Designing World-Class e-Learning: How IBM, GE, Harvard Business School, and Columbia University are Succeeding at e-Learning

Rocher C. Schank

Document Type
Book

Description
The majority of corporate training programs are weak, ineffective, costly, and inconvenient for the time-pressed employees they are supposed to train. Designing World-Class e-Learning explores on-line learning—today's hottest business training topic—and explains the "learning-by-doing" approach that the author and his firm have used to develop effective on-line courses for Harvard Business School, IBM, GE, Columbia University, and other world-leading organizations.

Roger Schank, a leading E-learning guru and innovator, demonstrates steps and strategies proven to excite employees, make them want to learn, and decrease training costs while increasing productivity. Schank's approach to E-learning involves:

- e-Learning by doing
- Encouraging learners to fail—and learn from failure
- Just-in-time storytelling from experts
- Powerful emotional impact

Publication Date
1-1-2002

Recommended Citation
https://digitalcommons.georgiasouthern.edu/ct2-library/190
The majority of today's corporate training programmes are weak, inefficient, costly and hated by the employees they are supposed to train. Worst of all, they are boring. This is the opinion of author, guru, and leading visionary educator, Roger Schank, who argues that his learning by doing approach to e-learning course design offers a dramatic alternative to traditional training - and traditional e-learning. Schank's approach to e-learning is based on Read More. Edition Details.