

Massive Open Online Course Market by Platform (CMOOC, XMOOC), Course (Humanities, Computer Science & Programming, Business Management, Education & Training), Service (Consulting, Implementation, Training & Support) & by Region - Global Forecast to 2020

<https://marketpublishers.com/r/M98C56A4B00EN.html>

Date: December 2015

Pages: 141

Price: US\$ 5,650.00 (Single User License)

ID: M98C56A4B00EN

Abstracts

The growing demand of reliable online learning technologies is the driving force of Massive Open Online Course (MOOC) market.

The market is estimated to grow from USD 1.83 billion in 2015 to USD 8.50 billion by 2020, at an estimated compound annual growth rate (CAGR) of 36.0%. Adoption of device-based computing, increased connectivity of platform, and emergence of online and collaborative learning and personalization of technology are some of the prominent factors driving the adoption of MOOC platform and services.

Asia-Pacific (APAC) expected to be grow at the highest CAGR for MOOC platform.

XMOOC is estimated to contribute the largest market share for the platform market during the forecast period. Furthermore, due to rise in the education cost, the MOOC platforms are expected to gain traction and would grow at the highest CAGR in the next five years. CMOOC is projected to grow at highest CAGR from 2015 to 2020. Training and support in the service segment is expected to grow at a highest CAGR during the forecast period.

To determine the market size of various segments and sub-segments of MOOC market extensive, secondary research is done. The collected data were then verified through

primary interviews. Distribution of primary interviews is as follows:-

By Designation: - C-level -40%, Director level-30%, and other -30%

By Company Type: - Tier 1- 35%, Tier 2- 40% and Tier 3 -25%

By Region: - North America- 40%), Europe -25%, Asia-Pacific-20%, and Rest of World - 15%

Note: Others include MOOC managers, marketing managers, and product managers.

Note: Tier 1 companies have revenues more than USD 10 billion, Tier 2 companies range in between USD 1 and 10 billion or overall revenues, and Tier 3 companies range between USD 500 million and USD 1 billion of overall revenues.

Big data tools and analytics are increasingly contributing to the increasing popularity of MOOC.

Examination outcomes and assignment grading are made easy with MOOCs because of its online nature, which is otherwise a slow and tedious procedure with traditional data gathering techniques. The records are easily managed with big data tools, giving educators the advantage of real-time data management

Various key players in the MOOC market profiled in the report are Coursera, edX, Instructure, Miriadax, FutureLearn, Udacity, Coursesites, Iversity, Open2Study, and NovoEd.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the MOOC market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across end-users and regions.
2. The report will help stakeholders to understand the pulse of the market and provide them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help in understanding the competitors better and gain more insights to strengthen their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers and acquisitions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATION
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE MOOC MARKET
- 4.2 MOOC MARKET: TOP THREE COURSES
- 4.3 MOOC MARKET: TOP THREE COURSES AND REGIONS (2015)
- 4.4 GLOBAL MOOC MARKET COURSE, BY REGION (2020)
- 4.5 MOOC REGIONAL MARKET
- 4.6 PRODUCT GROWTH MATRIX
- 4.7 LIFE CYCLE ANALYSIS, BY REGION, 2015

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 EVOLUTION

5.3 MARKET SEGMENTATION

5.3.1 BY PLATFORM

5.3.2 BY COURSE

5.3.3 BY SERVICE

5.3.4 BY USER TYPE

5.3.5 BY REGION

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Rising cost of education

5.4.1.2 Adoption of device-based computing

5.4.1.3 Emergence of online and collaborative learning

5.4.1.4 Personalization of technology

5.4.2 RESTRAINTS

5.4.2.1 Difficulty in adoption of server-based computing

5.4.2.2 Low completion rate of courses

5.4.3 OPPORTUNITIES

5.4.3.1 New developments in technology

5.4.3.2 Strategic alliances and partnerships

5.4.3.3 Ease of deployment

5.4.4 CHALLENGES

5.4.4.1 Decreased government funding

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT OF NEW ENTRANTS

6.3.2 THREAT OF SUBSTITUTES

6.3.3 BARGAINING POWER OF SUPPLIERS

6.3.4 BARGAINING POWER OF BUYERS

6.3.5 INTENSITY OF COMPETITIVE RIVALRY

6.4 MOOC STANDARDS AND REGULATIONS

6.4.1 INTRODUCTION

6.4.2 FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)

6.4.3 GRAMM-LEACH-BLILEY ACT(GLBA)

6.4.4 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT(HIPAA)

