

NewMINE Lugano

An E-Learning Topic

Prof. Dr. Andrea Back

The rise (and ...) of the term E-Learning

Which Phrase do Organizations Use:

e-Learning (36%)
Web Based Training (11%)
On-Line Learning (10%)
Computer Based Training (9%)
Distance Learning (8%)

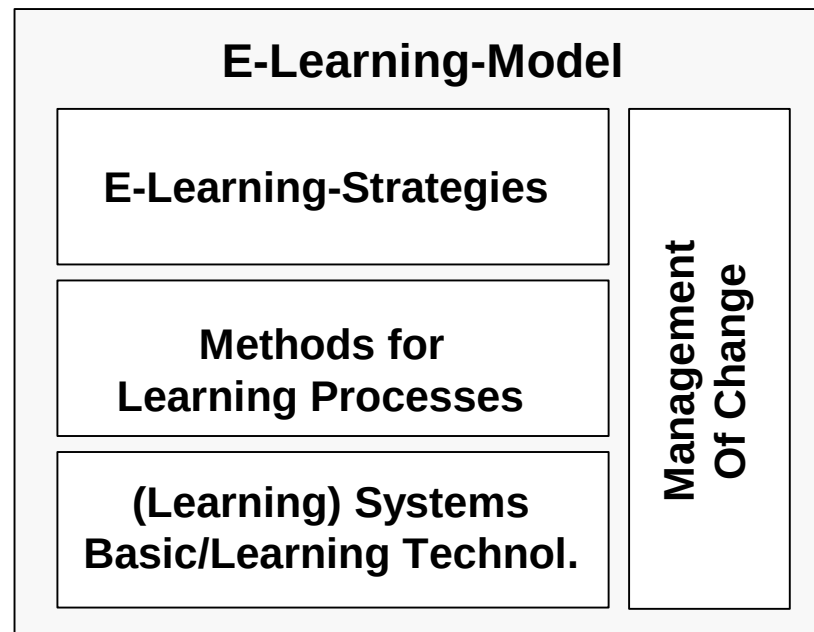
Which Phrase do Learners Use:

Computer Based Training (21%)
On-Line Learning (18%)
Web Based Training (16%)
e-Learning (13%)

And you . . . ?

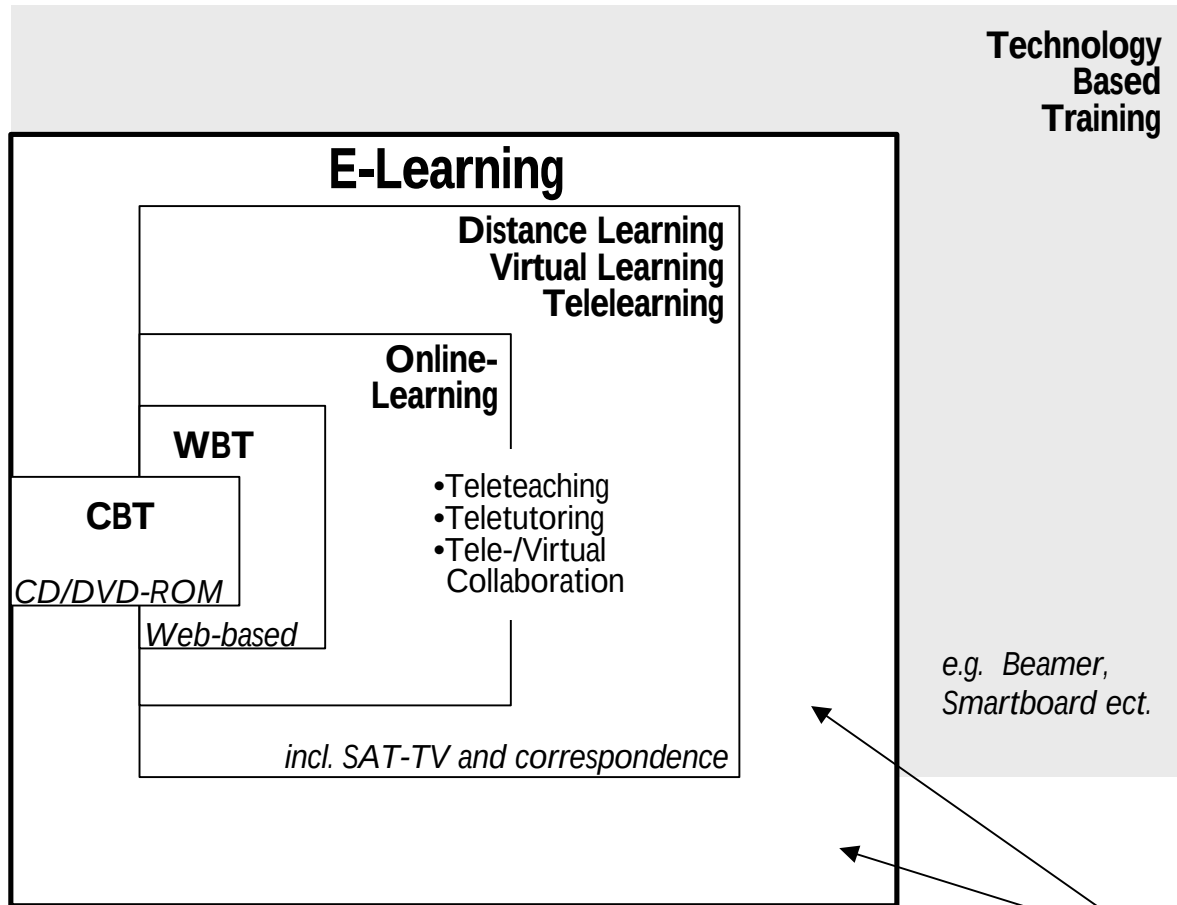
Our definition

E-Learning is learning that is supported or enabled by Information and Communication Technology ICT (basic technologies/infrastructure and learning technologies) and by Learning Systems that built on them.



