A Beginner’s Guide to Understanding the Basics of E-learning
<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. INTRODUCTION</strong></td>
</tr>
<tr>
<td><strong>2. WHAT IS E-LEARNING?</strong></td>
</tr>
<tr>
<td>▪ Characteristics of E-learning</td>
</tr>
<tr>
<td>▪ The Advantages of E-learning</td>
</tr>
<tr>
<td>▪ E-learning Statistics and Trends</td>
</tr>
<tr>
<td>▪ A History of Organizational Training</td>
</tr>
<tr>
<td>▪ E-learning’s Impact on Business</td>
</tr>
<tr>
<td>▪ What Organizations have to say about E-learning</td>
</tr>
<tr>
<td><strong>3. TYPES OF LEARNING AND E-LEARNING DELIVERY METHODS</strong></td>
</tr>
<tr>
<td>▪ Synchronous Learning</td>
</tr>
<tr>
<td>▪ Asynchronous Learning</td>
</tr>
<tr>
<td>▪ Blended Learning</td>
</tr>
<tr>
<td>▪ Common E-learning Delivery Methods</td>
</tr>
<tr>
<td>▪ E-learning Delivery Platforms</td>
</tr>
<tr>
<td><strong>4. AN OVERVIEW OF THE E-LEARNING PROCESS</strong></td>
</tr>
<tr>
<td>▪ A Brief Look at the ADDIE Model of Instructional Design</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENTS

## 5. THE THREE Ds OF INSTRUCTIONAL DESIGN  
30

- **Design**
  - The Importance of Design
- **Develop**
  - 3 Well-known Course Authoring Tools
- **Deploy**

## 6. EVALUATION OF AN E-LEARNING COURSE  
40

## 7. CONCLUSION  
42

## 8. REFERENCES  
45
INTRODUCTION
We live in a knowledge-based economy that is characterized by advancements in technology, globalization, intensive competition, and rapid changes in customer needs. To be able to consistently grow, cope with these changes, and stay ahead of the game, the workforce must keep itself constantly updated with new concepts, skills and technology.

But there are challenges that hinder this ability to grow and change – the most common being the inability to train a new type of workforce that is fast emerging today – one that is young, diverse, globally dispersed, and with new learning needs.

In an endeavor to increase their workforce’s productivity and competency, many large and mid-sized organizations have fostered innovation, moved away from the traditional training methods and adopted eLearning methodologies that have had a positive impact on business.
Today, eLearning is a multibillion dollar industry that is expected to grow further with more organizations adopting its methods. eLearning has spread its tentacles far and wide – so for an organization that is looking at eLearning for the first time, it can be a daunting task to know where to begin.

The aim of this eBook is to give you a basic understanding of eLearning – its business impact, the steps involved in creating, delivering and deploying an eLearning program. The next step is to evaluate the need for eLearning in your organization and assess how to implement it in a manner that will be fruitful – both to your employees and the organization.

If you are in the process of deciding whether eLearning is the best option for your organization but would first like a better understand of the basics of eLearning, this eBook is for you. By the end of this eBook, you will have an understanding of:

- How organizational training has evolved
- What eLearning is
- The advantages of eLearning
- The impact of eLearning on businesses
- The design, development, and deployment of eLearning courses
- The way to evaluate the efficacy of an eLearning course
WHAT IS E-LEARNING?
WHAT IS E-LEARNING?

There is no single definition for eLearning; but very simply put, eLearning refers to any form of learning that can be accessed through web technology.

Facilitated and supported by web-enabled technology, eLearning enables people to learn at their own time and at a place convenient to them – both online as well as offline. A computer or any other mobile device is used to deliver at least a part of an eLearning program.

The objective of an eLearning course is to help learners learn by themselves, while at the same time allowing them to collaborate and interact with their peers for a social learning experience. So while eLearning is built on a variety of technologies, the main focus of eLearning is on the learning itself.

