







## Continuous learning



## What to know (and why) ...

-  to introduce different perspectives of continuous learning
-  to present advantages and benefits of continuous learning
-  to provide references and suggestions how to stay updated on eBusiness
-  to offer guidance how to maintain one's knowledge and understanding of eBusiness aspects

## Outline



The impact of continuous / lifelong learning on organisational development



Employee perspective



The employer perspective



E-learning and continuous learning

## The impact of continuous / lifelong learning on organisational development

Continuous learning has to be seen from two perspectives, both employers and employees who are engaged in continuous learning

The employee perspective reflects employees' approaches to their own learning and self development

The employer perspective reflects the motivations of employers in promoting continuous learning opportunities, by way of engagement in courses, to their staff in order to improve the organisation's effectiveness



## TASK

A learning style is the method of learning particular to an individual that is presumed to allow that individual to learn best. There are four basic learning styles:

1. Visual learning (learn by seeing)
2. Auditory learning (learn by hearing)
3. Reading/writing (learn by processing text)
4. Kinaesthetic learning or practical (learn by doing)

In such models, the term multi-modal describes people who have more than one strong learning style

Rank the four types of learning style and explain in brief the reasons for the ranking

## Employee perspective

Self-learning is here regarded as a personal investment in the future, encouraging personal growth and developing potential, possibly to ensure continued employment.

Employees have a number of motivations for learning. These include intrinsic pressure, external pressure, the quality of provisions available to them, specific drives and personality factors.

Employees' intrinsic motivation, engagement with learning opportunities, is relevant to the course to their future career, their personal interests, social needs and domestic circumstances.

Whilst extrinsically they are motivated to study they may also be concerned with the value of the underlying qualification, and that it will be recognised by their current, or future, employers

## Employee perspective... cont.



Knowing how to learn

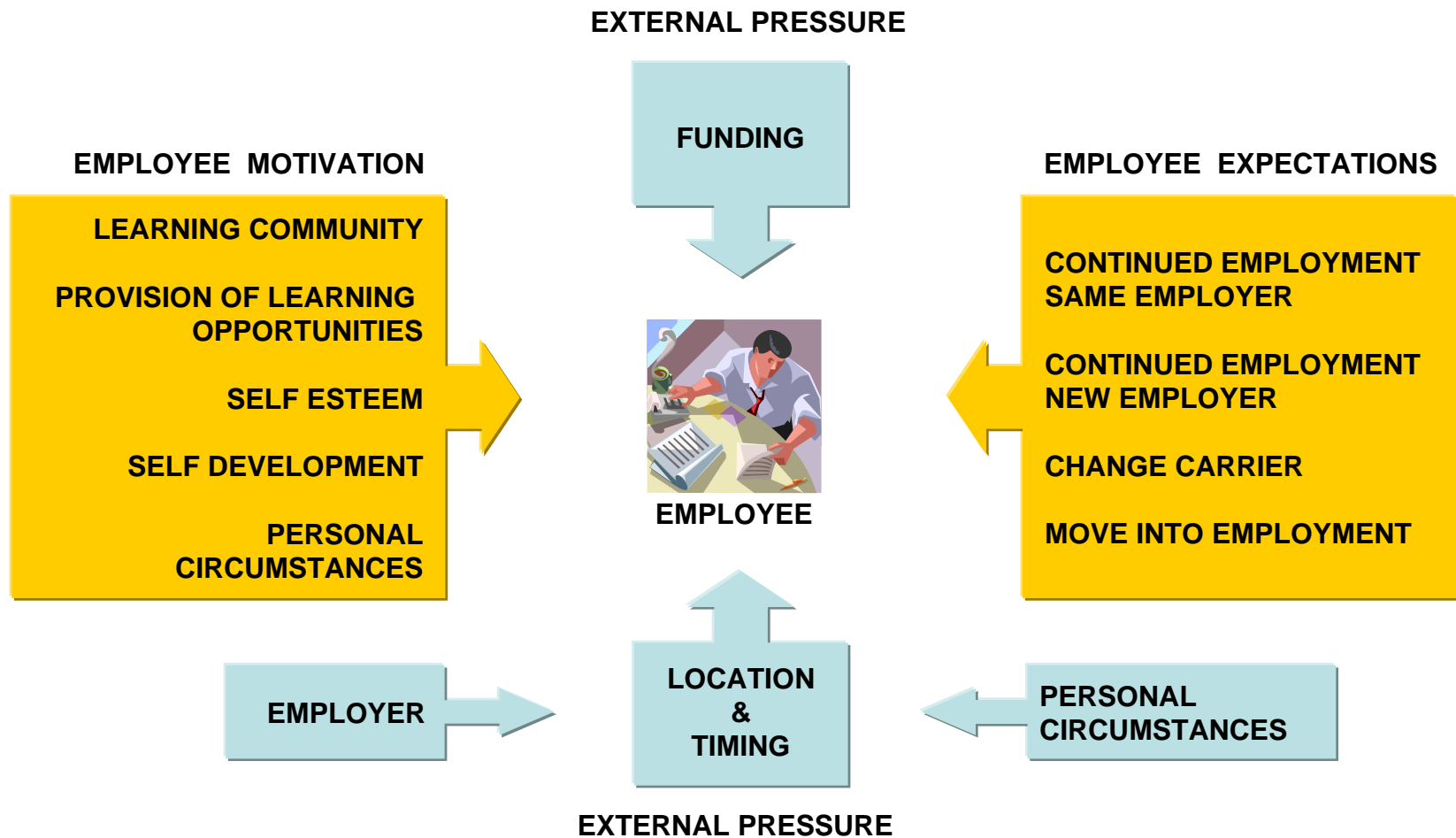


Understanding one's own learning style



Knowing how to gain access to a variety of materials, resources and learning opportunities

