

Client: A major Industry body offering courses in its domain Products / Services: Consulting

An Overview

The Client wanted to explore the possibility of adopting eLearning to expand its reach and take the institution to a new technologically advanced level. The institution had only an overview of the term 'eLearning' and wanted advice on implementation of eLearning and make it successful.

Challenge

eLearning was a complex web for the institution. The institution had very little knowledge of this new paradigm which posed a major challenge. The institution's board members also needed to be convinced that adopting eLearning was the right strategy for them and would benefit institution, its industry members and students in the long run. To sum it up, the client wanted to go for eLearning but did not know the roadmap.

Arriving at the solution

The institution was advised by GOLS eLearning experts to approach the eLearning initiative in phases. This approach helped the institution in taking informed decisions and steps towards setting up their eLearning Varsity.

GOLS approach

- Conduct a market survey with the target audience being domain specific corporate houses and industry. The survey was also extended to students in specified streams on a national level. This gave the institute an idea in terms of the potential market segment that their offering would address
- Work out a project feasibility study
- Conduct an 'as-is' eLearning Readiness Analysis
- Chalk out an eLearning blue print and strategy document based on market feedback
- Relevant financial data for the initiative and seek a suitable partner / vendor for the institution to help implement eLearning
- The study was spread across a period of eight weeks in distinct phases with clear cut achievable objectives at the end of each phase

Result

The project feasibility study & eLearning readiness analysis gave the client a better understanding of eLearning. The positive feedback received from the market survey established that the project had economic feasibility and that the institution was right in

setting up e-learning division The institution was taking the right step. It also gave them an understanding of the market potential and size. This empowered them to take a well informed right step towards eLearning and select the right vendor / partner to implement eLearning successfully.