



e-learning industry overview and value proposal

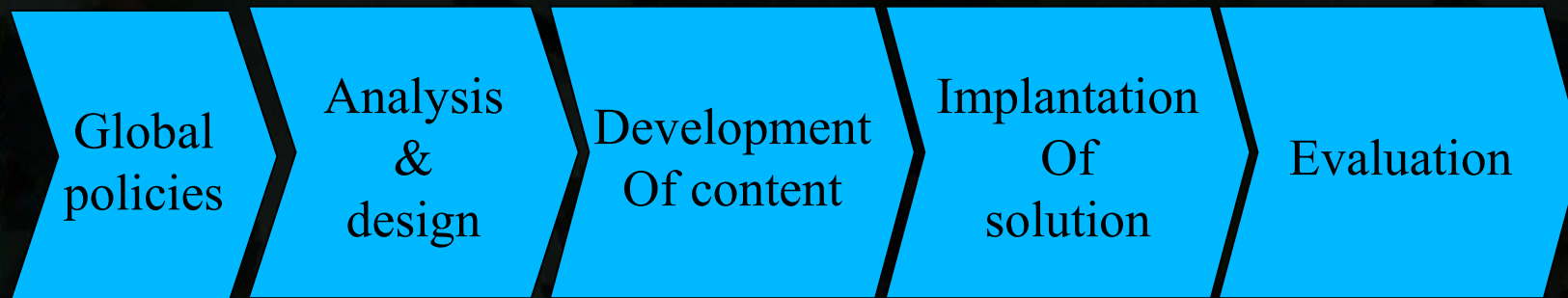
what is e-learning, what is the value chain
in this industry, what roles are involved.

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What is e-learning?

educative and formative process, supported with IT, with elements like students, contents, instructors and organizations who bring support, policies, infrastructure and **related services**.

e-learning value chain



- Global policies are defined at organizational and strategic levels.
- In all the other elements, there is chance to outsource a **wide range of solutions and services (business opportunity)**.

e-learning value chain



- High-level consultancy, viability studies, design of e-learning solutions with pedagogical concerns. This is known as “**Instructional Design**” and follows its own methodologies and rules.

e-learning value chain



- basic content production: html, pdf, flash, video and multimedia resources.
- other services like packaging of e-learning content following SCORM standards, setup of LMS (Learning Management Systems), hosting of those LMS.

