Business Plan of Modern e Learning Center

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I. OVERVIEW

Most schools in the more developed countries, and even some in less developed countries, provide computers and internet access in the classroom, and e-learning is integrated into the curriculum of every university in the world. This means young people have an expectation that digital technology will have an underpinning role in their work and learning for work.

Our life experiences are very different from the life experiences of those who have lived all their lives with computers and the internet, and that means we respond to the technology in different ways. However, some digital immigrants rapidly become immersed in the new culture, adopt digital native behaviours, and are just as responsive to the new technology as the younger generation. Such people become champions for applications such as e-learning, but they sometimes forget that not everyone shares their passion.

"e-Learning can be defined as 'learning facilitated and supported through the use of information and communications technology'. It can cover a spectrum of activities from the use of technology to support learning as part of a 'blended' approach (a combination of traditional and e-learning approaches), to learning that is delivered entirely online. Whatever the technology, however, learning is the vital element."

Benefits of e-learning

An immediate potential benefit of considering to implement e-learning is that it can be seen as an additional avenue with which to support teaching and learning practice. E-learning covers such a wide sphere that it is difficult to point out any benefit as a given, so any benefits should initially be termed 'potential' benefits. However, many cite the following as broad benefits that e-learning supports:

- The ability to provide distance learning (learning not on campus/school)

- A blended learning/teaching approach (using face-to-face and technology)

- The use of technology to support a wide range of educational activity

- Improved open access to education, including access to full degree programs

- Better integration for non-full-time students, particularly in continuing education

- Improved interactions between students and instructors

- Provision of tools to enable students to independently solve problems

● Acquisition of technological skills through practice with tools and computers.

● No age-based restrictions on difficulty level, i.e. students can go at their own pace.

Key disadvantages of e-learning, that have been found to make learning less effective than traditional class room settings, include:

◆ Ease of cheating

◆ Bias towards tech-savvy students over non-technical students,

◆ Teachers' lack of knowledge and experience to manage virtual teacher-student interaction,

◆ Lack of social interaction between teacher and students,

◆ Lack of direct and immediate feedback from teachers,

◆ Danger of procrastination.

For many students, e-learning is the most convenient way to pursue a degree in higher education. A lot of these students are attracted to a flexible, self-paced method of education to attain their degree. It is important to note that many of these students could be working their way through college, supporting themselves or battling with serious illness. To these students, it would be extremely difficult to find time to fit college in their schedule. Thus, these students are more likely and more motivated to enroll in an e-learning class. Moreover, in asynchronous e-learning classes, students are free to log on and complete work any time they wish. They can work on and complete their assignments at the times when they think most cogently, whether it be early in the morning or late at night.

However, many teachers have a harder time keeping their students engaged in an e-learning class. A disengaged student is usually an unmotivated student, and an engaged student is a motivated student.

One reason why students are more likely to be disengaged is that the lack of face-to-face contact makes it difficult for teachers to read their students' nonverbal cues, including confusion, boredom or frustration. These cues are helpful to a teacher in deciding whether to speed up, introduce new material, slow down or explain a concept in a different way. If a student is confused, bored or frustrated, he or she is unlikely to be motivated to succeed in that class.

2. MARKETING PLAN

Market Objective

"To operate the modern e learning center which provide education with leisure towards children in an aesthetical, technological and user friendly environment and generation of applications enabling to provide solutions for problems".

Characters of proposed Modern E learning center.

A. Modern Technology concerns,

The center should be created a wholly modern approach to make use of information and communications technology'. It should cover a spectrum of activities from the use of technology to support learning delivered entirely online.

Various technologies are used to facilitate e-learning. The center will equipped with following combinations of the techniques, including blogs, collaborative software, ePortfolios, and virtual classrooms.

1. Audio

Technologies will allowed classroom teachers to stream audio over the internet. There will be also webcasts and podcasts available over the internet for students and teachers to download. For example, iTunes has various podcasts available on a variety of subjects that can be downloaded for free.

2. Video

Videos will allow teachers to reach students who are visual learners and tend to learn best by seeing the material rather than hearing or reading about it. Teachers can access video clips through the internet instead of relying on DVDs or VHS tapes. Teachers can use messaging programs such as Skype, Adobe Connect, or webcams, to interact with guest speakers and other experts. Interactive video games are being integrated in the curriculum at both K-12 and higher education institutions.

