



... **Join for FREE this Massive Open Online Course (MOOC)**  
and explore these questions from a global and hands-on perspective!

The MOOC is offered by the Training Centre of the ILO - it is the first and only MOOC for Board Members in Business Member Organizations. The five-week online course offers inputs, practical tips and plenty opportunities to exchange with peers in order to boost your efficiency as Board Member of a Business Member Organization. It is open to all and free!

**Sign up today and Get on Board!!** – the MOOC starts on 24 April 2017!

Business Member Organizations (BMOs) have an essential and unique part to play in sound social and economic development.

So, what does it mean to sit on a Board of such an organization?

If you have recently decided to take a new role as Board Member of a BMO;  
if you want to refresh your knowledge, challenge yourself and look outside the box or  
if you want to increase your effectiveness as BMO Board Member ...

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**The MOOC is a**



**[Massive]** ie. available to a large number of participants, the main requirement being to be sitting on a **BMO board of directors** or about to do so. Working command of English is also a must.



**[Open]** ie. it is free learning solution. Time requirements to follow the MOOC are kept to a minimum (3 hours a week) in order to make it compatible with professional commitments. The overall duration of the course is **5 weeks**.



**[Online]** ie. the course can be accessed on an **internet** platform. Registration is also made online. Each week, new content will be displayed and participants invited to interact, learn and share their experience.



**[Course]** ie. the objective is for participants **to improve their effectiveness** in their role as BMO Board Member. The learning is chunked into 5 modules: • Module [1]: Business Member Organizations today and in the future • Module [2]: Governance of Business Member Organizations • Module [3]: Development of Membership Strategies • Module [4]: Revenue Building in Business Member Organizations • Module [5]: Essentials of Strategic Planning.

For each module, knowledge acquisition and interaction will be tested and monitored. The overall MOOC will also be systematically evaluated.

Read more on “[Get on Board!](#)”

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