

## THE IMPORTANCE OF HAVING MOOCS IN AZERBAIJAN

*Hajiyeva E.N.*

*Azerbaijan Tourism and Management University, Baku, Azerbaijan*

*e.hajiyeva@atmu.edu.az*

**Summary.** The purpose of this academic paper is to create awareness of MOOCs among Azerbaijani universities and show the importance of having MOOCs platforms in Azerbaijan. Since 2008 when the MOOCs created, the interest to this program has grown tremendously. The reason of a tremendous growth was free online courses that everyone could enroll. Huge range of academic and business courses offers by MOOCs in the field of Computer Sciences, Medicine, Cybersecurity, Big Data, Business and Management, Entrepreneurship, Excel, Java, Programming, Statistics and etc. The academic paper gives information about MOOCs in order to create awareness of MOOCs among Azerbaijani students and academic staff and shows the importance of creating the MOOCs in Azerbaijan.

**Key words:** Massive Open Online Courses (MOOC), online courses, Azerbaijan, internet, information technology.

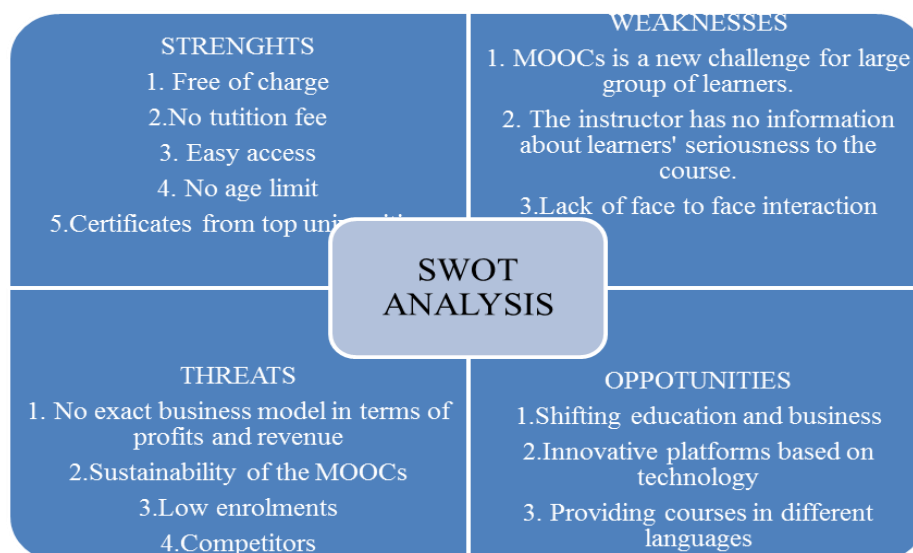
**Introduction.** Internet changes the way people get the information, even education. Information technology improved the quality and capacity of online delivery of education.

MOOCs strongly ties to other industries, not only with academic courses. The online courses popularity doubled since 2008. The first MOOC was given by George Siemens and Stephen Downes in 2008. (Downes., 2012) .

MOOC stands for “Massive Open Online Courses” and the main purpose of this project is educate people free of charge. These technologies can provide very powerful competitive advantage for an education system all over the world, however, little is known about the adoption and influence of them in Azerbaijan. The growth and development of information technologies in the last few years revolutionized both economies of the countries and enterprises operations. (O' Connor, 2004).

The author analyzed the SWOT of MOOCs by showing Strengths, Weaknesses, Threats and Opportunities. Massive Open Online Courses have ranges of advantages and disadvantages which shown in the table. One of the main threats of Massive Open Online Courses is that there is no exact business model, which shows stable profits and revenue. The MOOCs periodically needs a proper plan in order to keep the revenue balance. Low enrolments show the percentage of leaners who registered to the online courses. In order to create the competitive advantage, the MOOCs should periodically analyze the competitors. The opportunities for these online courses can be innovative platforms based on technology improvement (Educause, 2019).