The term E-Learning is not referring to the technology and systems layer alone, but includes concepts and issues on the process and strategy layer and on the layer of change management as well.

Our terminology map



**E-Learning as concept is
„Blended Learning“**

What is bothering E-Learning advocates in organizations ?

„The issue is not to find out what products and services are available, the issue is to figure out how to **deploy e-Learning strategically** in their organizations“
(Elliott Masie, June 2001)

Quelle:

*#205 - - - June 6, 2001 - - - 40,754
Readers*

**** Elliott Masie's TechLearn TRENDS ***
e-Learning, Training and e-Collaboration
Updates*

*Published by The MASIE Center
<http://www.masie.com>*

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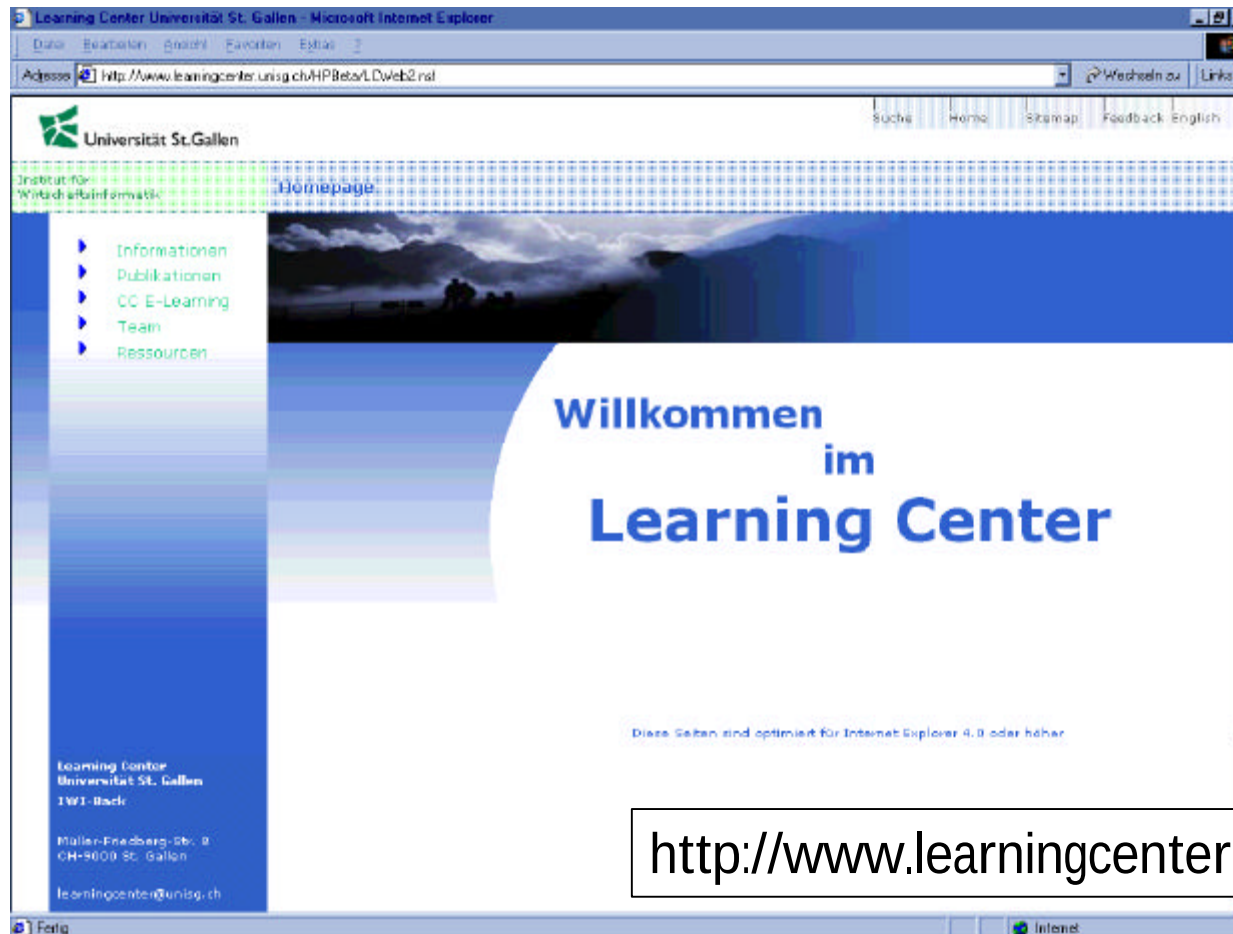
Corporate E-Learning: Strategic Issues

Prof. Dr. Andrea Back

Who we are ...

