



Course Information

Course Code: 4300502 Course Title: **THE BUSINESS CASE FOR E-LEARNING** Course Credit: 3 Course ECTS:8.0

Course Catalog Description

This course aims to explore the impact of e-learning in business and the business impact of e-learning. Explains investing in e-learning, organizational capabilities for successful e-learning solutions and business success with e-learning. Discusses and evaluates the e-learning industry landscape, success factors in e-learning business, and the future of e-learning business.

Schedule: Friday, 15:40 - 18:30, Office Hours: Wednesdays 11:40-12:30

Instructor Information

Assoc.Prof.Dr. Tarkan GÜRBÜZ Office Address: EFC 118 Email: tarkan@metu.edu.tr Office Phone: 210 4012

Course Objectives

After completing the course, the student will learn;

- the impact of e-learning in business and the emerging business side of e-learning.
- the interrelated subjects and issues involved in the business of e-learning
- the business drivers for e-learning
- the issues related with investing in e-learning,
- organizational capabilities for successful e-learning solutions
- business success with e-learning.
- success factors in e-learning business,
- the future of e-learning business

Course Learning Outcomes

Student, who passed the course satisfactorily will be able to:

- Explain changing needs and conditions in knowledge based economy
- Tell the impact of ICT and e-transformation in learning.
- Explain the role of technology in learning
- Tell the importance of e-learning in knowledge management and organizational learning.
- Identify the types of e-learning
- Identify the business drivers for e-learning.
- Identify educational, organizational and strategic issues associated with developing and delivering e-learning.
- Explain the needs for investing in e-learning and defend the business productivity and benefits of an e-learning business solution.
- Identify the organizational capabilities required for successful e-learning solution and organizational learning.
- Describe the e-learning industry landscape including the characteristics of players, products and markets.
- Describe the dynamic nature of e-learning marketplace by conducting product and market analysis.
- Discuss the market processes and perform the development of marketing plans in the business of e-learning.
- Conduct critical evaluations of different ventures in the business of e-learning through various perspectives including technology, finance, market and partnership
- Demonstrate knowledge of strategies for funding new e-learning ventures.
- Discuss the future of e-learning in business and the business of e-learning.

Instructional Methods

During the class hours; instructional methods to be used, teaching-learning activities, and flow of the lessons can be summarized as follows:

- Lecture by teacher, units of instruction organized by topics
- Use of technology and instructional resources
- Class discussion conducted by teacher



- Presentations by students
- Student reports
- Online course discussion forum
- Preparing assignments
- Use of slides, pictures, videos, internet sources
- Use of whiteboard by instructor in teaching
- Use of diagrams, tables, graphs, and charts by instructor in teaching
- Group project
- Coaching: assistance provided for students having difficulty in the course

Tentative Weekly Outline

Week	Topic	Relevant Reading	Assignments
1	Introduction		
2	The impact of ICT and e-transformation in learning	Reading 1	Reflection Paper on Reading 1
3	The role of technology in learning, knowledge management and organizational learning	Reading 2	Reflection Paper on Reading 2
4	Introduction to e-learning (basic concepts, definitions and perspectives),	Reading 3	Reflection Paper on Reading 3
5	The business drivers for e-learning, types of e-learning, implementation of e-learning.	Reading 4	Reflection Paper on Reading 4
6	Organizational capabilities required for successful e-learning and change management	Reading 5	Reflection Paper on Reading 5
7	The e-learning Industry Landscape (players, products, markets)	Reading 6	Reflection Paper on Reading 6
8	Market processes in e-learning business	Reading 7	Reflection Paper on Reading 7
9	Key success factors in e-learning business	Reading 8	Reflection Paper on Reading 8
10	The future of e-learning business		

Course Textbook(s)

- Smart Education and e-Learning 2020, Author(s): Vladimir L. Uskov, Robert J. Howlett, Lakhmi C. Jain, Series: Smart Innovation, Systems and Technologies 188, Publisher: Springer Singapore;Springer, Year: 2020, ISBN: 9789811555831,9789811555848



- E-learning and Business Plans: National and International Case Studies, Author(s): Elaina Norlin, Year: 2008, ISBN: 0810851954,9780810851955,9780810862296

- Khan, B. (2005). Managing e-learning : design, delivery, implementation, and evaluation

Assessment of Student Learning

Homeworks

Reflection papers

Active participation and Presentations

Individual Project

Group Work Term Project.

Midterm exam: In class exam (closed-book). More detailed instructions regarding format and content of the exam will be given later in the semester.

Final exam: In class exam (closed-book). More detailed instructions regarding format and content of the exam will be given later in the semester.

Course Grading

Deliverable	Grade Points
Attendance	10
Active Participation	10
Exams	25
Paper(s) and Homework(s)	25
Individual Project	10
Group Project	20

Course Policies

Class Attendance

You should attend all classes on a regular basis so that you can benefit from the course at maximum level. Attendance will be taken in each class. If you are not able to attend the class due to some important reasons, then inform me certainly before the class via e-mail. Do not forget to compensate for notes, assignments, or tasks. If you are ill, report it to me officially.

Class Participation

Active participation in class is strongly encouraged and you should keep in mind that the definition of participation includes relevant contributions to class discussion, and participation in-class activities

Late Submission of Assignments

Late assignments cannot be accepted without penalty. 20% per day late will be docked from late assignment submissions. Extensions without penalty will only be provided in the medical circumstances in case a medical note is provided within one week of the absence. Medical notes will not be accepted after the course has concluded.

Make up for Exams and Assignments

Make-up exam will be administered if a student misses a midterm exam due to an unanticipated and serious medical emergency or due to a death in the immediate family.



Class and Laboratory Rules (Eating-Drinking, Use of Mobile Phones and Electronic Devices, Civility, etc.)

- Be on time and do not interrupt the session after the first 10 minutes. Wait for the next session to attend the class.
Random arrivals and exits are disturbing.
- Do not come to class with food or beverages, however you can drink water.
- Show respect and courtesy for others and avoid any disruptive behaviors. Have rational and intellectual discussions with your friends. Students engaging in unacceptable behavior may be instructed to leave the classroom.
- Unless very necessary, turn off your mobile phones (or on vibrate or silent mode) or other electronic devices and hide them from view during the lesson hours.
- You can only bring and use your laptops for note-taking. Others activities such as surfing on the Net or chatting are not allowed.
- You have to accept the assistant of this course as the other instructor of this course and show respect.
- When you have any problems or questions in relation to the course, you can e-mail me or have an appointment to visit my office.

Please use the following phrase for the *Subject* line of your e-mail while sending e-mails related to the course.

CEIT502_your name_the subject of your email

Information for Students with Disabilities

To obtain disability related academic adjustments and/or auxiliary aids, students with disabilities must contact the course instructor and the ODTÜ Disability Support Office as soon as possible. If you need any accommodation for this course because of your disabling condition, please contact me. For detailed information, please visit the website of Disability Support Office: <http://engelsiz.metu.edu.tr/>

Academic Honesty

The METU Honour Code is as follows: *"Every member of METU community adopts the following honour code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted. The members of the METU community are reliable, responsible and honourable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."*