

PERSONAL STATEMENTS

UNIVERSITY MOOC

(MASSIVE OPEN ONLINE COURSE)



WHAT IS A MOOC?

A MOOC stands for a Massive Online Open Course. They are free, flexible courses that you can do online over a series of weeks in your spare time. They are done in small steps on lots of different topics of interest and are often created by universities.

HOW DO I CHOOSE A MOOC?



The place to go for MOOCs is the FutureLearn website which has 100s of courses and gets updated constantly. That is a lot of choice! To narrow it down use the A-Z degree guide on the main document to find MOOCs related to your topic of interest.

You can also type in the institution you want to go to and see if there is a course by them about the subject you are interested in. Putting that on your personal statement is sure to be impressive.



EXAMPLE OF HOW TO WRITE ABOUT...

PREPARING FOR UNI MOOC

“I have also completed the Preparing for University MOOC in my spare time. The course helped me to think about how I would organise my time most efficiently as a student and allowed me to consider all of the aspects of student life. I found that utilising an online form of study was beneficial to me, as it meant I could keep a record of my progress, whilst also experiencing the online lecture-style teaching that many universities are implementing as a result of the current pandemic.”

Relating the extra-curricular activity to the skills developed is important!



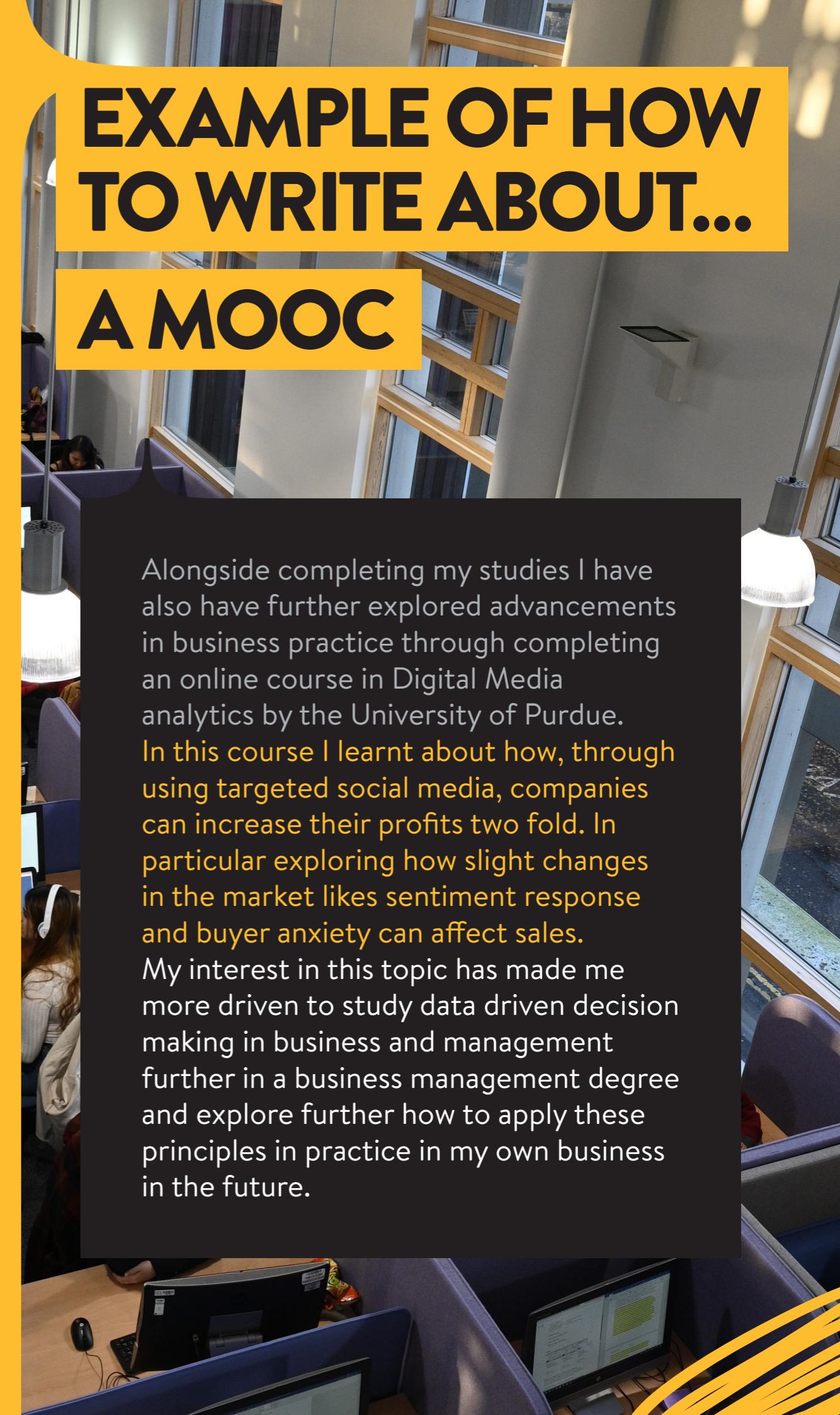
EXAMPLE OF HOW TO WRITE ABOUT...

A MOOC

Alongside completing my studies I have also have further explored advancements in business practice through completing an online course in Digital Media analytics by the University of Purdue.

In this course I learnt about how, through using targeted social media, companies can increase their profits two fold. In particular exploring how slight changes in the market likes sentiment response and buyer anxiety can affect sales.

My interest in this topic has made me more driven to study data driven decision making in business and management further in a business management degree and explore further how to apply these principles in practice in my own business in the future.





Don't forget your A B C's. Like Point, Evidence, Explain in English, we can use the acronym **ABC** to ensure we have covered everything in our super curricular example:

A Activity



B Benefit



C Course

'YOUR TURN' WORKSHEET

Use this worksheet below to fill in whilst doing the MOOC and put together your example:

A Activity	What is the MOOC about?
B Benefit	What knowledge did you gain from it? What skills?
C Course	How will the knowledge you gained from this MOOC during your degree? Is there any part of university you are you looking forward to in particular after taking part in this MOOC?

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