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RESEARCH ARTICLE

EMPLOYEE'S TRAINING AND DEVELOPMENT THROUGH MOOCs: AN ATTEMPT TO TRANSFORM TRAINING TECHNIQUE

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ABSTRACT

Online learning and education is the next significant conduit of how students, employee's training and educational development take place. MOOCs play an indispensable role in strengthening the online learning community by providing a large variety of quality and cost-efficient content which would help the learner get valuable knowledge for career development. This paper is attempted to discuss the importance of MOOCs; in terms of how they are being used in employees training and development and how conventional training methods are transforming into modern training methods.

INTRODUCTION

We are in a new era of education and learning in this era is not confined to classroom teaching. Learning through MOOCs (Massive open Online courses) shall enable all people who want to learn, earn, teach, innovate or strengthen country's economy. Rick Levin, CEO of Coursera (Learner Outcomes Survey, April 26, 2017) stated that approximately 84 percent of career builders report some kind of career benefit through online courses. For the career benefit of employees as well as for organizational growth; organizations need to consider the training requirement of their top executives and middle level staff. These employees may be very experienced, but given dynamic nature of the regulatory environment, and increasing levels of individual liability they may face, their training needs are key to accomplish organizational goals. This is where a MOOC can assist, providing modular learning at pace and time that suits the top and middle level employees. Nowadays, MOOC users are not only limited to the college or university students but also MNCs and public institutions have started using online courses to train their employees. For example, a Multinational company such as Ericsson is pushing their employees to join massive open online courses offered by top universities to equip themselves. In addition; Google announced its commitment to train one million youth within one year to help them create and find jobs via the Web. In each city, company will conduct training in three newsrooms and training will be held twice a month for the duration of the initiative.

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Previous studies demonstrate that MOOCs will play an important role in corporate learning programme (McGraw, 2013). Meister (2013) stated that Semi-synchronicity, Course design, Credentials are three elements of MOOCs that are well suited to corporate learning and development. The biggest concern of many is the question of whether anyone really learns anything in MOOCs and their overall effectiveness (Marcus, 2013). Kellogg (2013) stated that MOOC creation requires great attention to detail and long periods of preparation and instruction. According to Friedman (2013), MOOCs have the potential to revolutionize higher education and thus corporate training because they provide what is suddenly possible with what is desperately necessary. According to Ferriman (2013) educators and corporate leaders are getting too excited about a phenomenon that needs to mature a little more. According to Farrell (2012) earlier corporate efforts involving online learning in the 1990s were dry and boring and lacked what the advances in technology have now provided learners in terms of excitement and appeal. There are specifically working with companies to convert expert business knowledge into user-friendly courses that promote professional development and leadership skills (Essex, 2013). Regardless, many universities, and most likely many business organizations, are hoping to develop MOOCs that occupy a specialized niche that caters to a specific kind of learner (DiMeglio, 2013).

Importance of Moocs Inemployee's Training

There are numerous modern training methods and techniques available to prepare and equip employees to better do their job; for instances computer based training (CBT), web- based

training, video conferencing, online courses etc. Indeed, with so many choices out there, MOOC is one of the best modern training methods for organizational development as well for individual career enhancement. Many online platforms offer a broad range of MOOCs for employee's training and development such as IIT Madras is offering learn to design 'Mobile Apps', an eight-week online app development course, through NPTEL for free of charge (Business Line, 2017). And according to EdAssist (a corporate tuition-assistance consulting firm) 60 percent of workers receiving tuition reimbursement will be enrolled in online courses by 2020 (Ubell Robert, 2017).

Employees' training through moocs and role of trainer and trainee

Modern Training through online course metamorphoses the role of teacher as a programme trainer. The Below analysis clearly demonstrate how the role of trainer and trainee changes from disseminator to facilitator and passive to active trainee respectively in modern training method of employees.



Source: Author

Above mentioned developments are manifestations of pervasiveness of MOOCs as new and easy medium of learning. In addition CEC as the nodal agency which create and disseminate of MOOCs are committed to provide quality MOOCs for all learners and identified the need of the hour and is aspiring to create MOOCs which will facilitate the corporate houses and industries to recommend the MOOCs to their mid-level employees for the professional development. Professionals working in the industries require periodic training for their career growth as well as for the growth of the organization. Using MOOC for training and development does require very little capital investment, it only requires technical and instructional capabilities, MOOCs are even helpful in enhancing technical capabilities of employees as well. For this; the Government of India has also launched a platform called 'SWAYAM' to promote this new and effective medium called MOOCs.

Conclusion

In the contemporary world time to time human resources working in the corporates require training for their individual career development as well as for organizational development.

Now a day, online courses are best sources for employees' training and development. MOOCs will be more useful if corporate organizations embed them in their career- path programs. Many MOOCs are used in the corporate world deal with online courses on fundamentals of innovation, leadership, project management through webcasts, discussion forums, micro-blogging, video recordings and so on.

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