3. Computers, tablets and mobile devices

Computers and tablets will allow students and teachers access to websites and other programs, such as Microsoft Word, PowerPoint, PDF files, and images. Many mobile devices support m-learning. Putting tablet computers in the hands of every student, and interactive whiteboards in every classroom.

4. Blogging

Blogs allow students and teachers to post their thoughts, ideas, and comments on a website. Blogging

allows students and instructors to share their thoughts and comments on the thoughts of others which could create an interactive learning environment.

5. Webcams

The development of webcams and webcasting will facilitated the creation of virtual classrooms and virtual learning environments. Virtual classrooms supported by such technology are becoming more and more popular, especially since they are contributing as a main solution to solving problems with travel expenses. Virtual classrooms with such technology also provide the benefits of being easy to set up.

6. Screen casting

Screencasting is a recent trend in e-learning. There are many screen casting tools available that allow users to share their screens directly from their browser and make the video available online so that the viewers can stream the video directly. The advantage of such tools is that it gives the presenter the ability to show his ideas and flow of thoughts rather than simply explain them, which may be more confusing when delivered via simple text instructions. With the combination of video and audio, the expert can mimic the one-on-one experience of the classroom and deliver clear, complete instructions. From the learner's point of view this provides the ability to pause and rewind and gives the learners the advantage of moving at their own pace, something a classroom cannot always offer.

7. Combining technology

Along with the terms *learning technology*, *instructional technology*, the term <u>educational technology</u> refers to the use of technology in learning in a much broader sense than the <u>computer-based training</u> or *<u>Computer Aided Instruction</u>s*. It is also broader than the terms *<u>Online Learning</u>* or *<u>Online Education</u>* which generally refer to purely web-based learning. In cases where mobile technologies are used, the term <u>M-learning</u> has become more common. E-learning, however, also has implications beyond just the technology and refers to the actual learning that takes place using these systems.

E-learning can also refer to educational websites such as those offering learning scenarios, worksheets and interactive exercises for children. The term is also used extensively in the business sector where it generally refers to cost-effective online training.

8. Virtual classrooms

<u>Virtual Learning Environments</u> (VLE), also known as <u>learning platforms</u>, utilize virtual classrooms and meetings which often use a mix of communication technologies. One example of web conferencing software that enables students and instructors to communicate with each other via webcam, microphone, and real-time chatting in a group setting, or Adobe Connect, which are sometimes used for meetings and presentations. Participants in a virtual classroom can raise hands, answer polls or take tests. Students are able to 'write on the board' and even share their desktop, when given rights by the teacher. Other communication technologies available in a virtual classroom include text notes, microphone rights and mouse control.

The e learning center will be accommodated an open and modern space that takes a different approach to e learning services. Technology should be provided with the following departments,

1. Preschool

Various forms of electronic media will be equipped with preschool. The age when a given child might start using a particular technology such as a cellphone or computer might depend on matching a technological resource to the recipient's developmental capabilities. Coherence with sought-after values, and concurrent entertainment and educational aspects, will be suggested for choosing media.

2. School level

Technology kits are usually provided that include computers, printers, and reimbursement for home internet use. Students are to use technology for school use only and must meet weekly work submission requirements.

This center provides the benefits of e-learning to students in the MC area where internet online schools are not available. They also may allow students greater flexibility and exemption from other schools.

3. Higher education

e-learning has become a predominant form of post-secondary education. So that enrollments for fully online learning accesses will be provided in this center.

Properly trained staff must be available to work with students online. These staff members need to understand the content area, and also be highly trained in the use of the computer and Internet.

4. Corporate and professionals

The center has to provide facilities of E-learning to persons who work in various companies and their customers. Companies with large and spread out distribution chains use it to educate their sales staff about the latest product developments without the need of organizing physical on site courses. Compliance has also been a big field of growth with banks using it to keep their staff's CPD levels up. Other areas of growth include staff development, where employees can learn valuable workplace skills.

B. Aesthetic Surrounding concerns

1. This e learning center should challenge the old ideas of what a normal learning center space should be. Integrated into the landscape with beautiful views from almost everywhere, this center will be bright, airy and free from the stodginess that infects many older institutions.
2. Small children should with free minded at the center and they should be happy on their activities. So that the library should be equipped with a play area by the side of the center building.
3. If there is natural sceneries the site should be facilitate with the building plan to get good views of those sceneries.

C. Provisioning of Adequate supporting services

1. It is proposed to introduce a book shop, Small restaurant, Stationary shop, and a textile shop to fulfill some additional requirements of children as well as parents who use the center.

