Ph.D. in Management Studies

DETAILED REPORT

FOR: KALASALINGAM UNIVERSITY
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PROPOSED TOPIC:

Scope and Marketability of e-learning products in educational institutions.

INTRODUCTION:

What is e-Learning?

E-Learning is the term that defines electronic learning. It is about those learning teaching mechanisms that use the Internet as their main tool. This modality allows people to receive their lessons virtually, following online training in which each student has access to digital content for their study.

In this way, this e-learning is supported by resources such as:

Technological devices.

eBooks or digital texts.

Didactic educational platforms.

Discussion forums.

Live chats and video conferences.

e-Learning videos.

BACKGROUND OF THE STUDY:

- The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom.
- As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms.
- Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay.

E-LEARNING MARKET IN INDIA:

It will be a long time before good old classroom teaching disappears but alternative methods such as e-learning is certainly picking up. Suburban schools that flaunt "smart" classes and a digital teaching experience stand testimony to the fact that technology is making inroads into the vast education sector of India.

There are over 100 million working professionals and students in India. The Government estimates that we need 50,000 new colleges to train all these new skills (we have managed to build only around 30,000 colleges since independence) hence online education is the only answer. Most of these 100 million people will need multiple skill-development courses in their career, hence leading to a multi-billion-dollar industry.

OBJECTIVES OF THE STUDY:

- *To assess the perception on e-learning of managements of educational institutions.*

- *To assess the readiness for implementation of e-learning products.*

- *To assess the perception on e-learning for faculty working in educational institutions.*

- *) To assess the e-learning needs of faculty working in educational institutions*

- *To assess the perception on e-learning of students studying in educational institutions.*

- *To assess e-learning needs of students studying in educational institutions.*

- *To assess challenges involved in implementation of e-learning products in educational institutions.*

- *To suggest measures to overcome the challenges involved in implementation of e Learning products in educational institutions.*

PROPOSED RESEARCH METHODOLOGY:

- Historical Method: This provides a method of investigation to discover, describe and interpret what existed in the past.
- Experimental Method: This method investigates to derive basic relationship among phenomena under controlled, conditions or more simply to identify the conditions underlying the occurrence of a given phenomenon.
- Descriptive Survey Method: This provides a method of investigation to study and describe what exists at present.

NEED AND SIGNIFICANCE OF THE RESEARCH:

The results of this study will be significant for several reasons:

With more than 130 crores of population and lack of necessary infrastructure and manpower resources especially in rural areas in India, it is next to impossible to setup educational institutions everywhere and to employ technically qualified and experienced faculty in each and every institution. This is not only very expensive but also very difficult to mobilize qualified and experienced faculty to work in rural areas as there is currently great demand for qualified and experienced faculty in India. Thus, students in rural areas are devoid of quality lectures and may not acquire the skills to compete with urban students while getting jobs. This leads to dissatisfaction of rural youth and cannot contribute to economic and social development of the country. All students are not alike and may not understand the lectures delivered by the faculty equally. Majority of students may need to repeatedly listen to the lectures so as to understand the concepts thoroughly. In traditional learning system, if a student misses any lecture for any reason, the student misses that lecture forever. Whereas in e-learning, the lectures can be recorded and hosted in the servers so that the students can access the lectures even if they miss the live lectures. E-learning causes stronger relationship between faculty and students as the faculty can be accessible online even after working hours for any clarifications required.