

## WORKSHOP: Incorporating MOOCs in university curriculum

MOOCs 活用の実態について、システム、コンテンツ、評価方法、学習効果など、様々な側面について香港理工大学ホテル・ツーリズムマネジメント学部Prof Qiuにお話いただきます。教職員、研究生、学部生の方々、どなたでもご興味のある方、ぜひご参加ください。

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国際観光学研究センター(CTR)会議室 (経済学部南棟 1F)

### Using MOOCs to Facilitate Industry Liaison and Industry Training - An Example from The Hong Kong PolyU MicroMasters.

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) has launched a MicroMasters programme in International Hospitality Management (IHM) to bridge the knowledge gap between higher education and the workplace. Signalling the latest innovation in higher education, the MicroMasters is a first-of-its-kind credential designed for learners looking for opportunities to advance their careers or follow a path to an accelerated on-campus programme. Led by the Professor Hanqin Qiu and designed to develop learners' ability to manage high quality businesses around the globe, the MicroMasters in IHM is the world's first online hospitality and tourism MicroMasters, offered in the form of MOOC (Massive Open Online Courses) via the edX platform. The program has attracted more than 16, 000 enrolments from more than 168 countries.

The MicroMasters has a number of distinctive features. The School's professors are supplemented by top professors contracted from global leading institutions. Second, the course materials including film, videos, and written materials are accompanied by a Chinese translation Third, the course has a credit-based option for those wanting to receive certification of their performance and also may be used to apply for the campus-based degree. Fourth, has been the extensive support from industry companies including airlines, top quality hotel and spa companies, and also some SMEs. A more recent development has been liaison with industry companies to provide both on-line and off-line training for their staff. In this presentation, the case of the Dragon Hotel in Hangzhou, China will be presented as an example of the great potential of MOOCs platforms to transfer higher education specialist knowledge to meet industry needs.

Speaker: **Professor Hanqin Qiu**  
**School of Hotel & Tourism Management, The Hong Kong Polytechnic University**



Professor Hanqin Qiu is a Professor of international tourism. She received her BA from Nankai University in Mainland China, her MA from University of Waterloo in Canada, and her PhD from University of Strathclyde in UK. She has been the Editor-in-Chief of *Journal of Quality Assurance in Hospitality and Tourism*. Currently she is the chairlady of learning and teaching committee at School of Hotel and Tourism Management in which she is leading the development of *HKPolyUx MicroMasters Credential in International Hospitality Management*. Professor Qiu has been actively involved in consulting and executive training programs.

Enquiries: 観光学部 加藤 [kumikato@center.wakayama-u.ac.jp](mailto:kumikato@center.wakayama-u.ac.jp) (8558)  
国際観光学研究センター [ctr-info@center.wakayama-u.ac.jp](mailto:ctr-info@center.wakayama-u.ac.jp) (7887)