
Edumedia-Azerbaijan Global Review

“Edumedia-Azerbaijan” is providing creative and innovative products and services. The company is working on application of successful international practice in the local market; provides its customer with complex of IT services at one supply; thoroughly assess clients’ needs and work actively to their satisfaction; spend time and resources for establishment of new beneficial partnerships. The company is working in various dimensions, and brings the latest innovation to those fields. It supplies the innovative products to the educational institutions, design web portals and internet shops for business and government sector, create advertisements for various business sectors.

The main purpose of this project was to create and popularize the e-learning platform which would be the new product and additional source of revenue for the “Edumedia-Azerbaijan”. The objectives of the project are categorized into three main directions; the first one was to assess the demand for the e-courses, the second one was to develop the marketing strategy, and the last one was a deep analysis of costs and benefits.

The methodology used to carry out the capstone project was both a qualitative and quantitative approach to the problem of “Edumedia-Azerbaijan”. Two datasets had been collected through this project. The first data was collected through conducting surveys and the second data was the interviews with professionals. To drive meaningful conclusions and find solutions by analyzing the datasets to the existing problem could be considered the core of the project. The first data aimed to assessing the extent to which potential clients would be willing to use the benefits of e-learning platform. The second data served to aid us to understand the costs of the creating the platform and what kind of materials to include in it.

Both qualitative and quantitative data were analyzed after collection stage. Data analytics also differed depending on the data type and aimed to find patterns or trends which could fill the loops and might lead the improvement of the service such as gender & age factors, topic choice, etc. Finally, according to the results of data analytics, recommendations and solutions were offered to the company representatives.

Problem Identification and its analysis

The company has established a stable partnership with the Ministry of Education as well as several private educational institutions and is known as a provider of technological solutions in this sector. Since the launch of “Edumedia-Azerbaijan”, it faced with difficulties such as introducing this new technique, e-lessons to Azerbaijani market. The large dependency on the Ministry of Education has brought about challenges for “Edumedia-Azerbaijan” due to limited budgets of the ministry by which other annual projects in the education sector must be accomplished. The purpose of this research project is to assess the demand for the e-lessons designed for the students and developing a successful marketing strategy along with the cost-benefit analysis.

Moreover, the double fold devaluation of the local currency during the last couple of years adds extra challenge in “Edumedia-Azerbaijan’s” path. The company’s sales have experienced a

marginal decrease in all its products including e-lectures, e-books storage and hardware products of the company. Even though since 2011 “Edumedia-Azerbaijan” started to add all these products to its product line, the sales did not increase, but it declined, especially starting from 2016. The only outlier products are projectors experiencing the higher sales and increase since the foundation of the company. The main concern of the company is to find a solution to address its problem by exploring and making decisions on new opportunities for the success of the company. To overcome the challenge with the budget limitations, and decreasing sales, the company should focus on adding to its product line an innovative and financially beneficial product to handle the situation effectively.

E-learning is one of the instructive results that has surfaced from the improvement of ICT. Its general idea is basically realizing which includes the use of any electronic gadget, from PCs to cell phones, and which may, or may not, include the use of the internet (Web sites+ different applications) or an intranet (Local network framework). E-learning could be displayed through a few assets, for instance: PC programming and websites. In addition, different applications have been created particularly for re-adapting, for example, Virtual Learning Environments (VLEs), which furnish the client or the student with various facilities like agreeable access to learning materials, correspondence with instructors or coaches and alternate associates. The VLE gives adaptable access to learning, as it can be gotten to anyplace and whenever (Adam and Healy, 2000).

Carayannis (2015) portrayed the upsides of utilizing e-learning frameworks in modern educational foundations. E-Learning, in correlation with conventional adapting, essentially diminishes the time expected to find data. It likewise offers access to online assets, databases, periodicals, diaries and other material. On the off chance that an understudy has trouble seeing the piece of the coursework, discovering tips on the issue couldn't be simpler than having prompt access to supplementary, boundless and for the most part free material on the web. Those qualities can possibly boost the time spent really adapting instead of searching for data; this is the main advantage of the e-learning. Likewise, there are various advantages, for example, the cost of preparing; the speed to utilize the instruction bundles speedier without sitting tight for a preparation delegate.

The convergence model planned by Salmon (2011) demonstrates that three elements need to gather for e-learning to be a success. At the first stage, a person's entrance and the capacity of members (Lecturers + understudies) to utilize CMC (Computer Mediated Communication) are essentials that rely upon the set-up by professionals and consolation from taking an interest scholastic staff. Stage two incorporates singular members building up their online characters and afterward discovering others with whom to connect. At stage three, members give data applicable to the course to each other, with the goal that a type of participation happens by people supporting each other's objectives. At stage four, a related gathering exchange of the course turns out to be more shared. The correspondence relies upon basic understandings. In stage five, members search for more advantages from the framework to enable them to accomplish individual objectives, investigate how to coordinate CMC into different types of learning and think about the learning procedure.

As indicated by Sanders and Morrison-Shetlar, (2001) being in sheltered, agreeable surroundings enable the student to unwind, focus and give 100% to their language and programming lessons. Online language and programming lessons cost developing in notoriety as students keep on experiencing the positives it offers them. Similarly, as with most territories

of individual lives, the move in late decades has been towards comfort and ease. Language and programming skills learning are just the most recent zone where these two needs are getting to be requested by users.

Plan of Approach

To recommend effective solutions, the new features to offer to the case company are found according to the collected data and analyzed respectively. Survey results are divided into several parts and reviewed carefully to disclose any kind of information available. The survey is prepared and sent out by using Google.doc. Data provided by the company is analyzed using Excel, and all the required information is extracted. According to the results of both datasets, recommendation and solutions are suggested to the management, and upon their approval, the project is implemented.

Research Methods

There are several data collection techniques that could be used in carrying out a capstone project and in this case both qualitative and quantitative methods are used for achieving the objectives. Primary data is collected through sending a survey by the study team. The purpose of using this method was to discover the point of view of professionals who are continuously engaged in working with fresh graduates. A survey is used to achieve predetermined objectives and the different levels of questions are created to make solid recommendations:

A Likert scale is used to give the respondents a wide range of choices, which also makes the analysis of the responses easier. For survey, probability sampling is used and a sample chosen should represent the whole population. Below mentioned features are considered while choosing the survey population to increase the chances that the asked customers are willing to utilize

- Customers that are between 18-26 years' old
- Customers that are more engaged in learning and self-development activities

An email is sent out to a sample population asking them to take the survey. The chosen target groups are mainly university students who will represent the target group of the young generation and people who are working will mirror the middle-aged people. Through the utilization of the online survey system, conducting the survey and collecting the responses are accomplished.