Chapter 9

Student’s Perception Towards Digital Learning for Skill Enhancement Programs

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ABSTRACT

Integrating digital activities into the broader strategy can be challenging for institutions providing online education they don’t have yet strong digital capabilities. Indian educational institutes and universities lack in digital strategy skills to conceive a comprehensive plan for responding quickly to customer queries. Digital activities are an increasingly important part of any marketing and sales strategy. The ability to harness the power of digital platforms in delivery of educational courses cannot be denied. The organization should no longer be only concerned with simple act of providing digital course, but also with the innovative strategies through which they interact with students and create learning environment that is innovative, active, and challenging. Digital learning plays a vital role in the skills landscape.

INTRODUCTION

Integrating digital activities into the broader strategy can be challenging for institutions providing the online education they don’t have yet strong digital capabilities. Indian educational institutes and universities lack in digital strategy skills to conceive a comprehensive plan for responding quickly to customer queries. Digital activities are an increasingly important part of any marketing and sales strategy. The delivery of educational courses needs the ability to harness the power of the digital platforms.

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The organization should no longer be only concerned with the simple act of providing the digital course, but also with the innovative strategies through which they interact with students and create the learning environment that is creative, active, and challenging. Digital learning plays a vital role in the skills landscape. Both government and private institutions need to frame a robust skill development programme and focus on outcome based approach in terms of providing meaningful employment in the form of both wage and self-employment. It is also pertinent for educational Institutes to understand that any skill enhancement programme needs to be innovative in delivery format.

PURPOSE

This research aims to explore the ample digital platforms available for the educational institutions in delivering skill enhancement programs and their promotion. The study focuses on knowing student perspectives towards digital learning and its role in skill enhancement program. The study will explore the student’s expectations and experiences in the areas of course format, technological support, interaction with faculty and peers, course flexibility and pace, assessment and feedback, and overall communication. The basic emphasis of the study is to identify gaps in existing courses and various skill enhancement programs which can be introduced by educational institutes to enhance the profitability and brand image.

LITERATURE REVIEW

Department of Business innovation and Skills had conducted survey in UK and found that Embedding digital learning throughout the education system is a long-term solution. There is a clear need to enhance digital capabilities in the shorter term. The key to increase capacities to take advantage of digital opportunities are providing digital courses and awareness-raising initiatives through existing local private and third sector networks. Cyber security can thereby be enhanced. The report of Capegimini also states that the impact of digital technologies is now felt not only in the IT department but across the entire organization, creating a huge demand for digital skills.

Social media technology provides educators with an opportunity to engage learners in the online classroom, as well as to support development of learner skills and competencies (Blaschke, 2014). Tedlow (2010) describes what happens to companies who look away and go into denial when paradigms shift. Carey (2012)
A Literature Survey on the Usage of Fuzzy MCDM Methods for Digital Marketing
www.igi-global.com/chapter/a-literature-survey-on-the-usage-of-fuzzy-mcdm-methods-for-digital-marketing/140198?camid=4v1a

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