6.4.5 PAYMENT CARD INDUSTRY(PCI) DATA SECURITY STANDARD(DSS)

6.5 MOOC LEARNING MODES

6.5.1 E-LEARNING

6.5.2 MOBILE LEARNING

6.6 MOOC SYSTEMS

6.6.1 LEARNING MANAGEMENT SYSTEM (LMS)

6.6.2 LEARNING CONTENT MANAGEMENT SYSTEM (LCMS)

6.6.3 STUDENT INFORMATION SYSTEM (SIS)

6.6.4 DOCUMENT MANAGEMENT SYSTEM (DMS)

6.6.5 STUDENT RESPONSE SYSTEM (SRS)

6.7 INNOVATION SPOTLIGHT

7 MOOC MARKET ANALYSIS, BY PLATFORM

7.1 INTRODUCTION

7.2 XMOOC

7.3 CMOOC

8 MOOC MARKET ANALYSIS, BY COURSE

8.1 INTRODUCTION

8.2 HUMANITIES

8.3 COMPUTER SCIENCE AND PROGRAMMING

8.4 BUSINESS MANAGEMENT

8.5 SCIENCE

8.6 HEALTH AND MEDICINE

8.7 EDUCATION AND TRAINING

8.8 ENGINEERING

8.9 OTHERS

9 MOOC MARKET ANALYSIS, BY SERVICE TYPE

9.1 INTRODUCTION

9.2 CONSULTING

9.3 IMPLEMENTATION

9.4 TRAINING AND SUPPORT

10 MOOC MARKET ANALYSIS, BY USER TYPE

- 10.1 INTRODUCTION
- 10.2 HIGH SCHOOLS
- 10.3 UNDERGRADUATE
- 10.4 POSTGRADUATE
- 10.5 CORPORATE

11 GEOGRAPHIC ANALYSIS

- 11.1 INTRODUCTION
- 11.2 NORTH AMERICA
 - 11.2.1 UNITED STATES
- 11.3 EUROPE
- 11.4 ASIA-PACIFIC (APAC)
- 11.5 MIDDLE EAST AND AFRICA (MEA)
- 11.6 LATIN AMERICA

12 COMPETITIVE LANDSCAPE

- 12.1 OVERVIEW
- 12.2 END USER LANDSCAPE
 - 12.2.1 END USER ANALYSIS
- 12.3 COMPETITIVE SITUATIONS AND TRENDS
 - 12.3.1 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES
 - 12.3.2 NEW PRODUCT LAUNCHES
 - 12.3.3 VENTURE CAPITAL FUNDING
 - 12.3.4 MERGERS AND ACQUISITIONS

13 COMPANY PROFILES

(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View)*

- 13.1 COURSERA, INC.
- 13.2 EDX, INC.
- 13.3 INSTRUCTURE, INC.

13.4 BLACKBOARD, INC.

13.5 NOVOED, INC.

13.6 IVERSITY, ORG.

13.7 OPEN2STUDY

13.8 UDACITY, INC.

13.9 FUTURELEARN

13.10 MIRIADA X

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

14 APPENDIX

14.1 INSIGHTS FROM INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL MOOC MARKET SIZE AND GROWTH, 2013–2020 (USD BILLION, Y-O-Y %)

Table 2 GLOBAL MOOC MARKET SIZE AND GROWTH, BY COMPONENT, 2013–2020 (USD MILLION)

Table 3 GLOBAL M-LEARNING MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 4 GLOBAL MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 5 PLATFORMS: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 6 XMOOC: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 7 XMOOC: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 8 CMOOC: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 9 CMOOC: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 10 GLOBAL MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 11 HUMANITIES: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 12 COMPUTER SCIENCE AND PROGRAMMING: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 13 BUSINESS MANAGEMENT: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 14 SCIENCE: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 15 HEALTH AND MEDICINE: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 16 EDUCATION AND TRAINING: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 17 ENGINEERING: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 18 OTHERS: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 19 GLOBAL MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020 (USD MILLION)