There are two parts to eLearning – the course and the delivery platform.
CHARACTERISTICS OF E-LEARNING

Did you know that not every course that is available online can be termed an eLearning course? A true eLearning course adheres to Instructional System Design (ISD) principles; these principles are the basis for creating sound, instructional experiences to make the learning of both knowledge and skills, effective, appealing and efficient. A true eLearning course can be identified by the following characteristics:

01. Every eLearning course is created because there is a learning need.
02. An eLearning course is designed with one or more learning objectives in mind.
03. An eLearning course is also created with a particular audience and its needs in mind.
04. eLearning is created with the help of Subject Matter Experts (SMEs).
05. The development of eLearning follows a very streamlined process.
06. eLearning is always followed up with an assessment.
07. eLearning is connected to electronic media.
08. eLearning is self-paced and reaches a wider audience.

eLearning Trivia

The average age of someone who learns online is 34 years’ old (Ferriman, 14 Interesting ELearning Facts, 2014)
THE ADVANTAGES OF E-LEARNING

The global eLearning market is booming, with more and more organizations reaping the benefits of eLearning. The guaranteed advantages that come from adopting eLearning are as follows:

01. Just-in-time knowledge

02. Anytime and anywhere learning

03. Uniform training to a geographically dispersed workforce

04. Reduced training time and costs

05. Interactive and collaborative learning

06. Self-paced learning

07. Effective and efficient life-long learning – on demand
A HISTORY OF ORGANIZATIONAL TRAINING

It hasn't always been classroom lectures for organizational training. Organizational training has progressively moved from classroom training to social learning in a very gradual manner, and the migration has been sure and steady. Here’s a brief look at the move (Thornton, 2015).

Computer-based Training (CBT) 1970s
Once upon a time, organizations relied heavily on instructor-led training. CBT courses were developed which lead to the evolution of the Learning Management System.

Web-based Training (WBT) 1990s
With the advent of the Internet, CBT transitioned to WBT.

Blended and Information Training – 2000s
Organizations began to combine ILT with WBT.

Social, Collaborative, Talent-driven Learning – 2010+
Learning designed to address knowledge gaps; mobile learning.
E-LEARNING STATISTICS AND TRENDS

- The market size of the global corporate E-learning market is predicted to reach close to USD 31 billion in revenue by the end of 2020 (Research, 2016).

- The global e-learning market will grow at a CAGR of 17.81% during the period 2016-2020 (Markets, 2016).

- U.S. organizations spent 5 percent of their budget or $602,306 in 2015 (vs. $254,256 in 2014) on learning tools and technologies (Staff, 2016).

- 74% companies used an LMS in 2014 and 41% of non-users said they intended to purchase an LMS in 2015 (2014 Training Industry Report, 2014).

- 25 percent of companies said they are using social learning to some extent (Staff, 2016).

- Large and mid-size US companies appeared to be focusing on online or computer-based methods (29 percent vs. 20.8 percent for small and mid-size companies) (Staff, 2016).

- 1.8 percent of training hours were delivered via mobile devices in the US, in 2015 (Staff, 2016).

- 31.9 percent of hours were delivered with blended learning techniques, up from 29.1 percent in 2014, in the US (Staff, 2016).

- Technology use was higher overall in 2015 than the previous year, with Learning Management Systems accounting for 73% (Staff, 2016).
E-LEARNING’S IMPACT ON BUSINESS

E-learning impacts business and plays a very vital role in the growth of businesses, aids their competitiveness, productivity, and profitability – and increases value.

In 2012, over 41.7 percent of Fortune 500 companies used technology during formal learning hours (Global E-learning Sometimes Faster Than U.S., 2013)

Here’s how eLearning impacts businesses:

01 Improved Employee Productivity

E-learning allows administrators to provide employees up-to-date knowledge and lets them learn at their own pace and master skills related to their jobs quicker.

