



APPLIES TO ACADEMIC YEAR
2001/2002

GRA 2353 E-learning in corporations

Program

Specialization Course

Responsible for the course

Anne Welle-Strand

Department

Technology Management

Term

Spring

ECTS Credits

6

Objective

This course focuses on the use of information and communication technology for learning purposes in organizations. It attempts to integrate central perspectives on learning with analyses of ICT for various learning purposes and contexts, and especially emphasizes systems for integration of e-learning through learning management. The course takes as a starting point the modern economy's emphasis on knowledge as a basic resource of value creation, and organizations use of learning as a strategic instrument. Modern business organizations increasingly use ICT for enabling learning for employees but also more and more for learning through the whole value chain, encompassing as well buyers and suppliers. Not-for-profit organizations and public organizations also use e-learning for strategic reasons, especially related to the market for lifelong learning. In response to increasing demand, an e-learning industry have emerged, comprising technology, service and content providers. Some key features and dynamics of this industry will be examined. Although a lot of developments have occurred concerning e-learning over the last years, there are some severe challenges that need to be addressed. An important topic that will be investigated is how organizations are able to integrate the use of e-learning into their existing portfolio of learning and development activities, and how e-learning can be managed.

The course shall provide students with basic insight into how e-learning can be used for different purposes and situations in corporations and public organizations. The learning objectives include the following:

- 1) Provide understanding of the external and internal context factors for the increasing emphasis on learning in general and e-learning in particular.
- 2) Provide understanding of characteristics of learning processes of individuals and organizational learning
- 3) Provide understanding of the varied uses of ICT for enabling learning
- 4) Provide understanding of the major challenges to successful implementation and use of e-learning, especially various forms of e-learning management.

Prerequisites

None

Compulsory literature

Welle-Strand, A., Thune, T., (eds), 2002. *Artikkelsamling til kurs: E-learning*. Sandvika: BI Forlag.

Welle-Strand, A. & Tjeldvoll, A. (2002) *Learning, Information Technology and Economy – How can ICT be used to improve learning in a corporation?* Sandvika: BI Research report 2002

Recommended literature

None

Course outline

- Learning in the information age
- Theories of learning and learning organizations
- Learning in corporations: key characteristics of learning at work, learning in the whole value chain, corporate universities
- Lifelong learning and e-learning in the educational sectors
- E-learning solutions: technologies, arenas and support
- The E-learning industry: key developments, markets, agents and solutions
- E-learning management: Organizational, didactical and technological dimensions, Learning Management Systems

Computer-based tools

Not applicable.

Course structure

The course has 30 contact hours that include lectures, student presentations, and discussions. Class participation is mandatory.

Evaluation

Paper 60%

Class participation 40%

Evaluation code(s)

GRA 23531

Aids at the examination

None

Makeup exam

At the next ordinary exam