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THE BUSINESS OF ONLINE LEARNING

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SERIES SUMMARY AND TALK POSITION

1 Fundamentals in online learning - Series introduction

Introduction

Part 1 Overview of online learning in business education

Part 2 Pedagogies of online learning

Part 3 Integrating technologies to add value

Part 4 Enhancing existing content and activities for online learners

Part 5 Principles for creating effective screencasts

Part 6 Principles for module presentation in online learning

Part 7 Education resources and licensing for the online learner

Part 8 Principles for conducting effective live webinars

Part 9 Communicating effectively with online learners

Part 10

Part 11

Part 12 The business of online learning

Part 13 Case study - Bacc business graduates Part 1

Part 14 Case study - Bacc business graduates Part 2

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INTRODUCTION AND PURPOSE

Business of Online Learning
Entrepreneurial approach


- What Is This Business?
- The Supply Chain
- Product Dimensions
- Business Models & Clients
- Opportunities and Challenges
- Recap

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WHAT IS THIS BUSINESS?

 Disruptive technology which has changed the face of education

The way we learn in a variety of different contexts:

- Everyday questions and queries
- How we find information
- The way we participate in more formal education

 Many different emerging facets, industry assumptions and trends

- The format
- The variety
- The provision

These change depending on the learning taking place

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WHAT IS THIS BUSINESS?

 Huge variety in the type, nature, medium and mode of online learning

- Simplest online learning (e.g. Googling when you have a question)
- Becoming part of a more formal, personal skills-based training course
- Online videos and online communities
- Work based skills within your own workplace
- University qualifications

 Broad spectrum of learning media and learning modes, and students themselves

THE SUPPLY CHAIN

- What happens to develop a product?
- Who's involved?
- Who supplies it?
- How do we match up that supply to the required production schedule as we go?

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THE SUPPLY CHAIN

Determine

- Uncover
- Identify
- Commission
- Contract

- Instructional designers
- Multimedia developers
- Academic subject matter experts
- Practical subject matter experts
- Computer integration experts
- Testing experts

THE SUPPLY CHAIN

Determine

- Uncover
- Identify
- Commission
- Contract

Develop

- Specify
- Research
- Design
- Structure
- Build

Deliver

- Enrol
- Engage
- Accredit
- Exit

PRODUCT DIMENSIONS

- When entrepreneurs approach the development of their new business, they think about:
 - Setting up the supply chain
 - Their product dimensions

When we look at online learning as a business, we also have to take on that view of 'what our product looks like'

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PRODUCT DIMENSIONS

Open or Closed

MOOC Massive open online course Open to all learners on a variety of different platforms	SPOC Small private online course Small guided classes for online degrees or industry skills	BOOC Blended online & on campus course University environment, blend of technology and face-to-face delivery
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PRODUCT DIMENSIONS

Open or Closed

MOOC Massive open online course Potentially free Potentially no schedule	SPOC Small private online course Small guided classes for online degrees or industry skills	BOOC Blended online & on campus course Different value, different format, schedule constrains
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PRODUCT DIMENSIONS

Accreditation

Some courses are developed specifically for industry skills and don't need accreditation, but some do e.g. continuous professional development

 High level instructor	 Guide on the side	 Self directed
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PRODUCT DIMENSIONS

Issues

- Funding
- Democratisation of education
- Value of traditional centres of learning
- New ways of learning

BUSINESS MODELS & POTENTIAL CLIENTS

- Where are we going to get the expertise from?
- How are we going to assemble it into an online education product?
- How are we going to make a living from this?
- How are we going to get some potential clients?

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BUSINESS MODELS & POTENTIAL CLIENTS

A Consultant on Any Level

- Sole trader
- Partnership
- SME
- MNE



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BUSINESS MODELS & POTENTIAL CLIENTS

A Consultant on Any Level

The business models and the potential clients are the same

OPPORTUNITIES AND CHALLENGES

Opportunities

- Speed of technological development
- Variety of roles
- Increasing size of market
- Fluidity of business models

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OPPORTUNITIES AND CHALLENGES

Challenges

- Setting up a network
- Valuing your knowledge and IP
- Working with an ecosystem
- Sourcing good suppliers



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THANK YOU!

Recap

- Fast-changing business environment with many opportunities
- You and your knowledge are essential to it
- Make sense of the business of online learning
- Maybe even set out on your own!
- Good luck with your online education goals!

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By leading world experts