02 Reduced Costs

E-learning reduces costs dramatically. Refer page 16 for the various ways ELearning benefits a company, financially.
True competitive advantage comes from performing new functions in a timely manner at a competitive price. Reduced time to competence is linked to business goals such as:

- Faster launch of products
- Speedy deployment of business processes
- Immediate compliance with regulations and regulatory bodies
- Quick ‘job readiness’ of new hires
- Increased productivity

Knowledge translates into monetary gains for the organization in terms of revenue, and gives it a higher return on investment.

Courses are quicker to create, develop and rollout. With a wider reach, it can be used to train a geographically-dispersed workforce, uniformly and concurrently.
E-learning saves valuable production time as employees learn anytime and anywhere, without having to miss hours off work. After implementing an eLearning program, IBM found that learners learnt nearly 5 times more content without any increase in the training time (Corporation, 2014).

E-learning helps organizations gain a greater degree of globalization by developing similar competencies across the globe, faster and cheaper; it helps companies and employees to develop skills critical to business goals and removes inefficiencies that prevent an organization from flourishing.

With good training and increased knowledge on what they are selling/manufacturing/using, employees are enthusiastic about the work they do for the organization, thereby increasing brand loyalty. Higher brand loyalty leads to better performance on a variety of dimensions.

E-Learning transforms mundane and boring content into interesting and engaging content with the help of multimedia, and increases the retention of knowledge by 25% to 60% as opposed to only 8% to 10% via classroom training (according to The Research Institute of America).
Employees stay up-to-date on industry knowledge at all times. Employees can be trained on new products, quickly and efficiently; they can also be updated on new features of existing products, as they come on stream.

According to The Ambient Insight 2012-2017 Worldwide Mobile Learning Market – Executive Report, 42% companies reported that eLearning directly led to an increase in revenue (Adkins, 2013).

An IBM study showed that every dollar spent on eLearning results in $30 of productivity (Corporation, 2014).
E-LEARNING’S IMPACT ON BUSINESS

Cost Savings

- **Reduced** travel, lodging and meal costs
- **Reduced** training/learning function overhead costs
- **Reduced** costs associated with in-person events
- **Reduced** wasted training costs (wrong training for the right people and vice versa)
- **Reduced** lost opportunity costs (the hidden costs or revenue lost when critical work does not get done because people are away at trainings)
- **Reduced** administrative costs – ELearning automatically tracks learning and reports attendance, grades and completion of events
- **Reduced** training time – Courses are easier to create, quicker turnover time and quicker to update. (A 30-minute online training module can be created in less than 3 weeks.)
HERE’S WHAT ORGANIZATIONS HAVE TO SAY ABOUT E-LEARNING:

- 37% organizations show greater employee productivity (Ferriman, 2014)
- Organizations are 17% more likely to be market share leaders (Bersin, 2012)
- 26% of organizations show greater ability to deliver quality products (Ferriman, 2014)
- 34% organizations note an increase in customer care with eLearning (Ferriman, 2014)
- 58% of organizations are more prepared to meet future demands (Bersin, 2012)
- 72% companies keep up-to-date with the changes in the market through eLearning (2014 Training Industry Report, 2014)
- Early adopters of eLearning note a 60% reduction in training time (Gutierrez, 2016)
- 46% of organizations are more likely to be first in the market (Bersin, 2012)
In today’s eLearning environment, learning happens primarily by two methods – synchronous and asynchronous, and often a combination of the two (blended learning). The reason it is important to understand these types of learning is because the delivery of eLearning would, to a large extent, depend on the type of learning your learners are comfortable with.
Synchronous learning is just like classroom learning except that the instructor and all the learners could each be in an entirely different location. Even though they are separated by distance, they can communicate with each other via chats, IMs and real-time video.

Synchronous eLearning is suitable for concept-based training, training of very complex concepts, and sometimes training for learners who require the presence of a trainer.