e-learning value chain



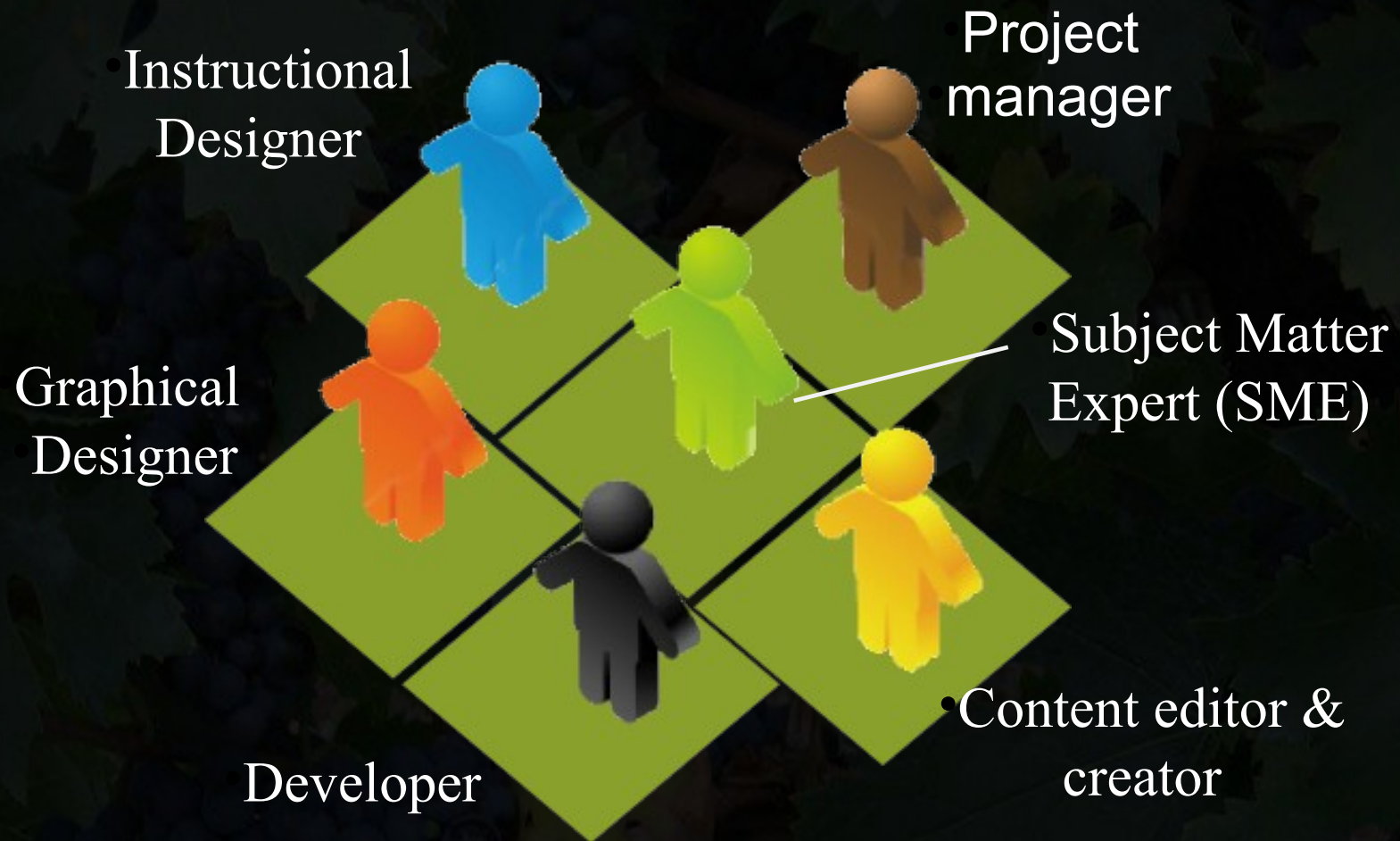
- execution and support of the courses. We can be the instructors, the instructors helpers, bring support to students, or platform managers. All these roles have in common that they support the execution of the course.

e-learning value chain



- Evaluation is not limited to finalization of course. It is a continuous process. Keep track of evaluation, gather and process data, produce executive reports.

The Development Team



The Dev Team: Project Manager



- Project Manager must take care of times, requirements, and resources.

The Dev Team: Instructional Designer



- Instructional Designer must take care of global organization and structure of content, type of content, pedagogical guidelines, secuenciation and evaluation

The Dev Team: Subject Matter Expert



- SME (Subject Matter Expert) is the domain expert, and must assist and guide the Instructional Designer to be sure the project meets the requirements.
- This is a role that would be provided by the client.

The Dev Team: Content creator & editor



- Content creation involves redaction of new material, and adaptation and edition of existing material. This is a role with pedagogical skills.

The Team: Graphical Designer



- Graphical Designer takes care of visual aspect of the content, keeping the client visual identity guidelines.

