

PROFITABLE COURSE CREATION: STRATEGIES FOR SUCCESS



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Introduction



From time to time, we are experiencing distinct revolutionary changes and innovations from different fields. With the use and the engagement of information and communication technology, we are continuously introducing many convenient ways of living and learning. One area which has been influenced by the innovation brought to us by ICT is the learning discipline. It has brought a significant impact on both learners and educators.

There is a massive advantage of using technology to support both teaching and learning. Through this, technology introduces classrooms with digital learning tools, such as computers and portable devices. It develops course offerings, experiences, understanding, as well as learning materials. We can also seek for 24/7 learning support. Moreover, technology helps in building and strengthening the 21st-century skills and aids in increasing student engagement and motivation, accelerating their learning. This idea links educators to learners with professional content, resources, and systems to help them improve and develop their instruction and personalized learning.





Online learning opportunities, together with the use of open educational resources and other technologies, can expand educational efficiency. It can also continue by fast-tracking and facilitating the rate of learning, cutting down costs associated with instructional materials, and program delivery—a better way of making use of teacher time.

An existing platform that conveys these features brought by both technology and learning can have a look in many online schools and websites which mainly offers online learning courses. An online course is a series of educational experiences using the digital network for communication, learning, and discussion. This type of learning method does not require face-to-face interaction in a physical location. This feature makes it very convenient to many because they tend to experience learning across different locations 24 hours a day, seven times a week.

Online courses are available for both academic purposes and different specializations. In the academe, students use the internet as a medium of learning. Students are required to download course material through the internet, upload tasks and assignments, go through online assessments, and communicate with lecturers and staff. Online courses also serve as extended learning for students. For example, if they have struggles understanding their statistic lessons, they can enrol in some short courses, which will help them improve their understanding and aid them in passing the subject.

On the other hand, for those individuals who want to specialize in some skills (virtual assistants, content writers, web developers, etcetera); they use this platform to acquire, learn, and develop their abilities and enhancements their competencies.