The advantage of this type of learning is that:

- Learning happens in real time
- Participants can share their ideas during the training session
- Employees from various geographies can interact and share ideas with each other
- Continuous and immediate correction is possible
- Trainers can personalize training

Synchronous eLearning is gaining popularity because of improved technology and Internet bandwidth capabilities.

Synchronous learning happens via:

- Virtual classrooms
- Audio and video conferencing
- Chat
- Webinars
- Application sharing
- Instant messaging
ASYNCHRONOUS LEARNING: STUDENT DIRECTED, SELF-PACED LEARNING

With asynchronous learning, the course material is made available to learners, who then access it at their own time and pace. In fact, learners prefer asynchronous to synchronous learning as it does not affect their daily commitments. Learners and the instructor are not connected in real time, nor do they access the course material simultaneously. Emails, blogs, discussion forums, eBook CDs and DVDs are used. Generic training that has a long shelf life and does not pertain to a particular group of people such as soft skills training, management training and financial training can be conducted via asynchronous eLearning. Process-based training is well conducted this way. The advantage of this type of learning is that:

- Learning happens at the learner’s convenience
- Learners gain in-depth subject knowledge as they have more time to learn
- Learning is available just-in-time, for instant access to knowledge
- Training reaches all learners, simultaneously
- There is uniform learning across the organization – at no extra cost

Asynchronous learning makes use of media that is not instantaneous:

- Self-paced online courses
- Discussion forums & groups
- Messages boards
- Emails
- Blogs
- Discussion forums
- CDs and DVDs
Blended learning is a mix of synchronous and asynchronous learning and is by far the most popular. The proportion of each of the blended ingredients will depend on the audience, the amount of independence and guidance required during the training/learning process, and the organization’s available finance and infrastructure.

The advantage of this type of eLearning program is that:

- Organizations can improve training and learning effectiveness, very efficiently
- There is an extended reach
- Development cost and time can be optimized
- Business results are optimized

Blended learning can also be a blend of:

- Offline and online courses
- Structured and unstructured learning
- Self-paced and collaborative learning
- Customized content and off-the-shelf content
- Work and learning
Another important component of eLearning is the way by which eLearning is delivered to learners. As opposed to common misconception, eLearning is not always online – and just like the way eLearning can take place synchronously, asynchronously or by a blended approach, eLearning can be delivered synchronously, asynchronously or by a blended approach. With the exception of blended learning and ILT, all the delivery methods listed below are asynchronous.

**Instructor-led Training**

This is the most traditional form of learning. The instructor and the learners are face-to-face. Instruction takes place in a classroom. An instructor makes use of PowerPoint or videos to present information in a classroom and is there to assist learners. This is the most basic form of learning.

**Web-based Training (WBT)**

Online courses can be made available through the Internet which acts as a platform to deliver learning. Here, the courses are self-paced and there is no interaction with fellow learners or the instructor. Because it is self-paced and motivates learners to learn new skills, adult learners prefer this type of learning.
Another important component of eLearning is the way by which eLearning is delivered to learners. As opposed to common misconception, eLearning is not always online – and just like the way eLearning can take place synchronously, asynchronously or by a blended approach, eLearning can be delivered synchronously, asynchronously or by a blended approach. With the exception of blended learning and ILT, all the delivery methods listed below are asynchronous.

**03 Computer-based Training (CBT)**

In this type of learning, online courses are made available to learners through a compact disc (CD) or a computer-based training program that can be accessed on the learner’s system.

**04 Mobile Learning**

Mobile learning or mLearning allows learners to access learning on a mobile device of their choice. The designing of an mLearning course is very different from other eLearning courses.
AN OVERVIEW OF THE E-LEARNING PROCESS

- Analyse
- Design
- Implement
- Develop
- Evaluate
AN OVERVIEW OF THE E-LEARNING DESIGN AND DEVELOPMENT PROCESS

An asynchronous eLearning program has many components - the technology, the developer and the learner. In order to make a program effective, all these components have to function in synergy with each other. Developing an eLearning program in a systematic manner will help bring all these components together.