## Employee perspective... cont.



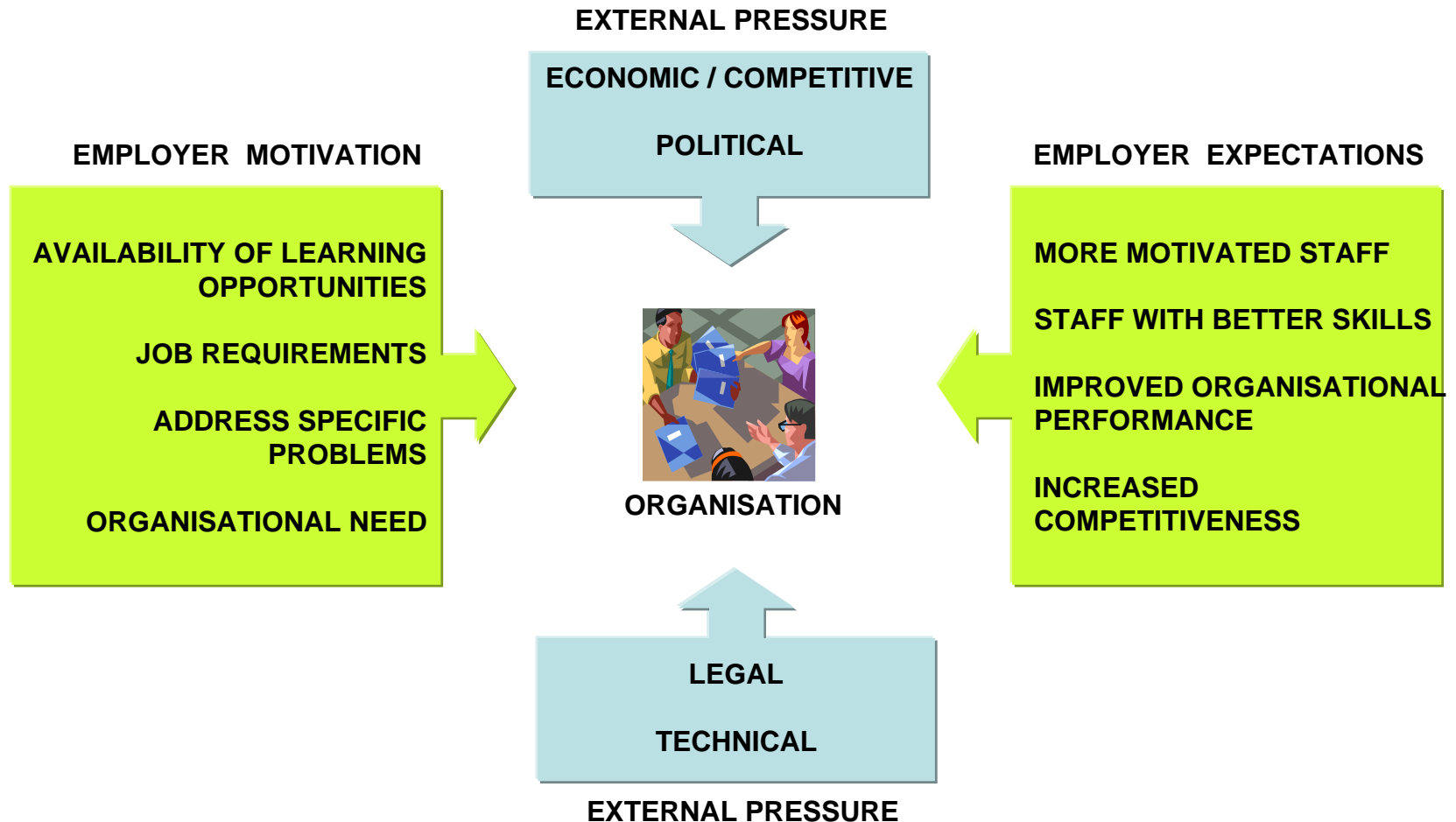
## Employer perspective

Employees' training may result in cost savings, time savings, new work habits, and improved working climate leading to increased turnover, enhanced staff commitment and improved job satisfaction

Organisation's ability to learn maintains or increases its competitive advantage, becoming faster to adopt to a changing business environment and more reactive to customers' requirements

***Organisations learn only through individuals who learn!***

## Employer perspective... cont.



## E-learning and continuous learning






**E-learning** or **electronic learning** is all learning that has an electronic dimension to it. There is a trend to move toward blended learning services, with computer-based activities integrated with practical or classroom-based situations

**Computer-based training** is where a student learns by executing special training programs on a computer relating to their occupation, sometimes integrated with an application so students can practice-by-doing

**Web-based training** is delivered over the Internet using a web browser. Web-based training frequently includes interactive methods, such as bulletin boards, chat rooms, instant messaging, videoconferencing, and discussion threads. Web-based training is usually a self-paced learning medium, however some systems allow for online testing and evaluation

## E-learning and continuous learning... cont.

### Mindset:

-  Being positive towards improving your skills doesn't cost anything
-  Asking colleagues about how to do things doesn't cost anything
-  Invest your time in knowledge and skills
-  Be progressive in your “investment”!
-  The World Wide Web is a source free to explore and exploit

## TASK

How will you maintain and update the knowledge and skills you have gained during this training? List 5 ways

How would you train other people in eBusiness? List 5 suggestions