Market Strategies

Branding

The uniqueness and the quality of service remark the goodwill of any service. So that the proposed e learning center will lead towards high standards of its reading materials as well as the technological services. So that it proves the Name and the image of the center, and the majority will attract to the center without any hazel.

Promotion

The success of the modern e learning center, as implied at the business and community level, and it depends on the perception of families on their sociological status. To achieve this there should be pro-actively promotion propaganda regarding the products and services offered by the center. Since it is modern one the propaganda should be done in modern way and most of propaganda can be done through both internal and external promotions.

External promotion:
The objective of the external promotion is to attract new and past customers back. There are several sources of local news, which include local newspapers, radios. Certainly it will prove difficult to reach a large percentage of the public through one medium. Since it is advisable to utilize a balanced promotional mix in order to reach and attract a wide range of consumers. In promoting the e learning center under external promotions it is proposed through newspaper ads; websites; social media; and brochures.

Internal or in-store promotions:
Internal or in-store promotions are key in retaining and increasing sales volumes once customers are in place. Once the customer enters the library the following common internal promotions or techniques/practices and/or initiatives either individually or collectively could be utilized in order to encourage/facilitate a longer stay resulting in increased sales,
most notably: effectively designed store layout; attractive window displays; eye-catching internal displays; clear signage; promotional signs; location signs; understandable institute signs; and exciting atmosphere.

Proposed Design

Sections	Average stall size (sq.ft)	Share of space
Open Reading hall	700	
E learning department for pre schools	800	
E learning department for school children	1000	
E learning department for higher education	800	
E learning department for processionals	800	
Open wyfi area	1000	
Reference theatre	500	
Playing area	500	
Office	100	
Area covered by the Library	**6200**	**75%**
Snack Bar	100	
Restaurant	400	
Book Shop	100	
Stationary shop	100	
Communication center	100	
Parking space	1000	
Area covered by supporting items	**2000**	**25%**
Total Library space	**8200**	

Sales Forecast

Since the absence of enough initial capital to build up the proposed library in the Local authority budgets, it is proposed to launch a social enterprise model in partnership with an existing funding agent; contribution of private sector investors who willing to performs their business in the proposed E learning center. The contribution of private sector will attract on tendering the proposed shops, computer accessories on advance payments of key money (for 36 months period as per the table 1.2) and opening WyFi area with Telecommunication Company on service contracts. This contribution will facilitate to meet the initial capital of the project.

Types of stalls / shops	No. of stalls	Receivable per shop/ stall (Rs.)	Annual income (Rs.)
Receivable from Key money (36 Months)			
E learning center	1	150,000	5,400,000
(10X10) shops	5	15,000	2,700,000
(1000 sq. ft - open Wyfi area)	1	LS	1,000,000
Total Receivable from Key money (36 Months)			**9,100,000**
Receivable from monthly rentals			

E learning center	1	150,000	150,000/=
(10X10) shops	5	20,000	100,000/=
(1000 sq. ft - open Wyfi area)	1	25,000	100,000/=
Total Receivable from monthly rentals			**350,000/=**

4. ORGANIZATIONAL & MANAGEMENT   PLAN

4.1 Legal Status of the Business

Name of the implementing / Managing Organization : Baticoloa MC
Partners : Private sector (education)/
Telecommunication company
Book publishers/ funding agent

Management body : Steering Committee (5 persons)

Composition of steering committee : Commissioner (MC)
Revenue Officer (MC
Development officer (MC)
2representatives from business community

4.2 Linear Responsibility chart of proposed e learning center

The Person	Number of employees		Overall supervision	Maintains/ Cleaning/	Administration	Finance
	Existing	New				
Steering committee	5		✓		✓	✓
Labours		2		✓		
Total employees	**5**	**2**				

As the above chart shows the overall management of the project is in the hand of the MC where as the operational decisions will be made by a steering committee which consists of 5 persons. The composition of the 5 persons committee will be from MC as well as from 2 representatives from private sector investors of the market. The steering committee will not earn from the market so that those are not categorized as employees.