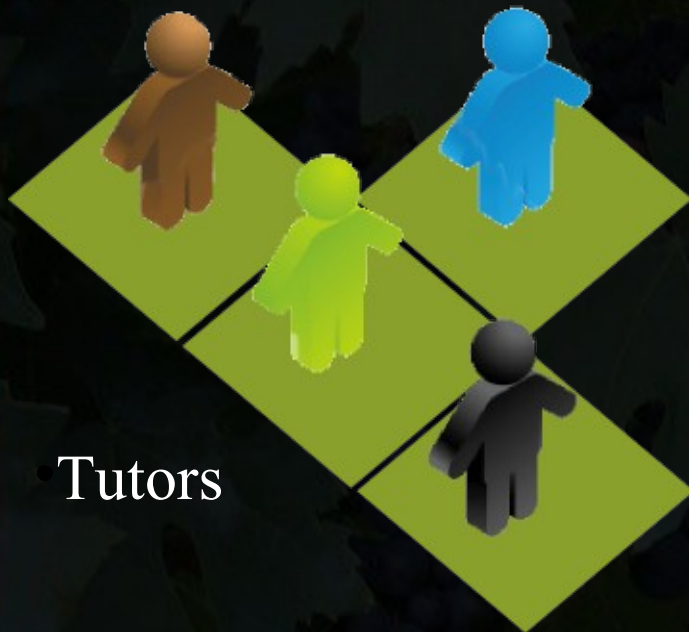
The Dev Team: Developer



- Technical support for development tasks like scripting and programming, and final tasks like LMS packaging and testing.

The Operative Team

Course Manager • Instructor

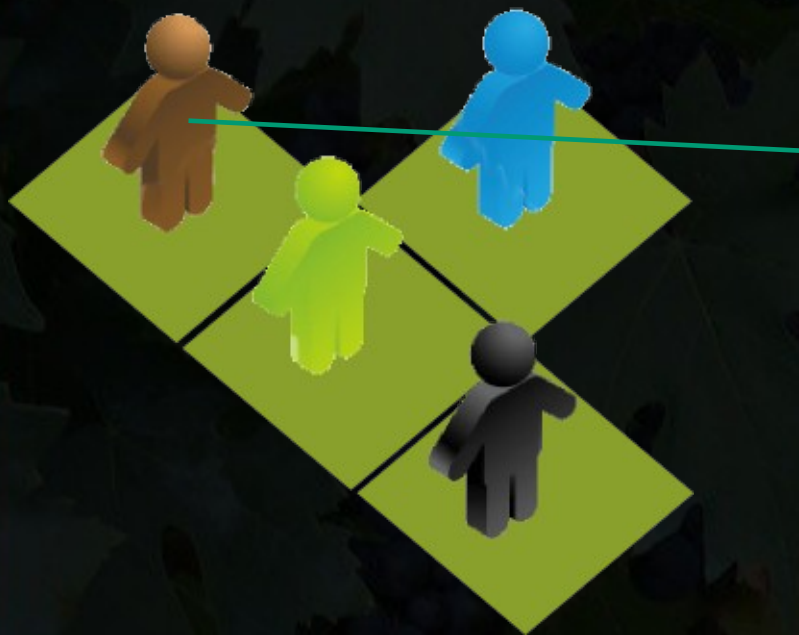


Tutors

Platform

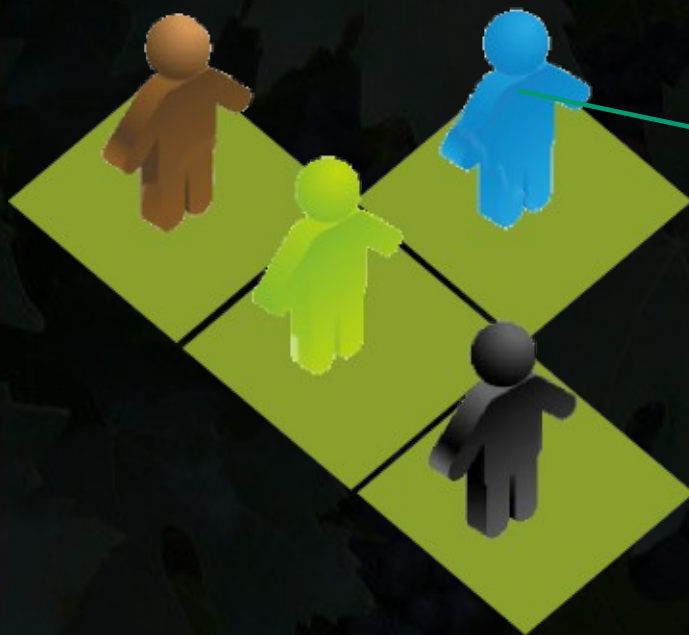
- This Team is conformed by those roles needed to execute courses for the client.
- Involve roles from management to platform support.
- Some of this roles would be provided by the client.