Table 20 SERVICES: MOOC MARKET SIZE, BY REGION 2013–2020 (USD MILLION)

Table 21 CONSULTING: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 22 IMPLEMENTATION: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 23 TRAINING AND SUPPORT: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 24 GLOBAL MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 25 HIGH SCHOOLS: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 26 HIGH SCHOOLS: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 27 UNDERGRADUATE: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 28 UNDERGRADUATE: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 29 POSTGRADUATE: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 30 POSTGRADUATE: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 31 CORPORATE: MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 32 CORPORATE: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 33 GLOBAL MOOC MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 34 NORTH AMERICA: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 35 NORTH AMERICA: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 36 NORTH AMERICA: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 37 NORTH AMERICA: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020 (USD MILLION)

Table 38 NORTH AMERICA: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 39 UNITED STATES: MOOC MARKET SIZE, 2013–2020 (USD MILLION)

Table 40 UNITED STATES: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 41 UNITED STATES: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 42 UNITED STATES: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 43 UNITED STATES: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020

(USD MILLION)

Table 44 UNITED STATES: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 45 EUROPE: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 46 EUROPE: MOOC PLATFORM MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 47 EUROPE: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 48 EUROPE: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020 (USD MILLION)

Table 49 EUROPE: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 50 ASIA-PACIFIC: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 51 ASIA-PACIFIC: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 52 ASIA-PACIFIC: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 53 ASIA-PACIFIC: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020 (USD MILLION)

Table 54 ASIA-PACIFIC: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 55 MIDDLE EAST AND AFRICA: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 56 MIDDLE EAST AND AFRICA: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 57 MIDDLE EAST AND AFRICA: MOOC MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 58 MIDDLE EAST AND AFRICA: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020 (USD MILLION)

Table 59 MIDDLE EAST AND AFRICA: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 60 LATIN AMERICA: MOOC MARKET SIZE, BY COMPONENT, 2013–2020 (USD MILLION)

Table 61 LATIN AMERICA: MOOC MARKET SIZE, BY PLATFORM, 2013–2020 (USD MILLION)

Table 62 LATIN AMERICA: MOOC PLATFORM MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 63 LATIN AMERICA: MOOC MARKET SIZE, BY SERVICE TYPE, 2013–2020

(USD MILLION)

Table 64 LATIN AMERICA: MOOC MARKET SIZE, BY COURSE, 2013–2020 (USD MILLION)

Table 65 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES, 2012–2015

Table 66 NEW PRODUCT LAUNCHES, 2012–2015

Table 67 VC FUNDING, 2012–2015

Table 68 MERGERS AND ACQUISITIONS, 2012–2015

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL MOOC MARKET: RESEARCH DESIGN

Figure 2 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 4 MARKET BREAKDOWN AND DATA TRIANGULATION

Figure 5 GLOBAL MOOC MARKET, BY PLATFORM (2015 VS. 2020)

Figure 6 GLOBAL MOOC MARKET, BY SERVICES (2015 -2020)

Figure 7 GLOBAL MOOC MARKET, BY COURSE (2015-2020)

Figure 8 GLOBAL MOOC MARKET SHARE: NORTH AMERICA IS EXPECTED TO HOLD THE LARGEST MARKET SHARE IN 2015

Figure 9 EMERGING ECONOMIES WOULD OFFER ATTRACTIVE MARKET OPPORTUNITIES IN THE MOOC MARKET DURING THE FORECAST PERIOD

Figure 10 HUMANITIES, COMPUTER SCIENCE AND PROGRAMMING, AND BUSINESS MANAGEMENT COURSES ARE EXPECTED TO BE THE MAJOR SHARE HOLDERS IN THE MOOC COURSE MARKET DURING THE FORECAST PERIOD

Figure 11 NORTH AMERICA IS EXPECTED TO HOLD THE LARGEST MARKET SHARE AMONG ALL THE REGIONS IN THE MOOC MARKET

Figure 12 NORTH AMERICA IS EXPECTED TO HAVE THE LARGEST MARKET SHARE ACROSS MOST COURSES IN 2020

Figure 13 ASIA-PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 14 MOOC MARKET GROWTH MATRIX, BY COURSE