Prof. Dr. Andrea Back, Director IWI-HSG:
Research Group Learning Center
and the Competence Center E-Learning
Research Group KnowledgeSource

Learning Center and Competence Center E-Learning (started March 2001)

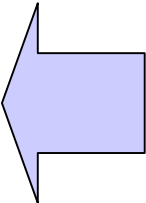


<http://www.learningcenter.unisg.ch>

CC E-Learning (Start 1.3.2001)

Research Map E-Learning

Strategien	Internal Marketing	ROI ROE	E-Learning vs. F2F-Learning	Business Models
Prozesse	Instructional and Didactical Design	Learning- /Knowledge- portals	Learning Communities	E-Trainer/ E-Coach Concepts
IKT/Systeme	User Interface/ Interaction	Standards and Learning Objects	E-Learning Systems Integration	Evaluation of E-Learning Systems



Learning Center

Company Projects since April 2000

- UBS AG
 - Train the Trainer! – Learning with Electronic Media (15.7.2000 - 31.12.2001)
- Deutsche Telekom AG/T-Systems
 - Business Model and Incentive Concepts for Multimedia-based Study Programs in the Continuous Education Market (1.2.2001 - 31.3.2001)
- Schweizerische Kurse für Unternehmensführung
 - Concept, Implementation and Evaluation of eGroups as „Surround“ in the current Executive Management Program (multiple face-to-face seminar weeks during a year) (1.1.2001 – 12/2001; Daniel Stoller-Schai)
- SATW Study
 - Questionnaire and selected interviews in Swiss industry on the usage and plans for New Learning Technologies (Oct. 2000 - Oct. 2001)

Learning Center

Research and Education

- Study on „Corporate Universities“ (2000 - 2001)
- Participation in Doctoral Program: „New Media in Education“ (seit 2000)
- Swiss Virtual Campus Project „Financial Markets“ (first module; Jan 01: only till Sept. 01 – project is carried over to Univ. Basel)
- Seminar E-Learning-Projects Sept. 25. 2001, Zürich, Marriott Hotel
 - Speakers: e.g. Michael Müller (DaimlerChrysler), Dr. Werner Kohn (D.A.S. Versicherung), Thomas Glatt (Credit Suisse), Beat Meyer (Novartis)
 - Workshop with practitioners on Corporate E-Learning Issues (esp. E-Training and E-Collaboration Projects)

Learning Center Publications

- Working Paper Series with ISSN
- Website Contents and Ressources
- Monthly Newsletter E-Learning with over 750 subscribers
- Books
 - „E-Learning: Weiterbildung im Internet“ (Sabine Seufert, Andrea Back, Martin Häusler)
 - „E-Learning: Grundlagen, Strategien, Methoden, Technologien“ (Andrea Back, Oliver Bendel, Daniel Stoller-Schai)
 - „e-writing“

CC E-Learning

Company Projects

- Credit Suisse (1.4.2001 - 31.5.2001)
 - Qualitative and economic potential of Learning Platforms
- Sabena/Swissair (with Viviance AG) (seit 1.5.2001)
 - Development of a Competency Model
- Bertelsmann AG (with Viviance AG) (ab 1.6.2001)
 - Commercialising the Learning and Knowledge Portal wissen.de
- DaimlerChrysler AG (1.9.2001 - 31.10.2001)
 - Evaluation of the Learning Platform in Daimler Chrysler University

Questions to you!



Who you are ...

1. Who's Thesis deals with:
 - University/Higher Education E-Learning
 - Corporate E-Learning
 - Other

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Corporate E-Learning: Strategic Issues

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Questions to you!

Let's take a few
minutes to reflect
about ...



So:

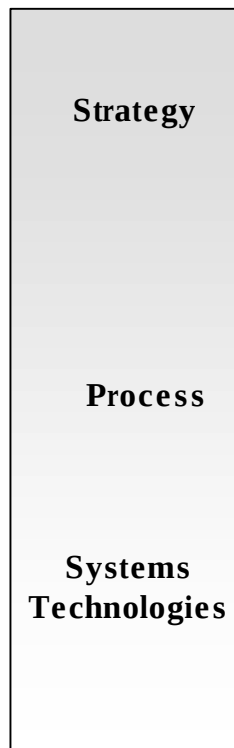
What „strategic issues“ come to your mind
that you would consider in the position of

A: **Manager** (company goals)

B: **Learner** (personal goals)

E-Learning Scope: Three Levels of Innovation

Focus on:



Transformation

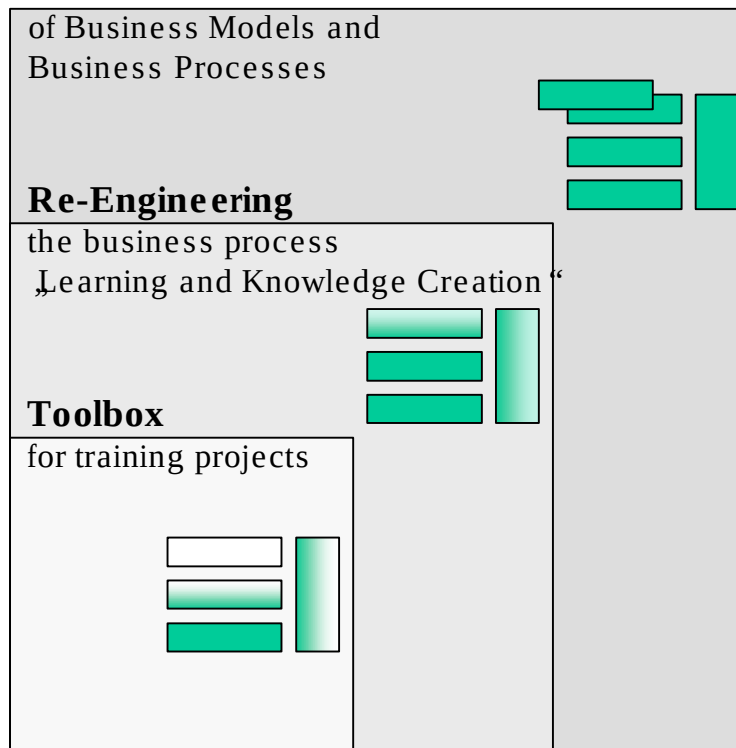
of Business Models and
Business Processes