Successful eLearning organizations use the ADDIE process of developing an eLearning course. The acronym stands for Analysis, Design, Development, Implementation and Evaluation.

An overview of this process can be illustrated through the following diagram:

An alternative to the ADDIE model is the Successive Approximation Model (SAM). SAM is especially useful to drive performance improvement through eLearning. SAM bridges the gap between the eLearning vendor and the organization to give learners the best eLearning experience. (At CommLab India we follow both the ADDIE as well as the SAM models.)

Note: When the process is outsourced to an eLearning vendor, the analysis and the evaluation processes are taken care of by the organization’s L&D department. Only the design and development processes are outsourced to the vendor.
A BRIEF LOOK AT THE ADDIE MODEL OF INSTRUCTIONAL DESIGN

ANALYSIS
Analysis stage involves understanding your organization’s training requirements, timelines, and the needs of the target audience; it also involves assessing your available content and the best way to present it in the program.

DESIGN
A design document consisting of the recommendations of the learning management team is prepared after evaluating your requirements, learning objectives, assessment needs and design challenges. A clear-cut learning strategy is defined at this stage based on the instructional, visual and audio strategy.

DEVELOP
Based on the inputs in the design phase, the content, visuals and assessments are developed through storyboard, page layout and multimedia development.
eLearning programs are categorized as Asynchronous (CBT or WBT courses) and Synchronous (Virtual Classrooms, Webinars, etc.). Whatever be your requirements, the eLearning program is packaged as per the industry standards and then deployed to you.

This is the most important step that ensures quality in the eLearning development program. The program is reviewed at various stages by editors, instructional designers, Subject Matter Experts and finally by Quality Control managers.

Now that we are armed with the basics of eLearning, let’s take a look at the steps involved in designing and developing an eLearning course. Set out with a plan. It’s advisable to go with a tried and tested plan rather than to dive into designing an eLearning course without knowing how to begin and where to go from there.
THE THREE Ds OF INSTRUCTIONAL DESIGN
Design
Based on the analysis of the audience, content, and best delivery method

The designing phase deals with describing the design specifications of the course; these design specifications are compiled in a design document which provides explicit information about the requirements of the course and how the product is to be put together.

All the information that is collected during analysis (the A phase of ADDIE), is assimilated together in a well-planned, and well-designed manner, to make sense and meet the learning objectives.

Keeping in mind the principles of adult learning (which differ from the principles of early education), the style of learning (for visual, auditory and kinesthetic learners), and the type of learning that needs to be presented (facts, concepts, principles, procedures, processes) are finalized. Anticipated concerns are addressed during this phase.

A storyboard of the course is created in a logical and sequential manner and sent to the client for approval. Once approved, it goes into the development stage.

THE IMPORTANCE OF DESIGN

- Gives stakeholders a rough idea of what the course will look like.
- Enables developers to visualize the graphic user interface and multimedia components.
- Helps developers to ideate the course to suit the requirements of the learners for the best possible learning experience.
- Enables determining the structure for continuous evaluation of the learner.
- Enables to plan and incorporate innovative ways to handle large and complex amounts of information.
DESIGN

Based on the analysis of the audience, content, and best delivery method

CONCERNS ADDRESSED DURING THE DESIGN PHASE:

01 Which learning objectives need to be met?

02 What lesson plan needs to be followed?

03 What are the types of exercises that will be used?

04 What are the steps that need to be followed?

05 Which assessment method would be best suited?

06 What are the various types of media that must be used?

Note: When addressing these concerns, a plan for each of these issues is carefully selected, developed and evaluated.
The development stage of course creation is an elaborate and critical process wherein each member of the development team - the instructional designers, visual designers, graphic artists, multimedia developers, and quality assurance specialists work in synergy to deliver their specific tasks on time. Based on the inputs developed in the design phase, the team builds the course content, adding in visuals and assessments using storyboard, page layouts and multimedia.