Figure 15 EUROPE AND ASIA-PACIFIC ARE EXPECTED TO SHOW EXPONENTIAL GROWTH DURING THE FORECAST PERIOD

Figure 16 EVOLUTION OF THE MOOC MARKET

Figure 17 MOOC MARKET SEGMENTATION: BY PLATFORM

Figure 18 MOOC MARKET SEGMENTATION: BY COURSE

Figure 19 MOOC MARKET SEGMENTATION: BY SERVICE

Figure 20 MOOC MARKET SEGMENTATION: BY USER TYPE

Figure 21 MOOC MARKET SEGMENTATION: BY REGION

Figure 22 MOOC MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 23 PORTER'S FIVE FORCES ANALYSIS

Figure 24 CMOOC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 25 NORTH AMERICA IS EXPECTED TO DOMINATE THE PLATFORM

SEGMENT DURING THE FORECAST PERIOD

Figure 26 NORTH AMERICA IS EXPECTED TO HAVE THE LARGEST MARKET SIZE FOR XMOOC DURING THE FORECAST PERIOD

Figure 27 ASIA-PACIFIC IS EXPECTED TO BE THE FASTEST-GROWING REGION FOR CMOOC DURING THE FORECAST PERIOD

Figure 28 ENGINEERING COURSE IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 29 ASIA-PACIFIC IS EXPECTED TO BE THE FASTEST-GROWING REGION FOR HUMANITIES COURSES DURING THE FORECAST PERIOD

Figure 30 NORTH AMERICA IS EXPECTED TO HOLD THE LARGEST MARKET SHARE IN COMPUTER SCIENCE AND PROGRAMMING DURING THE FORECAST PERIOD

Figure 31 ASIA-PACIFIC IS EXPECTED TO WITNESS HIGHEST ADOPTION OF BUSINESS MANAGEMENT COURSES DURING THE FORECAST PERIOD

Figure 32 SCIENCE COURSES ARE EXPECTED TO GROW AT THE HIGHEST CAGR IN ASIA-PACIFIC DURING THE FORECAST PERIOD

Figure 33 TRAINING AND SUPPORT SERVICES ARE EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 34 NORTH AMERICA IS EXPECTED TO LEAD IN MOOC SERVICES DURING THE FORECAST PERIOD

Figure 35 UNDERGRADUATE USER TYPE IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 36 UNDERGRADUATE USER TYPE IS EXPECTED TO GROW AT THE HIGHEST CAGR IN ASIA-PACIFIC DURING THE FORECAST PERIOD

Figure 37 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC IS EXPECTED TO EMERGE AS A NEW HOTSPOT FOR THE MOOC MARKET IN 2020

Figure 38 EMERGING NATIONS IN ASIA-PACIFIC ARE BOOSTING THE GROWTH MOOC MARKET DURING THE FORECAST PERIOD

Figure 39 ASIA-PACIFIC EXPECTED TO BE THE FASTEST-GROWING REGION IN THE MOOC MARKET DURING THE FORECAST PERIOD

Figure 40 NORTH AMERICA MARKET SNAPSHOT

Figure 41 CORPORATE USER TYPE IS EXPECTED TO HAVE THE LARGEST MARKET SIZE IN EUROPE DURING THE FORECAST PERIOD

Figure 42 ASIA-PACIFIC MARKET SNAPSHOT

Figure 43 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AND PARTNERSHIPS AS THE KEY GROWTH STRATEGIES DURING 2012–2014

Figure 44 PRODUCT MIX OF TOP COMPANIES BETWEEN 2012 AND 2015

Figure 45 MARKET EVALUATION FRAMEWORK: SIGNIFICANT NUMBER OF MERGERS AND ACQUISITIONS HAVE FUELED THE GROWTH FROM 2012 TO

2015

Figure 46 BATTLE FOR MARKET SHARE: PARTNERSHIPS, AGREEMENTS, COLLABORATIONS, JOINT VENTURES WERE THE KEY STRATEGIES DURING THE FORECAST PERIOD

Figure 47 COURSERA, INC.: SWOT ANALYSIS

Figure 48 EDX, INC.: SWOT ANALYSIS

Figure 49 INSTRUCTURE, INC.: SWOT ANALYSIS

Figure 50 BLACKBOARD, INC.: SWOT ANALYSIS

Figure 51 NOVOED, INC.: SWOT ANALYSIS

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