Re-Engineering

the business process
„Learning and Knowledge Creation“

Toolbox

for training projects



Business of:

Trainer	CLO / CKO	CEO
	Business Engineers	

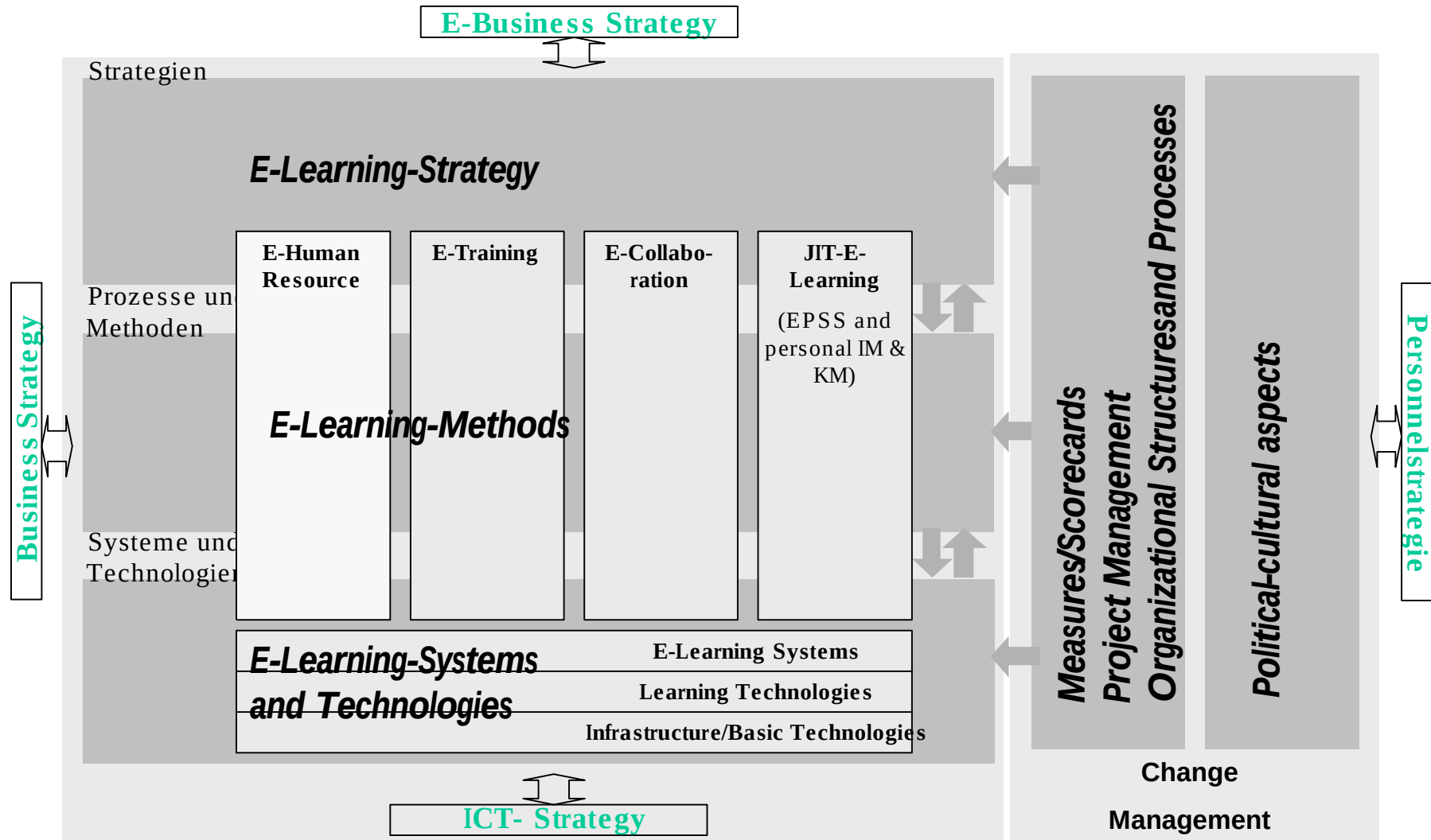
Mini-Assignment for three groups!

7 Minutes each group



- A. Can you find an example for the use of E-Learning at your management level (Trainer – CLO – CEO) ?
- B. What (strategic) goals of E-Learning are supported by your example ?

