Strategic Cases in e-Learning in Singapore

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Adversity Brings Opportunity

"WHEN Singapore began to batten down the hatches in response to the Sars threat, one of the measures taken was the closure of all schools from March 27. It was a prudent move to safeguard the health of thousands of school children. It also had an unexpected positive benefit, boosting an infant industry that could well transform Singapore's education system in the near future.

We're talking, of course, about e-learning, the application of computers to formal teaching. Just a week into the forced school break, firms providing educational content online to schools and individual students were reporting sharp jumps in demand."

-- Kenneth James, Business Times, 16 May 2003

AGENDA

- **Market Trends & Developments**
- **Strategic e-learning applications**
- **Key issues in e-learning**

Market Trends & Developments

- Singapore's e-learning market to hit US$106.43 million by 2005.

- Corporate users will spend US$57 million on e-learning.

- Companies spend an average of 20-50 per cent of their training budget on e-learning. (Frost & Sullivan - 2003)

- S'pore academic market US$27.8 mill by 2005 (IDA)

Market Trends & Developments

- Active e-learning industry
  - High Quality Content Development for Govt., Corporate, Schools markets
  - Local and Offshore development
  - Local IP for license, franchise
  - Regionalizing thru collaboration

General Applications Profile

- Focus on Learning Outcomes
- Interactive & Collaborative
- Rich Content
- Anytime Anywhere Delivery

Key Drivers

- Pervasive IT infrastructure
- Highly IT-literate population
- Focus on Employability & Lifelong Learning
- Strong Govt. Support:
  - MoE: Second Masterplan for IT in Education (MP2)
  - IDA: e-Learning Early Adopters Programme (eLEAP)

Strategic Cases in e-learning

- **e-PREP**: Prepare national servicemen for civilian work

- **IPAM Open Academy**

- **IHLs:** Innovative Delivery

- **CityCab:** e-learning for taxi drivers

e-PREP

- Prepare full-time national servicemen for civilian work

- > 1000 on-line courses from 12 providers, incl. IHL

- Training credits pay for the courses

IPAM Open Academy

- Targets 120,000 civil servants
- 220 courses (4-13 hours)
- Plans for customized course devt.
- Async and synchronous models

IHLs: innovative delivery

- **Singapore Poly**: Mobile learning with 3G phones

- **Singapore-MIT Alliance**: Synchronous learning via videoconference

CityCab

- 2nd biggest taxi company with 10,000 taxi drivers, 5000 vehicles

- Blended learning for Taxi Vocational License Course

- > 2000 online students

Key Issues & Prospects

- E-Learning Standards
- RoI
- Open Source solutions

E-Learning Standards

- ECC developed 7 standards for Singapore

- Why standards?
  - Interoperability between LMS
  - Level playing field for vendors
  - Reusability of course content
  - Faster implementation & Lower Costs

Returns on Investment

- Fuji Xerox Singapore (FXS) saves S$700K in first year, S$900K by third year of implementation (2005)
- Workplace changes may redefine emphasis on training

Open source solutions

- LMS getting commoditized with open source solutions
- Drive infrastructure costs down
- More allocation for content
- Spur greater usage.

THANK YOU