An eLearning course must be developed using special course authoring tools.

eLearning course development is a continuously evolving field and these eLearning principles and authoring tools are constantly updated to be able to give learners the best learning experience.

COURSE AUTHORING TOOLS

A variety of authoring tools are used to create eLearning courses – the popular ones are Articulate Storyline, Adobe Captivate, and Lectora Inspire. The authoring tool that is used to create a particular course will depend on factors such as the learning needs of the learners, complexity of the course (text-heavy content or little snippets of information), how the course must be delivered (online, offline or via mobile learning), the budget, and the time available to develop that course.

Course Authoring Tools are easy to master and are a boon to course developers. While some of these tools can be used even by a layman who does not possess a formal programming degree, there are other tools that require users to have a certain amount of programming knowledge.
ARTICULATE STORYLINE:

This authoring tool comprises a very comprehensive set of tools and is yet extremely easy to use to directly convert PPTs to an eLearning course. It’s so simple to use that even someone who has never created a course before can create a beautiful course without any trouble. Anyone who can create a PPT can use Articulate Storyline as the user interface (UI) is similar. The entire structure of a course can be used to create a new course, saving SMEs time. It is very easy to deploy courses that are published in Articulate Storyline, on an LMS. It is also good for publishing quizzes.

When to Use What

- Flash-based courses with rich graphics
- Simple, short and lightweight courses
- Online courses
- Courses that do not require a lot of customization
3 WELL-KNOWN COURSE AUTHORING TOOLS

ADOBE CAPTIVATE:

Adobe Captivate can be used to build more complex courses. But because it can be used for more complex courses and has many more features that are also complex, it needs some amount of mastery before it can be used. It has inbuilt assessments and is easy to sync audio with animations. Adobe Captivate can be considered an all-round tool for the development of eLearning assets. It is possible to convert text to speech with this software. Adobe Captivate is recommended for application training.

When to Use What

- Complex courses
- Application training courses
- Online courses
LECTORA INSPIRE

Lectora is the most popular tool to build HTML5 courses. It has several built-in templates that lend the completed course a very professional look and feel. It can be used for text-heavy content and when quick translations are required. The courses can be made interactive. Audios, videos and flash animations are some of its features. Customizations are possible. Content can be made very interactive. It can also be integrated with social media. However, courses created with Lectora take a long time to load. Also, one needs to be trained on its usage and features before using it. The latest version of this tool is packed with several new innovative features that make the development of digital courses easier and quicker than even before.

When to Use What

- Text-heavy courses
- Translations
- Interactive courses
The course is now ready to be delivered via a system that was decided on in the initial stages - either by a web portal, LMS (learning management system), LCMS (learning content management system) or mobile device. If the course is deployed on an LMS, the deployment would also include installation of all the modules, transferring files to the system and testing the course. The course is made SCORM, AICC or xPerience API compliant - these are eLearning standards that must be met for courses to be compliant with an LMS.

Once the course is tried and tested and is ready to be rolled out, it’s time for implementation of the course. But a very important precursor to the rolling out of the course is the training of employees and administrators on the use of the course in a way that will enable them to glean maximum benefit from eLearning.

_A true eLearning program is one that is designed around a variety of instructional design principles and built by eLearning authoring tools._
DEPLOY

**Design**
Based on the analysis of the audience, content, and best delivery method

**Develop**
Based on the design document created during the design process

**Deploy**
Installation and transfer of files; training and rolling out of the course

---

**Training for Administrators**

The L&D team - or the team responsible for your employees’ training must be trained on the course curriculum, how the courses must be delivered, and testing procedures.

**Training for Employees**

Employees must be educated on how they can register for the course and how they can use the accompanying eLearning tools to their advantage.

---

**Note:** Learning guides for the trainers as well as for the learners will be beneficial. It is important to keep track of the learners’ reaction to the content, the media, and the software used to make sure it is all positive.
E-learning can be delivered through a learning management system (LMS) or a learning content management system (LCMS).

