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<th>Building an effective online education site.</th>
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<tr>
<td>Author(s)</td>
<td>Chua, Wee Meng.</td>
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Building an Effective Online Education site

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Total Hits On AsiaOne Commerce

Hits Distribution by Country

Online Education

- Not an electronic "page turner"
- Emphasis on Interactivity
- Harness multimedia capabilities
- Incorporate pedagogical skills in courseware
- Ease of administration
TYPES OF ONLINE EDUCATION

- Level:
  - Primary/Secondary/Tertiary
  - Adult education programmes
- Methodology:
  - Presentation of subject matter
  - Multiple choice questions / Essays
- Online Support
  - Email / Snail-mail / Fax

WHAT CAN ONLINE EDUCATION DO?

⇒ Registration
  - Pre-requisites
  - Registration and payment

⇒ Conduct of Lessons
  - Provision of course & reference material
  - Online tutorial
  - Automated marking & assessment

WHAT CAN ONLINE EDUCATION DO?

⇒ Course Administration
  - Tracking of students' progress
  - Automated ranking
  - Award of certificates

⇒ Others
  - Security & fraud control
  - Analysis of results
  - Online tips
**Reasons for going Online**

- Explosive growth of Internet
  - Over 100 m users and growing
  - Availability of multimedia softwares
- Increasing trend of “distant learning”
  - Reach worldwide audience
- Ease and convenience
  - Changing & modifying course material
  - Ease of administration
- Lower cost
  - Course development & administration
  - tax benefit under Cyber Trading Scheme

**Benefits**

- Low cost
- Greater teacher-student interaction
- Reach new markets
- Online delivery of course material
- Easy administration
- Better monitoring & analysis of results

**Some examples of Online Education packages**

- **SmartOne**:  
  - PSLE Maths
  - GCE “O” Level Maths (Elem & Adda)
  - GCE “O” Level Science (Physics)
- **Online Learning Environment (OLE)**
  - Let’s learn Katakana
  - Introduction to the Law in S’pore
  - AutoCAD R14 Level 1
  - Intercultural Communication, ETC.
ole course registration form

AsiaOne Commerce Services
- Design electronic store fronts & commerce-enable goods & services (html/ACDB)
- Web hosting and/or SecureLink to merchant’s own servers
- Secure online credit card transactions/purchase orders
- Merchant & customer enquiry support
- Promote merchant’s goods & services

AsiaOne Commerce Charges
- Service Schemes. Charges based on:
  - Registration/Set-up: $400
  - Rental: $1,200 per annum
  - Transaction charges:
    - 15% - 30% (Scheme A: SPH server & ID)
    - 8% - 15% (Scheme B: SPH server, merchant’s ID)
    - 4% - 8% (Scheme C: merchant’s server & ID)
  - Value-added services
Virtual Education Centre

Vision for AsiaOne Commerce

"To transform AsiaOne Commerce and its participating merchants into the electronic commerce hub for the Asia-Pacific region."

Thank You!

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