

The Development of eLearning Methodology Degree Programs

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Introduction

eLearning has been the word being used by people in business and education areas, public and private sectors. eLearning is also known by people involved in training, education and technology. The word “eLearning” is defined differently and produced in different formats. It is the responsibility of CIDE to make it clear and effective by offering degree programs and short training courses to those interested in eLearning.

Objectives

- (1) To survey needs of interested people for eLearning.
- (2) To develop the curriculum of degree programs to suit those needs.

Methodology

1. Target groups

The interested people were divided into 3 groups:

- (1) Undergraduate students
- (2) Graduate students
- (3) Working people in all areas

The name lists of target groups were obtained from various sources i.e. university alumni, credit card holders, business companies, government offices.

After considering the limitation of budget and time allowance, only 500 persons were included: a hundred undergraduates, a hundred graduates, a hundred business

people, a hundred industrial people and a hundred government officials.

2. Questionnaire

The questionnaire was constructed with 10 items, of which the first 3 items were biodata of respondents, and the 7 open-ended items were about opinions regarding knowledge about eLearning and their interest in further study or training. The questionnaire was tested and made some improvement to make sure that respondents understand them clearly.

The in-depth interview will follow the 7 open-ended items, the Data Collection and analysis were done.

The questionnaires were sent out to those 500 identified persons. Four hundred questionnaires returned and were used for basic statistical analysis.

Table 1: Number of respondents

Target Group	No. sent	No. respondents
1. Undergraduate	100	87
2. Graduate	100	98
3. Working people in business area	100	83
4. Working people in industrial area	100	69
5. Working people in governmental area	100	63
Total	500	400

The respondents were from 5 groups of targets. They represented in educational background, career and age.

Table 2: Background

	No.	%
1.Educational Background	25	6.25
1.1 Below	246	61.50
1.2 Bachelor's Degree	129	32.25
1.3 Higher		
2. Age		
< 25 year	30	7.5
26-35 year	356	89
> 35 year	14	3.5
3. Status		
Studying	185	46.25
Working in business	83	20.75
Working in industry	69	17.25
Working in government office	63	15.75

Results

The Response from target group was presented in table 3.

Table 3: Interest in eLearning

	No.	%
1. Interested in		
1.1 Training course	160	40
1.2 Master's Degree	200	50
1.3 Ph.D.	40	10
2. Topic most interest		
2.1 Management in eLearning Institutes	108	27
2.2 Courseware Design and Production	216	54
2.3 Technological Support	76	19

The content from open-ended responses were also analyzed and developed for degree programs and training course.

1. Master's Degree Program

The 36 credits were divided into:

- 1) Core Courses
- 2) Major Courses
- 3) Research Project or Thesis
- 4) Electives

1.1 Core Course should be related to ePedagogy, eLearning principle, research method and a seminar

1.2 Majors

Three majors were identified as

1.2.1 Management in eLearning Institute

1.2.2 Courseware design and production

1.2.3 Technical support i.e. how to do web, graphic design, animation, LMS, CMS.

1.3 Research / Thesis

The research aims at a 6 credit research project and a 12 credit thesis.

1.4 Electives

Some elective courses should be provided.

2. Ph.D. Program

In order to advance knowledge in this area and to suit interest, only a dissertation was suggested. Thus, 48 credit dissertation was designed in order to top-up the Master's Degree Program.

3. Training

Lists of courses (1-3 credit) were suggested as follows:

- 1) eLearning Principles
- 2) How to do eLearning
- 3) How to produce courseware
- 4) How to use open source
- 5) eBook and eJournal
- 6) eMarketing
- 7) Webinar
- 8) eKnowledge management
- 9) Law and ethics of eLearning
- 10) Leadership in eLearning institutes

Conclusion

eLearning Methodology course and degree program, though new, are welcome by those who are interested in this area. The CIDE takes it as the important role to make Thailand one of the leading countries in the front line of eLearning, in order to bridge the needs of those who want to learn, can learn anywhere, anytime through Internet.