation for a strategic partnership, leading to collaborations, including micro-masters and AI programs.



"A completely charming, highly informative course for those not terribly familiar with global economics. And, trust me, "charming" is the last word I'd ever expect to use about economics."

KAREN CARLSON

Independent Third-Party Course Review

Read the full review [here](#).