E-Learning-(Reference)Model



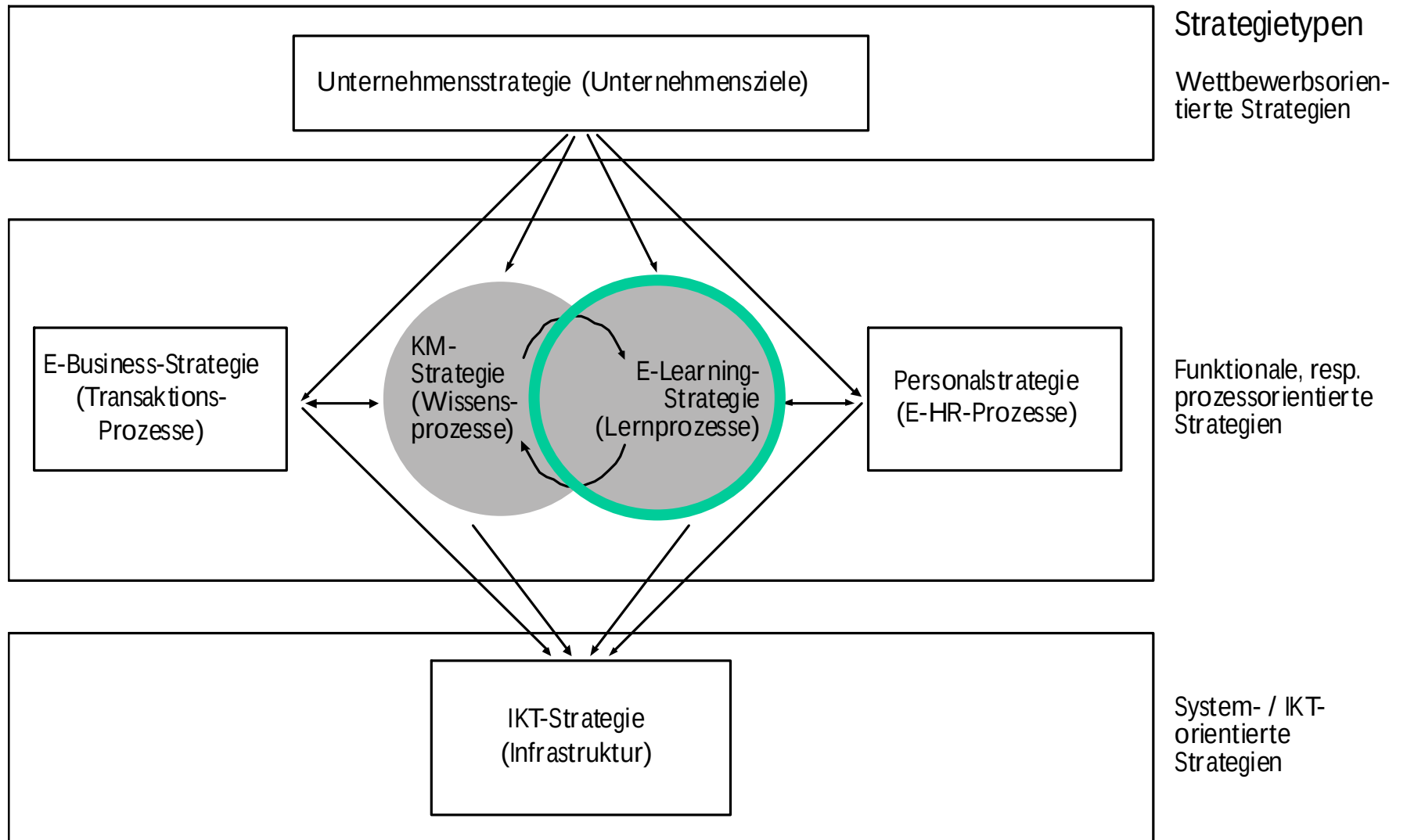
Question to you!

