

The Need for Effective Corporate E-Learning

Fareesa Malik

Virtual University of Pakistan,
Islamabad,
Pakistan
E-mail: fareesamalik@yahoo.com

Abstract

E-Learning sector shows rapid growth and popularity in recent years. It is foreseeable that e-Learning will shape into separate industry like any other industry in near future. The quick expansion of e-Learning ultimately explodes of corporate e-Learning.

Corporate e-Learning is a latest method of employee's trainings through Internet, Intranet, electronic and digital devices .Growth rate of corporate e-Learning is doubling every year. On-Line training is not a simple power point presentation, word or PDF documents uploaded on Learning Management System (LMS). This is the most common misconception about e-Learning caused its failure mostly. E-Learning is to obtain full benefits of Information Communication Technology (ICT) which should be more interactive than traditional learning methods. Number of features of on-line IT, soft skill, and other trainings grab management attention toward corporate e-Learning. This paper will have an over view of some factors (e.g. cost, time etc) that attract management towards corporate e-Learning, Along with this, factors that may influence on corporate e-Learning (e.g. culture, resources etc) are also included.

10 Steps of proposed model are as under

- 1. Business need analysis (the most critical and important step).*
- 2. Judge target audience's existing skill level (persons need to undergo trainings).*
- 3. Identify the best suitable technology and methodology for e-Learning (by keeps in mind the audience, environment, business need, organization budgets, country situation and availability of resources, etc).*
- 4. Prepare feasibility report which state that, objective of training could be achieved by using the proposed e-Training methodology.*
- 5. Develop very interactive course contents and presented material.*
- 6. Deliver the stuff electronically by using the selected methodology.*
- 7. Encourage collaboration and interaction, for knowledge sharing which should be the premier objective of any corporate e-Learning strategy. (e-Learning does not mean to learn in isolation, use blogs, discussion board, interactive e-Sessions, forums, chat etc).*
- 8. With each module delivered, continuously get feed back through quizzes and assignments and finally take exam overall.*
- 9. Evaluation of outcome by comparing result achieved with result required.*

10. *Learn lessons from mistakes; identify strengths and weakness of complete training so that it could be avoided in next e-Training session.*

Success factor is primarily based on 1st and 3rd steps which are the most critical and important steps, at the end of model I will also set priorities of each step. The need is, to set the minds for learning. Adopt proper way so that knowledge may reach beyond the borders and across the oceans. The motto should be knowledge for all, try to make it accessible to any one, anywhere and anytime.

The line of distinction between developing, and developed countries 's economy may only be erase, if the flow of latest technology, knowledge and strategies become fast, faster and fastest by using Web Based Trainings (WBT) and latest digital and electronic devices. Now, this is the right time when organizations have to realize the demand of recent fastest era, which is "The need of effective corporate e-Learning".

Keywords: e-Learning, cost, time, culture, resources, trainings, management, corporate e-earning

Remarks: The full paper may be found in www.elearningap.com