Asynchronous Self-Paced Courses

These are stand-alone courses typically used by corporations, organizations, non-profits and government for compliance or certification. Topics are usually short, required, and developed using e-learning software tools like Articulate Storyline or Captivate. The examples we have reviewed in Weeks 3 and 4 typically fall into this category.

Asynchronous Instructor and/or Cohort Courses

This type of environment is more frequently used by educational organizations and non-profits. Content typically is more academic or for certification. An advantage of these types of courses is the 24/7 flexibility of access linked to a more familiar structure that includes an instructor or cohort. These courses typically span multiple weeks and are created in a learning management system like Moodle, Blackboard, Canvas, Coursera, etc. that facilitate the inclusion of additional elements like discussion boards, quizzes and wikis. This class is an example of this type of environment.

Synchronous Environments and Webinars

We see these types of learning environments used by all industries, and they serve a variety of purposes. Synchronous online environments work well when the content is dynamic, budget is limited, and real-time interaction between instructor/student and student/student is favored even when participants are spread around the world. The nice thing about these solutions is that they can be recorded and dropped into an asynchronous course as a curriculum asset. Common tools used are WebEx, Adobe Connect, Live Meeting, and GoToMeeting.

Blended/Hybrid/Flipped Classrooms

These are learning environments where anywhere between 20-80% of the content is covered online. This approach allows the lecture and/or pre-work and certain activities to be presented online and leave more hands-on or application-based learning for live, classroom-based learning. This approach is commonly used in all industries. This model supports individual pacing, minimizes demand for live attendance, and permits differentiated instruction.

Live Instructor-Led Training (ILT)

This type of learning still predominates and will probably never go away. However, since 2001, e-learning has eroded ILTs control of the adult learning space to where it is only used 60% of the time. Blended/Hybrid learning is 10% of the market, and pure e-learning is a little over 30% of the training and learning market space.

Massive Open Online Course (MOOC)

Not listed on our graph above are MOOCs. A MOOC is an online course aimed at unlimited participation and open access via the web. Something to note, though, is that completion rates hover at around 5-10%. Take a quick look at some infographics on MOOCs.

Initially, the impact of MOOCs was primarily felt in the academic world. However, in recent years MOOCs have had an increasing impact on corporate learning. This article on corporate MOOCs provides a good overview of the benefits (though keep in mind that Intrepid is in sales mode here).