Open discussion

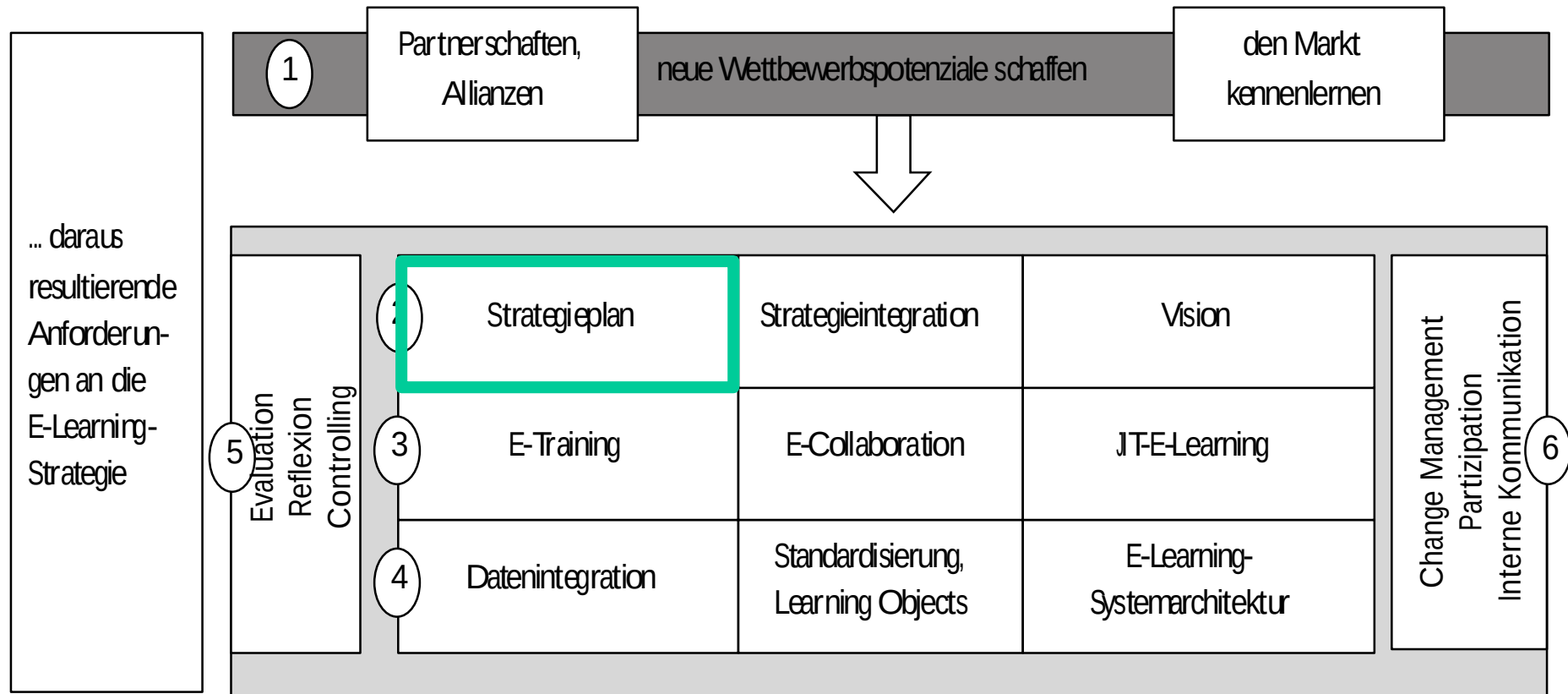


How do you position your thesis (current project) in this E-Learning Reference Model?

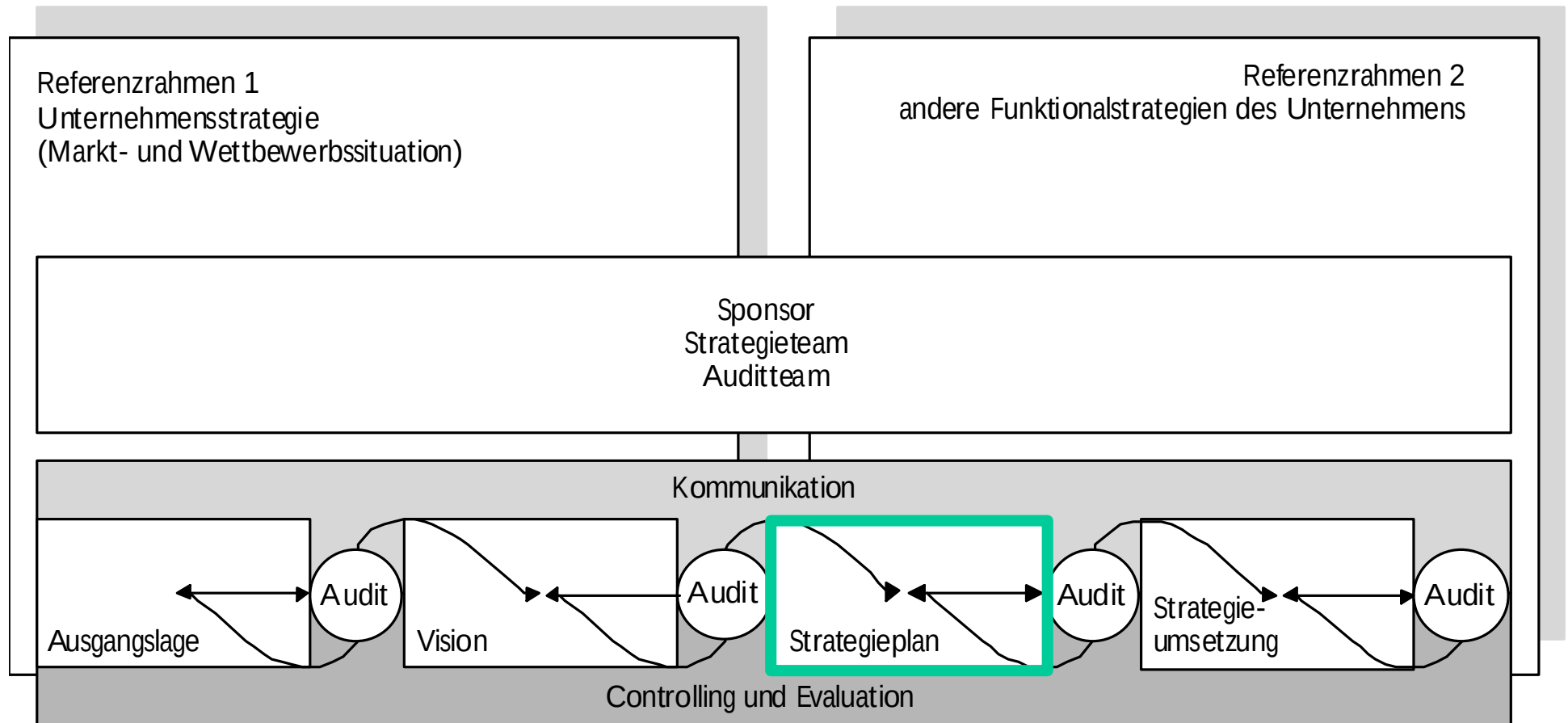
How the strategies relate to one another



