

FADE WORKSHOP ON ECONOMICS IN E-LEARNING - TUESDAY 23.03.2004

PROFESSOR PAUL BACSICH

The objective;

Share experiences of the life cycle modelling of e-Learning for the economical evaluation purposes.

15.30-16.15 Presentation; The real costs of e-Learning - what are they?

16.15-17.30 Discussion and workshop

Presentation

The presentation outlines the approach to analysing the Costs of e-Learning which was developed by Professor Bacsich and his co-workers in the period 1999-2002. This work was funded by three contracts from JISC (the Joint Information Systems Committee for the UK Funding and Research Councils). It is based on the business systems methodologies of Activity Based Costing and Stakeholder Analysis. It draws on and synthesises the work done by many distance education experts from around the world including Professor Tony Bates (Canada) and Greville Rumble (UKOU), as well as analytic work from the US (Flashlight, WCET, NCHEMS), EADTU (the CCAM studies for the European Commission) and industry.

The presentation is followed by a workshop where delegates are encouraged to work in small groups to apply these principles to the challenges from their own institutions.

Professor Paul Bacsich currently holds a portfolio of responsibilities including Director of Special Projects at UkeU (UK eUniversities Worldwide Limited), Director of his consultancy company Matic Media Ltd, and External Examiner of a number of courses delivered via e-learning from various UK universities. He is also a member of the JISC Committee on Networking (which oversees the JANET network) and Honorary Treasurer of the (UK) Association for Learning Technology.

His work at UKeU encompasses analysis of virtual university providers and e-learning systems on a world-wide basis, as well as being a Co-Director of the e-Learning Research Centre (run jointly with Manchester and Southampton Universities). Other recent clients include UNESCO, the European Commission, UK Department for Education and Skills, UK Department for International Development, the Higher Education Funding Council for England, various UK and Hong Kong Universities, the World Universities Network, the Research Council for Canada, and several companies including Reuters and Sun Microsystems.

From 1996 to 2003 he was Professor of Telematics and Head of the Telematics in Education Research Group at Sheffield Hallam University. Prior to that he was for many years at the UK Open University, ending up as Assistant Director of the Knowledge Media Institute, running large European projects, usually in collaboration with the European Association of Distance Teaching Universities (EADTU).

He has given many keynotes, presentations and workshops around the world on “Costs of e-Learning”, “Critical Success Factors for e-Learning Consortia”, “Re-engineering the campus”, “Change Management”, “Business Models for e-Learning” and “Tools for e-Learning”. He has a long-standing interest in ICT for education in developing countries in Africa, South East Asia and Latin America, with a spell of consultancy for DFID on educational networks, and several study visits on behalf of the British Council over the years. He was a keynote speaker at WWW10 in Hong Kong in May 2001, speaking on “Selection of Web-based e-tools for global e-universities” and more recently (November 2003) gave an invited speech at the Asian Association of Open Universities on “Collaboration in Media, Methods, Assessment, Quality – and Research”.