Appendix B

Checklist of costs for developing MOOCs

Budget item	Estimated cost per MOOC ($, euro, or £)
1. Market research—understanding your target audience	
2. MOOC design	
3. Content creation	
4. Copyright assurance and clearance	
5. Legal advice	
6. Technical infrastructure	
7. Management costs—project management	
8. Quality assurance	
9. Evidence-based improvement (evaluation, etc.)	
10. Governance	
11. (a) Additional costs that are specific to in-house MOOCs (platform costs, etc.) Or	
11. (b) Additional costs that are incurred by working with partner platforms	
12. Publicity and marketing	
13. Other costs incurred	
Total:	