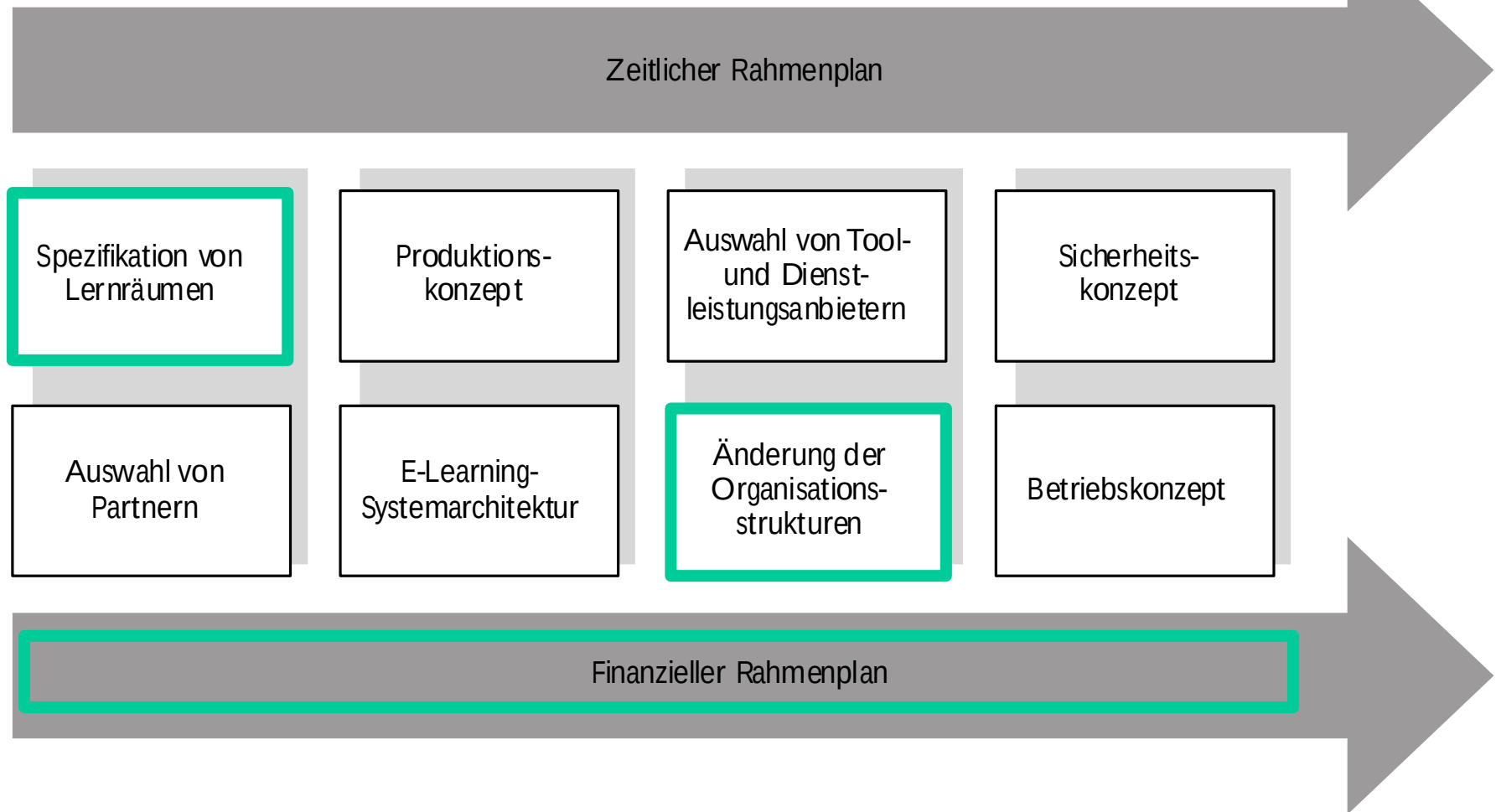
What an E-Learning Strategy has to cover



