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Corporate E-learning Practices: Opportunities for University Administration

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Outline

- E-learning demands & industry trends
- Barriers to e-learning
- Corporate universities
- Case studies on corporate e-learning
- E-learning practices for university workforce
- Activities in King AbdulAziz University
- Managing the change to adopt e-learning
- Conclusions

DEMAND

- Rapid obsolescence of knowledge and training
- Need for just-in-time training delivery
- Search for cost-effective ways to meet learning needs of globally distributed workforce
- Skills gap and demographic changes drive need for new learning models
- Demand for flexible access to lifelong learning

e-Learning

SUPPLY

- Internet access becoming standard at work and at home
- Advances in digital technologies enable creation of interactive, media-rich content
- Increasing bandwidth and better delivery platforms make e-learning more attractive
- Growing selection of high-quality e-learning products and services
- Emerging technology standards facilitate compatibility and usability of e-learning products

e-Commerce / e-Business

Industry trends

- Content: Intellectual property
- Technology: Creation and capture tools, enterprise systems, and learning-specific hardware
- Services: Portals, learning service providers, other professional services

Barriers to E-learning

- Reaching People
- Time
- Effectiveness
- **Cost**
- **Management Buy In**

Corporate Universities

- A...centralized strategic umbrella for the education and development of employees ... [which] is the chief vehicle for disseminating an organization's culture and fostering the development of not only job skills, but also such core workplace skills as learning-to-learn, leadership, creative thinking, and problem solving,"
- Provide job-specific training for the managerial personnel of the parent corporation.

Corporate Universities (Cont.)

- Organizational models for corporate universities:
 - Classic: Tuition support from the employer allowing employees to pursue a degree from a college's standard curriculum.
 - Education portal: Corporations work with traditional universities or training businesses to provide college courses on-line.
 - **Tailored training: Working in tandem to develop distance learning courses designed to address a company's specific needs**

Corporate Universities (Cont.)

- Corporate universities are set up to:
 - Organize training
 - Start and support change in the organization
 - Get the most out of the investment in education
 - Remain competitive in today's economy
 - ***Bring a common culture, loyalty, and belonging to a company***
 - ***Retain employees***

Case Studies on Corporate E-learning

- Motorola, Boeing, Federal Express, United Health/United Technologies, Dell, Bell Atlantic, Ford, IBM
- Saudi Electricity Company:
 - Learning Resource center (LRC), Learning Resource system in 2003, “*I Learn*” system in 2005
 - *Administrative skills, computer, English*, technical courses.
 - 311 courses accessed in 2007
 - 3843 employees accessed the system at least once in 2007

E-learning Practices for University Workforce

- University employees are no exception when it comes to the training needs
- In most universities, the structure for e-learning already exists to serve the students and academic staff community:
 - *No initial capital cost*
 - *Top managers familiar with the benefits*
 - *Some related courses are offered to regular students*
- E-learning provides opportunities for university administration to improve employee training programs



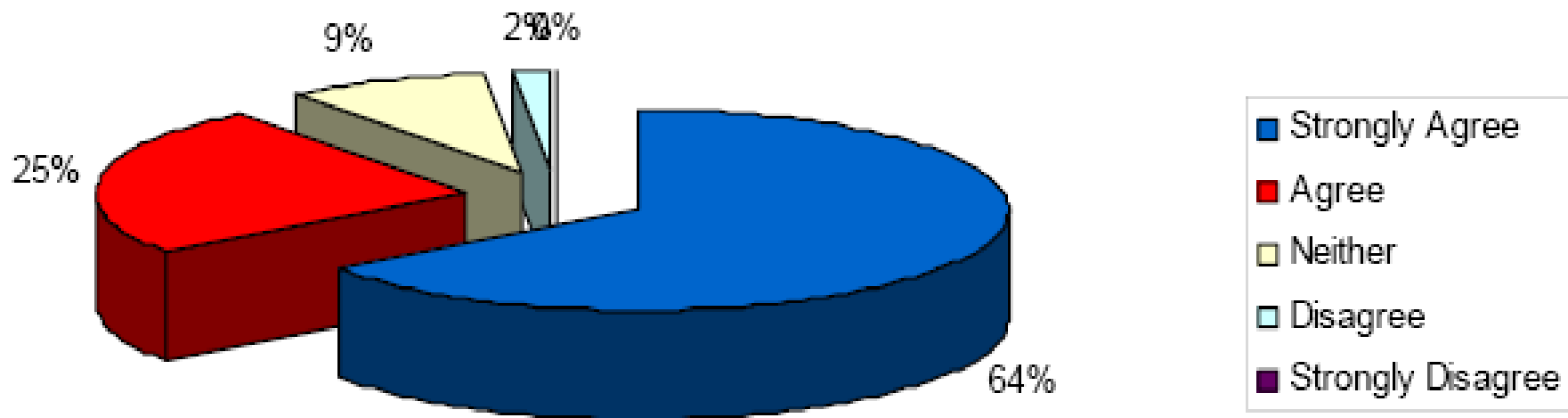
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UA-Employee e-learning Course lists

- Business Skills Courses (6 courses)
 - e.g., Finance, Human Resources and Administration
- IT Skills Courses (8 courses)
 - e.g., Enterprise Database Systems
- Environmental, Safety & Health, and Transportation courses (5 courses):
 - e.g., Safety & Health
- Campus services (4 courses)
 - e.g., Campus operations and services
- Desktop Skills Course:
 - Desktop Computer Skills
- Legal Compliance Curriculum:

I would use this type of media for learning again.



% Agree/Strongly Agree = 89%

York University-UK

Our e-Learning courses provide employees access to a wide range of topics with the convenience of completing courses at their own pace. They are ideal for individuals who prefer self-directed learning or who are unable to attend scheduled in-class courses held at the Microcomputer Training Centre.



- E-Learning Computer Skills Courses
 - 48 courses
- E-Learning Business Skills Courses
 - 24 courses

U. Western Sydney-Australia

- Courses:
 - OH&S Induction
 - Office Safety
 - Hazard Identification and control
 - Manual Handling
 - Induction training On the Job
 - Compulsory certified or accredited training
 - Organization and/or need specific

Activities in King AbdulAziz University

- Deanship of Distance Learning:
 - Distance Learning Programs:
 - College of Arts and Humanities (3 programs)
 - Faculty of Economics and Management (2 programs)
- Development management Directorate:
 - E-learning project for the university employee is planned to be launched in the near future
- Vice Rectorship for projects:
 - Opportunities for tailored courses
- Opportunities for branch universities



Managing the Change

- E-Training should support business strategy
- Need for collaboration before learning
- Environmental Factors
- Outsourcing

Conclusions

- Technology-based training solutions are changing the way corporations deliver training in nearly all segments of the business process.
- University employee need basic skill development to complement the human resource development of the academic staff as well as the students.
- Some universities worldwide started applying e-learning practices to train their employee.
- Corporate e-learning concepts are applied in some Saudi companies like the Saudi Electricity Company.

Conclusions (Cont.)

- E-learning infrastructure as well as the technical expertise exist in many Saudi universities.
- E-learning can successfully be applied to train university employees especially in the diverse areas related to campus planning, development, operation and maintenance.
- E-learning provides employee and supervisors an opportunity to initiate conversations about current and future development needs related to an employee's job knowledge, skills, and abilities.