

eLearning A SWOT Analysis for 21st Century

Prof. Dr. N. Panchanatham
Chair, Business Administration
Annamalai University
Annamalainagar, TN
608 002
India
M.9443338107
panchanatham@gmail.com

Abstract- Learning is a discovery process. It leads to a better knowledge of the world around us and should help us to better cope with it. eLearning is undoubtedly a more flexible way of learning. Sometimes it is also used in combination with face to face learning. As the news about the economy grows ever bleaker, organizations are finally forced to take a hard look at travel and other expenses associated with traditional classroom training. I predict this will bring several changes to the eLearning horizon—some good, some perhaps not. (Jane Bozarth, 2009). Many Universities and Colleges are now offering academic degrees and certificate courses by way of internet of which many are delivered wholly online. In addition to this, many educational institutions are also offering online support services to students, like online advising, e-counseling, online buying of valuable study material, etc. The future development of the internet-related technologies will bring many more application possibilities. Beginning as a revolution the internet has now become a part and parcel of 21st century world. Everything and everyone is getting online. Those men and women who do not associate with e world missing out the power of this modern age wonder. Today, eLearning has already bordered beyond the academe. It is now an option used by companies to educate their employees on information dissemination, training and more. Lack of standardized technology limits transferability and the re-use of courses. There is a substantial lack of institutional financial support for eLearning. Copyright issues hinder the use of digital and digitized materials. A specific problem is the difference in copyright law between different European countries in using materials for teaching. SWOT analysis is nothing but analysing Strengths, Weaknesses, Opportunities and Threats of chosen issue. SWOT analysis is an important tool for auditing the overall strategic position of eLearning issues. Such analysis would certainly create lot of awareness, enrichment and creative applications of eLearning. This presentation no doubt will provoke the audience to have discussions in many dimensions of eLearning.

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