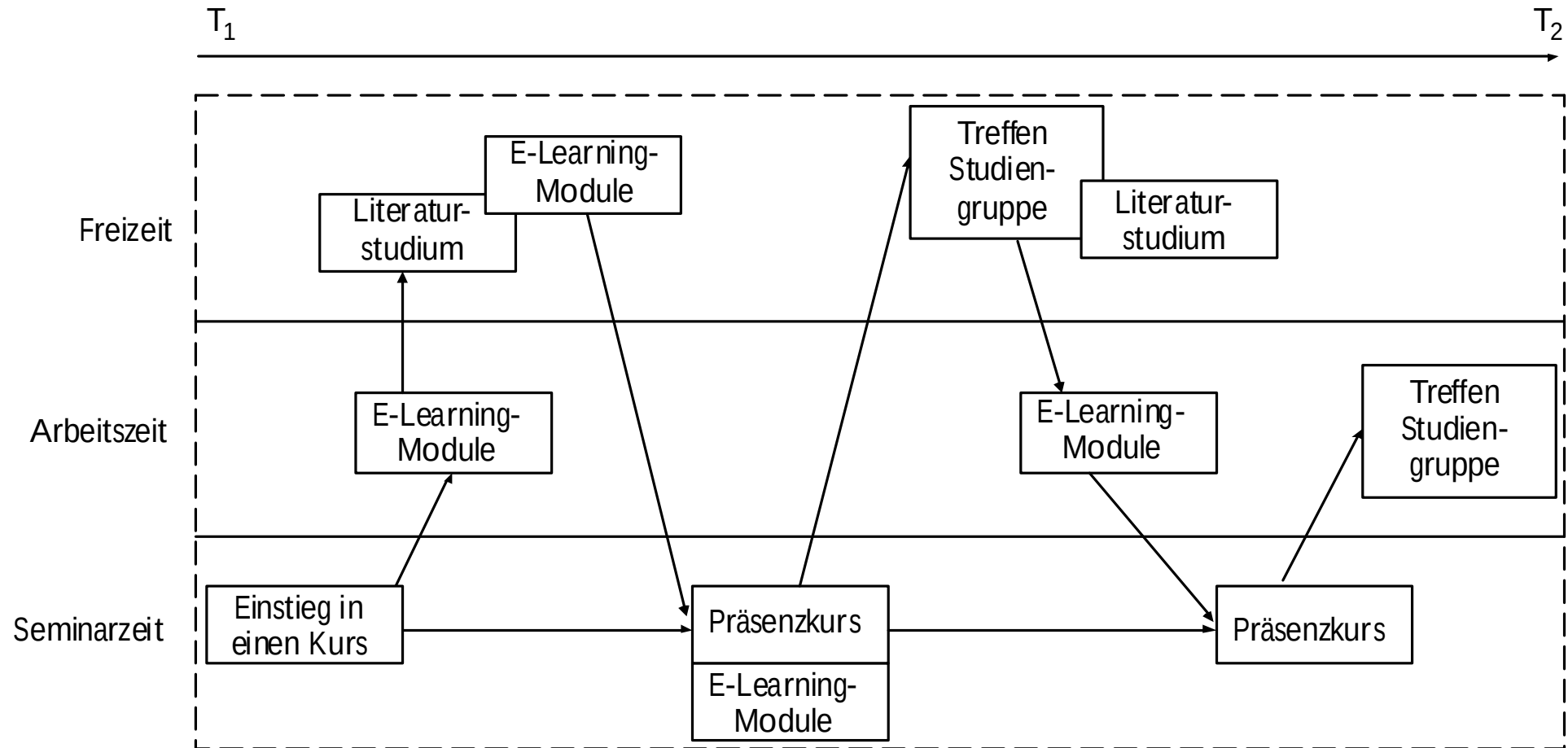
Overview of the Strategy Process



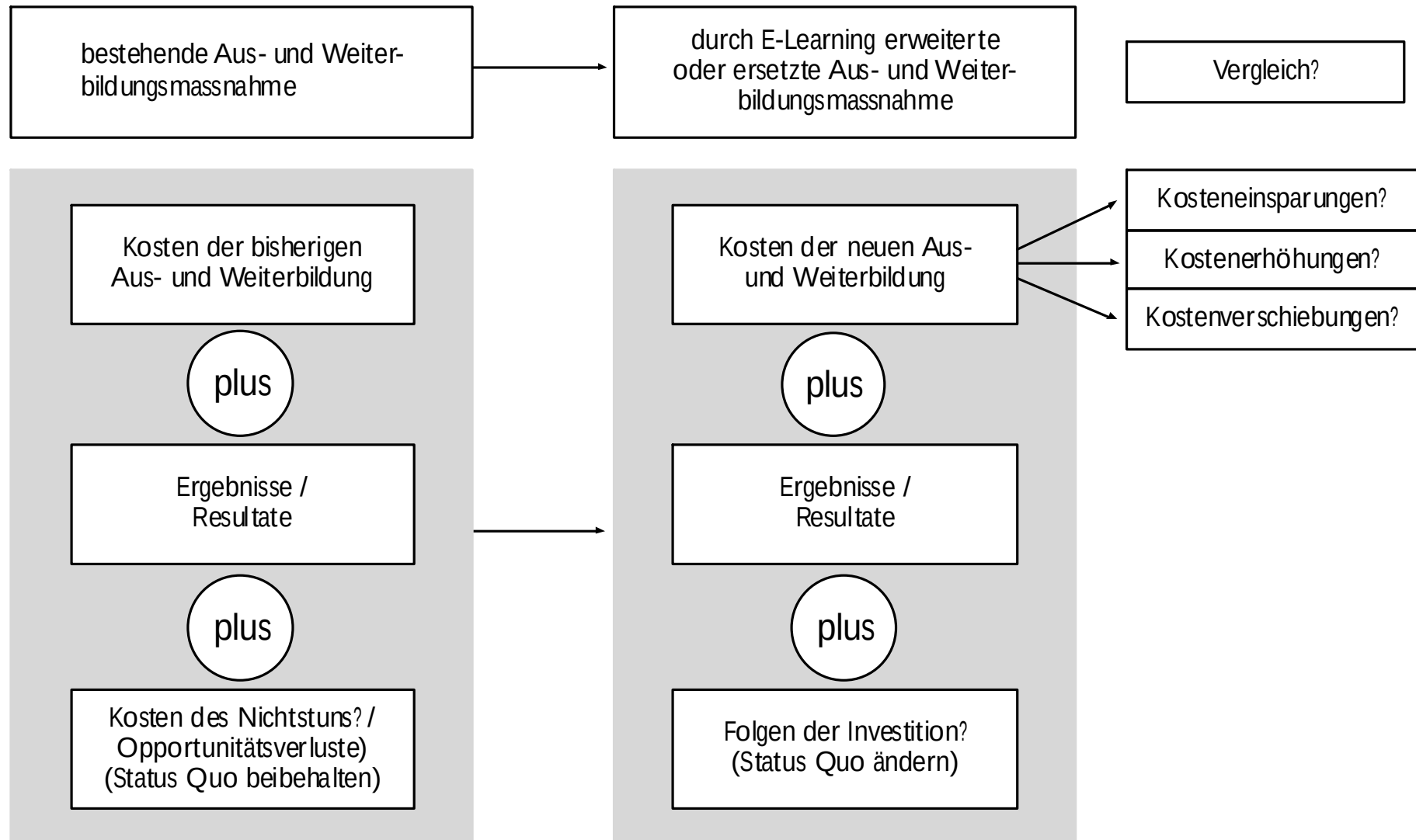
Components of a Strategy Plan and a) Specification of Learning Scenarios



b) Organizational Changes: Blended Learning Project



c) Financial Plan: How to Compare Costs and Benefits of Learning Scenarios





Discussion:

Do you see impacts
of what I presented on your
projects proceeding ?
What could they be ?



Thanks !
What are your
questions ?