### Learning Management System (LMS)
1. Benefits organizations and learners
2. Manages people
3. Manages learning performance, requirements and programs
4. Can manage classroom training
5. Can integrate with HR and ERP systems
6. Can have a repository of created courses

### Learning Content Management System (LCMS)
1. Benefits designers, SMEs and authors
2. Manages content
3. Manages learning content
4. Cannot manage classroom training
5. Cannot integrate with these systems. But developers can interact and exchange tools through an LCMS
6. Has a repository of components of courses that can be reused at a later stage for other courses
EVALUATION OF AN E-LEARNING COURSE

This is an ongoing process. The course is evaluated at each stage to make sure that the course meets all the learning needs and objectives at each stage. Evaluation at the reaction level as well as at the learning level takes place here. Learners are tested at the end of the course to make sure that knowledge has been transferred. If the eLearning course fails to meet its objectives and there is no sign of transfer of knowledge to learners, the course must be revised. A learner’s reaction to learning, how much learning occurred, change in performance due to learning and whether the training met the organization’s need are all evaluated during the evaluation process.

At the end of the day, the goals and objectives that were outlined at the very beginning, must be clearly met.

THE KIRKPATRICK MODEL OF EVALUATION

**Reaction:** Useful in cases where there is no need for assessments and only information needs to be shared with employees, such as on product updates or new features in products.

**Learning Outcome:** It is usually done with a pretest and a post-test. A very effective evaluation tool to test the level of knowledge transfer. The tests are conducted through multiple choice questions with options and scores tracked using a learning management system.

**Behavioral Change:** This level is used to evaluate the behavioral change in the learner once training is completed. The behavioral level evaluation is conducted immediately after training and once again after a gap to measure the level of long-term retention.

**Results:** Evaluation of the results measures the outcome on productivity, quality, sales, cost reduction, employee retention, and customer satisfaction.
CONCLUSION
CONCLUSION

Last year, the average training budget per learner decreased from US $976 in 2014 to US $702 (Staff, 2016). Today, organizations must do more on a smaller budget – this trend will continue for a while. ELearning has proved to have immense business benefits – helping organizations to do more, with less.

Any organization that wants to stay at the forefront, can make use of technology-enabled learning to give both the organization as well as its employees a competitive advantage. Technological advancement has changed the way we learn. There is a trend toward learning that is social, interactive, dynamic and fun - with fewer limitations and better opportunities for engagement and active participation that will transform the organization.

Now that you have an understanding of the basics of eLearning, the next step is to implement eLearning in your organization, in a matter that will be fruitful - both to your employees and the organization.

The steps involved here would include analyzing the eLearning readiness of your organization; presenting an eLearning case to the decision makers; deciding on whether to outsource your eLearning needs – and if so, finding the right eLearning vendor; understanding the organizational eLearning barriers you might encounter along the way; and making sure unexpected pitfalls don’t disrupt and more in our next eBook!
Want to IMPLEMENT E-LEARNING in your organization? Know how much it will cost you.

Get Your Quote Now!
REFERENCES
REFERENCES


  http://marketing.bersin.com/rs/bersin/images/Predictions2012_Final.pdf


  http://www.learndash.com/6-ways-elearning-impacts-business/


  http://www.reuters.com/article/research-and-markets-idUSnBw015519a+100+BSW20160201


  https://trainingmag.com/trgmag-article/2015-training-industry-report
Do you like the content CommLab has created for you? Please rate our content (1-10). Your feedback will help our content team do a better job.

Click to Rate
For the last 15 years, CommLab India has delivered high impact training for Product Sales, Enterprise Software and Compliance to 100+ delighted customers in 30+ countries. We are a global e-learning company known for creatively combining the best practices of Adult Learning with state-of-the-art ICT Technologies to deliver training for business results.

Click here to go through our samples.