**SWOT analysis of MOOCs.**



**Table 1.** SWOT analysis of MOOCs (Massive Open Online Courses (MOOCs), 2019).

### **The importance of MOOCs in Azerbaijan.**

Nowadays education is one of the most important and potential industry. One of the most recent educational phenomena related to distance learning education are MOOCs (Massive Open Online Courses). They retain and extend some of the features that attract students to distance learning education – flexibility is among them (Role of Online Education, October 12, 2016).

If compare with last three decades, the level of education increased dramatically. Much is changing however; some values remain a priority. Creating the awareness and platform of MOOCs in Azerbaijan is a main goal of academic paper. Studying abroad for many years considered the best solution for those who want to give their children a truly high quality and promising education (Kathryn E. Linder, Mattison Hayes, Chrysanthemum, October 15, 2018).

The rapid development of Information Technology broke some stereotypes in education system, too. Now people can get their Bachelor's degree, Master's Degree without moving to other countries. Everyone can take massive online non-degree courses that offers by top universities like Harvard University, Stanford, Cambridge, Berkeley, Washington and etc. for free of charge (Edx, 2019).

**Recommendation & Conclusion.** Considering the SWOT analysis of MOOCs creating the online platform for proving the huge range of academic programs can be a very successful project in Azerbaijan. People especially, the main target audience students and academic staff will benefit from MOOCs a lot. If consider the language instruction will be mainly in Azerbaijani, then the students who do not know English language can benefit from this Massive Open Online Courses. The main aim of creating MOOCs is to solve language barriers for the students who are not good at learning foreign languages and for academic staff who is above 50 and have poor language skills. Furthermore, the platform will increase the computer skills of students and professors. The academic staff can also benefit by enrolling program as a Lecturer of any academic program. Massive Open Online Courses can be a new challenge for large group of learners, which can effect positively the target market. The disadvantages of MOOCs are instructor cannot control the learners' willingness to learn about the course. In order to solve this problem, the author offers to create concept in terms of controlling the learners. The instructor can contact twice in a month with learners by via email or make a skype call. What is more, Massive Open Online Courses (MOOCs) which can be create in Azerbaijan will differs from other MOOCs. The difference will be in the structure of online education where the instructor should meet ones in a month with learners. This

will help learners to make clear some points which they did not understand and they will have chance to discuss their concerns' face to face.

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## ОЦЕНКА КАЧЕСТВА В ВЫСШЕМ ОБРАЗОВАНИИ. ВОСПРИЯТИЕ МЕНЕДЖЕРАМИ КАЧЕСТВА ЭФФЕКТИВНОСТИ

*Гусейнов Нухад*

*Сумгаитский государственный университет, г. Сумгаит, Азербайджан  
huseynovturgay@mail.ru*

В данной статье предлагается смешанный метод исследования факторов, определяющих эффективность обеспечения качества в высших учебных заведениях. Мы собрали данные опросов немецких высших учебных заведений, чтобы проанализировать, насколько менеджеры по качеству считают свои подходы к обеспечению качества эффективными. На основе этих данных мы разрабатываем обычную регрессионную модель наименьших квадратов, которая объясняет воспринимаемую эффективность через структурные переменные и определенные действия менеджеров по качеству, связанные с обеспечением качества. Результаты показывают, что поддержка со стороны высшего руководства высших учебных заведений и сотрудничество с другими учебными заведениями являются важными предпосылками для большей предполагаемой степени эффективности обеспечения качества. Кроме того, роль менеджеров по качеству как сторонников обеспечения качества демонстрирует существенную корреляцию с предполагаемой эффективностью. Напротив, санкции и восприятие обеспечения качества как еще одного административного бремени показывают отрицательные корреляции.

### Оценка качества в высшем образовании

За последние десятилетия качество преподавания и обучения стало основной стратегической проблемой в системах высшего образования по всему миру (Харви и Уильямс 2010; Эндерс и Вестерхейден 2014). В Европе Болонский процесс, а также другие параллельные разработки ускорили внедрение и разработку институционализированных механизмов обеспечения качества (ОК) и управления качеством (УК). Что наиболее важно, в рамках новой парадигмы государственного управления (стандартизированное) сравнение образовательных результатов, рейтингов и более высокой степени автономии и