4.3. Pre operating Activities & Expenses

Tasks	Time period (months)										Date to finish each task	Expected cost
	1	2	3	4	5	6	7	8	9	10		
Preparation of project proposal / site plan with BOQs/ validation of the corresponded LA area	▬										2014/2/15	200,000/=
Submission of project proposal to donor Agent		▪									2014/2/20	-
Obtaining approval from funding agent		▬									2014/2/25	-
Preparing necessary legal and other correspondences to get public ,Private sector Participation. (Formulation of committee/ tendering)			▬								2014/3/05	50,000/=
Constructions				▬▬▬							2014/04/05	10,800,000/=
Making Marketing arrangements								▬			2014/04/20	100,000/=
Recruitments									▬		2014/05/01	-
Business launching										▬	2014/05/01	100,000/=
Pre operating cost												**11,700,000/=**

4.3. Cost of Constructions

Item	Cost (Rs.)
Millwork and finishing space	500,000
Construction cost	
E learning center building	4,000,000
Vehicle park	500,000
Toilets block	800,000
Children's playing area	1,000,000
Shops and other supporting	1, 500,000

Telecommunication	1,500,000
General Supplies (water / electricity)	1,000,000
	10,800,000

FINANCIAL PLAN

5.1 Project Cost

Cost Item	Existing			Proposed			Total Cost (Rs.Mn)
	Donor (Rs.Mn)	Equity (LA) (Rs.Mn)	Private Sector (Rs.Mn)	Donor (Rs.Mn)	Equity (LA) (RsMn.)	Private Sector (Rs.Mn)	
Assets – Fixed Assets Land (20.0 Purchase X 2.0 Mn per perch)	-	40.0	-	-	-	-	40.0
Building and open area				2.0	0.8	9.0	11.8
Structure of the investment		40.0		2.0	0.8	9.0	51.8
		77%		4%	1.5%	17.5%	

5.2 Profit & Loss Account

Item	1st year (2014) (7 months)	2nd year (2015)	3rd year (2016)
Annual income from rentals	2,450,,000	4,200,000	4,200,000
Income from membership fees	150,000	350,000	450,000
Net Sales	**2,600,000**	**4,550,000**	**4,650,000**
Less, Variable cost			
Electricity	750,000	780,000	800,000
Water	100,000	110,000	120,000
Other Variable cost	30,000	40,000	50,000
TOTAL Variable cost	**(880,000)**	**(930,000)**	**(970,000)**
Contribution	**1,720,000**	**3,620,000**	**3,680,000**
Less, Fixed cost			
Production overhead cost*	-	-	-
Administration expenses	150,000	170,000	200,000
Total Fixed Cost	**(150,000)**	**(170,000)**	**(200,000)**
Profit before depreciations & interest	**1,570,000**	**3,450,000**	**3,480,000**
Less,			
Loan Interest*	0	0	0
Annual Depreciations	100,000	120,000	150,000
Pre operating expenses	450,000	0	0
Sub total	**(550,000)**	**(120,000)**	**(150,000)**

Profit Before tax	**1,020,000**	**3,330,000**	**3,330,000**
Less , Income tax	0	0	0
Profit After Tax	**1,020,000**	**3,330,000**	**3,330,000**

5.4 Cash Flow Statement

Item	Pre Operating period	1st Year (2014)	2nd Year (2015)	3rd year (2016)
Cash Inflows				
Equity	800,000	-	-	-
Key money receivables	9,100,000	-	-	-
Sales Income (membership + Rentals)	-	2,650,000	4,550,000	4,650,000
Cash balance	-	(1,350,000)	270,000	3,720,000
Total Cash Inflows	**9,900,000**	**1,300,000**	**4,820,000**	**8,370,000**
Cash Outflows				
Construction cost	10,800,000	-	-	-
Administration expenses	-	150,000	170,000	200,000
Variable cost	-	880,000	930,000	970,000
Pre operating expenses	450,000	-	-	-
Total cash Outflow	**11,250,000**	**270,000**	**3,720,000**	**7,200,000**
Cash Balance	(1,350,000)	270,000	3,720,000	7,200,000

5.5 Financial Ratios

Ratio	1st Year	2nd Year	3rd Year
Profitability	$\dfrac{1{,}020{,}000 \times 100}{2{,}600{,}000}$ = 39.23%	$\dfrac{3{,}300{,}000 \times 100}{4{,}550{,}000}$ = 72.52%	$\dfrac{3{,}300{,}000 \times 100}{4{,}650{,}000}$ = 70.96%
Return on Investment	$\dfrac{1{,}020{,}000 \times 100}{51{,}800{,}000}$ =2%	$\dfrac{3{,}300{,}000 \times 100}{51{,}800{,}000}$ =6.37%	$\dfrac{3{,}300{,}000 \times 100}{51{,}800{,}000}$ = 6.37%