The Op Team: Course Manager



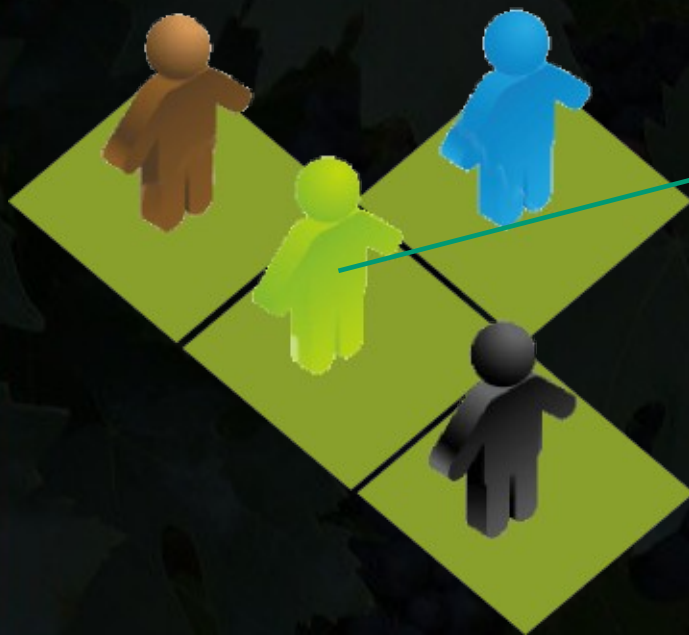
- Course Manager must take care of task like user accounts management, dates, report generation, and global tracking.

The Op Team: Instructor



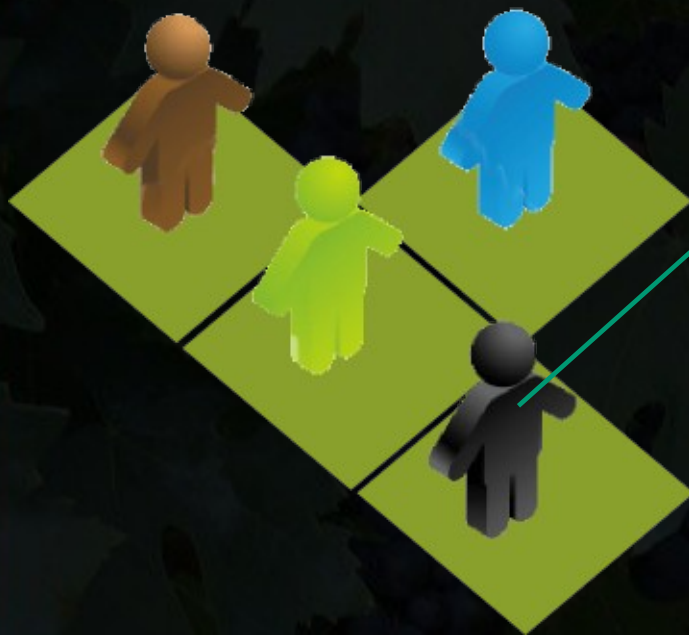
- Instructor usually is the same SME who helps to create the content. In the operative context, his role is passive, bringing support to tutors, and maybe doing short interventions in some pedagogical activities. (that is because instructor is more expensive than tutors).

The Op Team: Tutors



- Tutors have general pedagogical knowledge, and the specific skills to support learners through their activities. They are not SME's, so, they have the support of the Instructor. It would be as many tutors as needed to scale the number of students while keeping a low number of instructors.

The Op Team: Platform



- Platform role must pay attention to availability and stability of the e-learning platform, and help students to solve technical issues that the tutors can not solve.