

Индивидуальный конкурс эссе

**“Unity in Diversity: Russia and the English-Speaking
World.
Time for Equal Opportunities”**

Исследовательская работа (эссе)

**«Насколько эффективно дистанционное
образование? В чем его преимущества перед очным
форматом?»**

“Does distance learning really work and why?”

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In my essay, I will cover the following points:

- The concept of distance learning;
- The essentials of an effective and productive process of distance learning;
- The comparison between the LSE MBA Essentials Course and the HSE Entrepreneurship Essentials course.

The objective of my essay is to assess the effectiveness of distance learning and compare the LSE MBA Essentials Course, and the HSE Entrepreneurship Essentials course. While working on my essay, I realized the unlimited potential of online learning, and the opportunities that it offers which I will discuss in my essay.

The concept of distance learning was widely introduced during COVID-19. There was an enormous demand for online education during the pandemic, and online learning was the ideal solution. It was very convenient for both students and professors since they could teach/learn from the comfort of their homes. In addition, online courses also became more widespread, partially because online courses are a great way to acquire knowledge at your own pace. Moreover, during the pandemic, applications such as Zoom emerged as leaders of this new market. Nevertheless, online learning does have downsides.

The first downside of distance learning is that many online courses are untrustworthy and created purely to swindle money. They may contain some basic knowledge but lack the information that the client is actually paying for. Many internet personalities or “gurus” advertise these so-called ‘get-rich-quick’ courses to their massive audiences. In comparison, a student can always tell the competence of the teacher or the professor if they are attending a lesson or a seminar in person.

The second disadvantage of online education is that it is particularly vulnerable to cheating. Professors and teachers have no way to check if their student is cheating during online exams or tests. The third downside of online learning is the fact that technical issues might arise, which can hinder the overall effectiveness of the education process. The fourth disadvantage of distance learning is limited access to physical resources. For example, students that are learning online might not have the access to resources such as libraries, labs, etc. that are usually available to pupils that are completing their education traditionally.

However, the advantages of distance learning outweigh the downsides. Online education opens up a new world of possibilities. The cost of distance learning is a lot lower than traditional education. Furthermore, learning is very flexible and self-paced. This means that each student can adapt their online learning to their personal needs. In addition, pupils have access to the newest digital research. Also, online learning can give students access to a wider range of courses, which might not be available at their college of choice. Finally, students also develop enhanced technological skills during their online education process, which are ever-so-useful in the job market of today.

When setting up your distance learning, it is very important to find out all the information about the course that you will be partaking in. However, it is also very important to establish an effective personal online learning process and routine. It is necessary to establish a schedule and stay organized. Furthermore, engaging with the course content and building relationships is also crucial. Asking questions, taking notes, and interacting with the online course content is paramount to getting an effective understanding of the learning material. Constructing relationships with online peers and instructors through means such as social media and online discussions is also very beneficial.

When choosing an online course, it is crucial to consider several factors. It is important to understand the course design. Effective online learning courses are designed with clear objectives in mind and include engaging and interesting content that can be consumed and understood by all types of students.

Well-put-together courses usually have clear ways of communication between instructors and students. For example, measures such as email, online discussions, and forums could be in use. This way, students are well-informed about course content, expectations, and assessment.

Another sign that a course is worthwhile is if there is active student engagement, such as peer reviews, collaborative projects, and group discussions. This can make the course a lot more engaging, and can also be helpful in meeting new people and networking.

Furthermore, good online learning courses are subject to constant learning quality assurance processes. These procedures ensure that the course is up to date and that it fits its description. This factor sets apart good courses from courses that are made solely to generate profit.

Finally, one more sign that an online course is effective is if it has good technological support. Good distance learning courses make sure that the software and digital resources are in-check so that students will not be hindered during their education process.

Course comparison: LSE MBA Essentials course vs. HSE Entrepreneurship Essentials course.

LSE MBA Essentials course:

The LSE MBA Essentials course is a great way to gather extremely useful knowledge that is usually only accessible through getting an MBA degree through an online course at the fraction of the cost. This course balances knowledge and theory and allows students to think practically and critically. This course focuses on three core pillars of business leadership: the strategic environment, the financial toolkit, and the human element. (“LSE MBA Essentials Online Certificate Course”) It serves as a great career booster while providing essential knowledge in a 10-week timespan. It is a great alternative to getting an MBA, which is a lot more costly and time-consuming. Furthermore, not all working professionals have enough time to consider getting an MBA.

My Personal Experience:

The course is very well organized, and is located on the GetSmarter Program in collaboration with edX. It is a 10-week course, and its content is very structured and easy to consume. Furthermore, the course offers a certificate. A course certificate from a prestigious university such as LSE can be a great way to boost your career, and is a great add-on to your resume.

HSE Entrepreneurship Essentials Course.

The course teaches the student the essential knowledge about entrepreneurship. Students will be able to identify and assess business opportunities, become experts at understanding the competitive business environment, and be capable of creating their own entrepreneurial ventures.

The online course “Fundamentals of Entrepreneurship for Non-Managers” is designed for students from every field of study as well as professionals with a variety of profiles who wish to strengthen their entrepreneurial skills. (“Основы предпринимательства для неменеджеров”)

Two professors from the Higher School of Economics created the online course with the help of working business owners.

Ivan Shishalov has experience putting many startups into action. The Forest Watch initiative developed from a straightforward concept into an expanding global enterprise. The concept got both governmental subsidies and private venture funding along the path to development, winning numerous honors and Russian and international competitions. (“Основы предпринимательства для неменеджеров”)

Entrepreneur, developer, and head of Russia's first private television school Nina Zvereva has won the TEFI Award twice. He currently works as a business coach, a coach, and a best-selling author of books on communication. (“Основы предпринимательства для неменеджеров”)

My Personal Experience:

The course has a duration of 12 weeks. Material is very helpful and useful, and it is taught in a very structured and organized way. However, the course content is a bit generic, and some of it can be found online and in videos. Furthermore, the course does not provide a certificate, which greatly limits the course.

To conclude, online learning is a concept that has completely revolutionized the education world. It makes it possible to learn, no matter where you are in the world. I found both the HSE and LSE courses effective. However, the LSE course provides a certificate and has extremely valuable information that can help working professionals accelerate or jumpstart their careers. Courses from world-famous universities are quite new and provide a world of new opportunities.

Works Cited

“Основы предпринимательства для неменеджеров.” *Открытое образование*, <https://openedu.ru/course/hse/BASENTREP/> Accessed 6 April 2023.

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