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FEATURES AND PROSPECTS OF ONLINE EDUCATION PLATFORMS

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ОСОБЛИВОСТІ ТА ПЕРСПЕКТИВИ ОСВІТНІХ ОНЛАЙН ПЛАТФОРМ

Current business environment is highly dynamic. Therefore, the educational process has to adjust to the rapid development of the market. Modern educational technology provides for online learning opportunities, with the best professors of the best schools in the world and allows getting the latest knowledge of the subjects that are most relevant to successful business, often for free.

Open online courses are one of the promising trends of modern educational technologies. So, online platform Coursera (coursera.org), launched in 2012, has secured a leading position thanks to dynamic development: list of partner organizations constantly growing, number of courses, and correspondingly, the number of students increases. Coursera got into cooperation with educational institutions of USA (Stanford, Princeton, California, Columbia University), Germany, UK and other countries, as well as with leading cultural organizations (such as the Museum of Natural, USA).

Khan Academy (khanacademy.org) is another popular «open» online platform. The site contains short video tutorials on different subjects. It is possible not just listen to the materials and but also to pass the tests and to reinforce your knowledge. Khan Academy — is a resource for students and teachers who want to implement the idea of interactive learning in their own auditorium. The service tracks study time, tests results etc. This makes the portal extremely popular with various educational institutions.

EdX (edx.org) is a professional platform that offers online training to pass the following areas: computer technology, chemistry, mathematics, ethics, music, statistics, literature (24 subjects overall). Online courses replicate real lectures taught at Harvard University, École Polytechnique Fédérale de Lausanne, Hong Kong, Kyoto, Beijing University. Some courses enrolled in academic hours and can be taken into account when considering applications for scholarships in partner universities.

Udacity (udacity.com) is a specialized platform, focused mainly on study of limited subjects within IT area. Udacity offers about three dozen of courses, which are distinguished by level of difficulty: beginner, experienced and pros. Pupils that use Udacity can earn credits for college study, students may expand the knowledge of a particular subject, professionals are able to gain more experience. Information about students (by their consent) is transmitted to employers who have entered into an agreement with the company. Currently the platform cooperates with Google, Bank of America, Facebook and other companies.

Canvas Network (canvas.net) is another open platform with large variety of courses. An average course lasts for 2-3 weeks. It is announced a month before the launch, that allows the students to enroll on time. On-line courses Udemy

On-line courses Udemy (udemy.com) is divided into 16 different subject categories (computer, economics, history, hobbies and crafts, art, photography etc). The tutors that teach on Udemy courses have practical experience in business management, finance and technology. All materials on the site are for a fee.

In Ukraine, the most popular electronic platform is «Prometheus» (prometheus.org.ua). This new start-up allows creating open online courses on your own site. Also it provides opportunity to universities, leading teachers and companies to publish and distribute courses on this platform for free. Consequently, educational electronic platforms provide unique opportunity to people of any wealth, social status and nationality to get variety of educational resources, to listen lectures of well-known scientists and experts, improve their skills and to achieve new results in their business. We believe that Ukrainian universities have to include some online courses into their curriculum and enroll exams if students get a certificate from reputable online platforms. Also, we recommend the universities to develop their own online courses, which students would take at convenient time.

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Based on the above, we can conclude that open online courses change the existing model of learning and fundamentally impact the development of higher education worldwide.

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