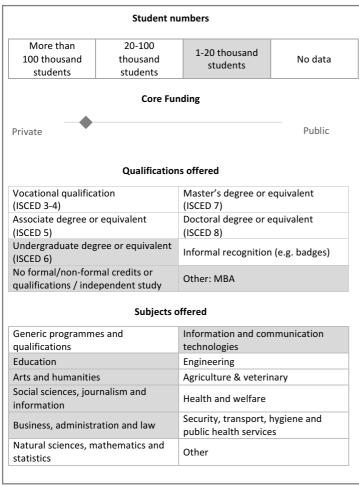
# Brazil – Methodist University of Sao Paulo

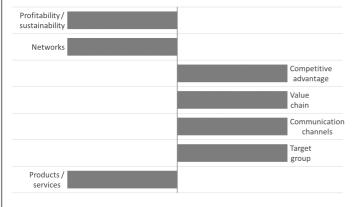
Established in 1938, the Methodist University of Sao Paulo (UMESP) is a private university located in the city of Sao Bernardo do Campo in the state of Sao Paulo, Brazil.



#### **Business Model**

Outreach model

Defender-related characteristics versus Prospector-related characteristics



# **Business Model: Additional Information**

The business model focuses on using digital technologies to reach new markets via new or innovative channels using the same or similar products and services in the past.

Organisation of learning provision		
Primarily campus provision	Primarily distance learning provision (correspondence)	Primarily online provision

#### Technology-enhanced learning elements

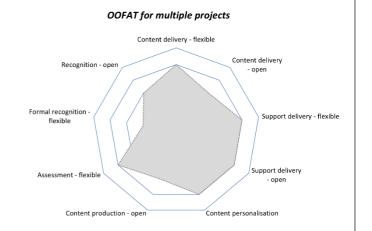
Massive Open Online Course (MOOC)	Virtual Learning Environment (VLE)
Open Educational Resources (OER)	Wikis
Digital Badging	Videoconference
Learning Analytics	Teleconference
Artificial Intelligence	Learning Management System (LMS)
E-Portfolios	Mobile Learning
Blogging and micro-blogging	Bring Your Own Device (BYOD)
Social Media	Online Assessment
Other	

[data not provided]

TEL Strategy

#### OOFAT Model

Interpretation: The closer the line moves towards the centre, the more fixed and institution-specific the approach taken by the institution. The further from the centre, the more flexible and open the approach.



## **OOFAT Model: Additional Information**

#### Content

The content is partially developed in a cooperation between the learners and faculty. Content can originate from students. Ultimately, all contents go to a Creative Commons license.

## Delivery

Content is delivered via satellite and internet. Support can also be accessed via mobile devices and is provided by tutors.

### **Recognition**

Recognition is offered through a formal, ongoing evaluation process. Flexibility and recognition of assessment are modelled in academic ways.