



Asst. Prof. Chanintorn J. Nukoon
Dean
Graduate School of eLearning
(GSeL)

Welcome to the Graduate School of eLearning (GSeL). The current semester is on its way to end next month. Next month all M.S. programs will also conduct their Final Exams (FE). Please contact your Program Directors and instructors about exam locations. Also check out the details of AU Graduation Ceremony here- <http://www.onlinegradregist.au.edu/>. Some of our PhD candidates should also coordinate the dates for their exams or defenses with their respective advisors. If you need any advice or help from me, please use the contact information given below.



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**Graduate School of eLearning
(GSeL)
Assumption University**

Our eLearning Programs

M.S. Management

M.S. ICT

M.Ed. in Teaching and Technology (T&T)

PhD in eLearning Methodology

PhD in Teaching and Technology (T&T)



<http://www.eLearning.au.edu>

**It is Time to Reimagine
Mobile Learning**

Pamela Hogle

The way eLearning pros view mobile learning might be due for an update.

As recently as 2015, mobile learning could simply mean making eLearning available on mobile devices. It might have meant tweaking the content a bit, perhaps moving text and visual elements around so a design created for desktop computers could be used on a smaller screen. It often meant chunking a long course, breaking it up into "bite-sized" pieces that were more easily consumed on a mobile device. That's all gone the way of the dinosaurs.

[Read more](#)

Will Facebook Kill All Future Facebooks?

Erin Griffith

In 2010, FOURSQUARE co-founder Naveen Selvadurai believed that his company, and several other social-media upstarts-Twitter, Tumblr, Path-could carve out successful niches against Facebook.

But Facebook had other plans. That year the company introduced a feature that allowed users to "check in" at any location, a copy of the main feature of Foursquare's app. In response, Selvadurai conceived an "anti-Facebook alliance" of up-and-coming social-media Davids taking on their industry's Goliath. At a minimum, they could share survival tactics. Selvadurai had informal discussions with friends at Path, Instagram and Twitter, all of which had faced threats of Facebook copying key features.



[Read more](#)

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GSeL: New Academic Calendar for 2017-2018



First Semester (1/2017): August, 2017 – December, 2017*
Second Semester (2/2017): January, 2018 – May, 2018
Summer Session (3/2018): June, 2018 – August, 2018

*This calendar is subject to change without notice. For further details contact your Program Director

Call for Papers

2017-2018

**2018 Hong Kong International Conference on Education,
Psychology and Society (HKICEPS)**

Hong Kong
22-24 January, 2018

**International Symposium on Teaching, Education, and
Learning**

Winter Session
Okinawa, Japan
23-25 January, 2018

**International Conference on Social Science and Management
(ICSSM)**

Chiang Mai, Thailand
5-7 June, 2018.

[Click here for more Conferences](#)

eLearning@AU: November, 2017

<http://www.eLearning.au.edu>

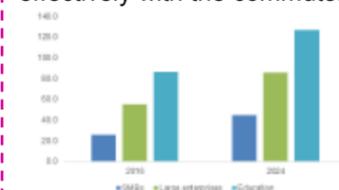
**eLearning Market to
Surpass a Mammoth
Valuation of USD 200
Billion by 2024**

Pranoti Shinde

With continuous advancements in the learning & education fraternity, eLearning market, in response to these developments, has observed commendable gains over the recent years. E-Learning has been gaining immense popularity of late, owing to its ability to reduce costs by centralizing content and enabling uniformity in content delivery, a factor that has stimulated this sector to attain significant heights in the recent years – as per the estimates, the global eLearning market generated a revenue of USD 150 billion in 2016.



As eLearning tools are becoming a viable choice for the learning & development sector, reputed firms such as CityCab and ABP Brewery Company have been using eLearning to train their staffs. CityCab, for example, provides web-based trainings & online courses to its cab drivers with regards to communicating effectively with the commuters.



eLearning apps can be operated from a range of devices and are not restricted to only a single system. Additionally, these solutions are highly customized to cater to the varying learning capabilities of the user.

[Sample Pages](#)

The College Charm

Charles T. Clotfelter

Although America's research universities are the envy of the world, our system of baccalaureate education inspires as much hand-wringing as pride. Concerns about the unevenness of undergraduate education have grown with evidence of falling college completion rates and disappointing results in international comparisons of learning. Most prominent have been misgivings about equity and privilege. As income inequality has worsened, elite colleges are being called out as "bastions of privilege." Critics have asked pointedly whether America's colleges, rather than serving as a mechanism for equal opportunity, are in fact contributing to more inequality.



Perhaps these equity concerns are overblown. Haven't admissions criteria become ever more objective and merit-based? Aren't our college campuses more racially diverse than ever before?

Have ever-present disparities simply become salient of late, thanks to the spotlight aimed by egalitarian observers? Or are the critics justified in their jeremiads-perhaps..

[Read more](#)

**Sorry, PowerPoint: The
Slide Deck of the
Future Will Be in AR**

Arielles Pardes

When Peter Arvai founded Prezi in 2009, he didn't set out to topple PowerPoint. He just wanted to see better presentations. With the right tools, he figured, he could help people create visual aids that felt more engaging. Arvai was sick of sitting through slide decks containing walls of text and bullet-pointed lists, listening to the speaker ramble on while the audience squinted at the words on the screen.

So he, along with co-founders Péter Halácsy and Adam Somlai-Fischer, set out to build something that looked more like a digital poster board. You could pepper it with images and animations, then zoom in and out to focus on specific things at specific moments during a talk.

[Read more](#)

QUOTE OF THE MONTH

**O, what a tangled web
we weave,
When first we practice
to deceive!**



Sir Walter Scott
Novelist and Poet
(1771-1832)

**Monthly eNewsletter
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In this Issue**

- Sorry, PowerPoint: The Slide..
- College Charm- Crisis in USA
- Will Facebook Kill All Future..
- eLearning Market..
- Time to Reimagine Mobile..
- Other regular items..



From The Editor

Welcome to the November, 2017 Edition of eLearning@AU.

In this issue you will find a series of interesting articles about new eLearning pedagogies, technologies and trends. Arielles Pardes in the article titled "Sorry, PowerPoint: The Slide Deck of the Future Will Be in AR" describes the rise of Prezi as powerful presentation tool. Charles T. Clotfelter discusses the inequity in American higher education in his fascinating piece "The College Charm." Pranoti Shinde, a student provides insight into eLearning Market which is bound to hit 200 Billion by 2024." As always,

Pamela Hogle provides interesting tips in her piece "It is Time to Reimagine Mobile Learning." Call for Papers and other regular items are also available. If you have any comments or suggestions, please send them to DrKuldeep@Live.Com

Call for Papers

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