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The Scope and Extent of Setting up an Online Course Platform in Ireland with Specific Details

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INTRODUCTION

Online course platform in Ireland aims to create a dynamic and inclusive educational ecosystem that prioritizes quality, accessibility, and relevance, providing learners with a diverse array of courses to enhance their skills and knowledge across various fields.

HISTORY

The scope of establishing an online course platform in Ireland involves creating a versatile digital space that caters to diverse educational needs. This platform aims to offer a wide range of courses spanning various subjects, skill levels, and industries. By leveraging technology, it aims to provide accessible, affordable, and high-quality education to learners across Ireland.

EXTENT

The extent of this initiative encompasses several key aspects:

1. Educational Diversity: The platform will host courses covering fields such as technology, business, healthcare, arts, languages, and more, accommodating learners of different interests and backgrounds.
2. Interactive Learning Experience: Courses will utilize various multimedia elements, interactive assessments, and engaging content formats to enhance the learning experience.
3. Accessibility and Inclusivity: Implementing accessible design features and ensuring inclusivity for all learners, including those with disabilities, will be a priority.
4. Quality Assurance: Content will be vetted for accuracy and relevance, partnering with experts and educational institutions to ensure high-quality course delivery.
5. Collaboration and Partnerships: Establishing collaborations with local universities, subject matter experts, and industry professionals to offer credible courses and certifications.
6. Marketing and Outreach: Deploying targeted marketing strategies to reach diverse audiences across Ireland, emphasizing the platform's unique offerings and benefits.

PRESENT PLAYERS IN THE MARKET OF ONLINE COURSE PLATFORM IN IRELAND

some well-known global online course platforms were widely used in Ireland, and these platforms often catered to an international audience. Some examples included:

1. Udemy: A global platform offering a wide range of courses on various subjects. Instructors from around the world can create and sell their courses on Udemy.

Contact: press@udemy.com

No. of employees: Currently employing nearly 200 people in Dublin, Udemy plans to grow to more than 300 employees in the location

2. Coursera: Another global platform that partners with universities and organizations to offer courses, specializations, and degrees online.

Contact: Phone: +44 20 3457 0256 Founded by Harvard and MIT, edX is a platform that provides online courses from universities and institutions worldwide.

Contact: info@edx.org.

No. of employees: Coursera had 1,138 employees by the end of 2021. External revenue: 49% of Coursera's 2021 revenue comes from outside the US.



3. Skillshare: Known for its focus on creative skills, Skillshare offers a variety of classes, including design, photography, and marketing.

Contact: botswanainfo@skillshare.org

No. of employees: Skillshare has 677 total employees and 8 sales reps that carry a quota. They have 100,000 customers an engineering team of 53 and a marketing team of 19.

4. LinkedIn Learning (formerly Lynda.com): Acquired by LinkedIn, this platform offers a vast library of courses on business, technology, and creative skills.

Contact: <https://www.linkedin.com/>

No. of employees: LinkedIn has a significant presence in Ireland, where its European headquarters is based and it employs about 2,000 staff.

The popularity and availability of these platforms may vary in Ireland. Additionally, new platforms may have entered the market since my last update. To get the most accurate and current information, I recommend checking recent reviews, industry reports, or conducting a market analysis specific to Ireland in 2023.

REVENUE

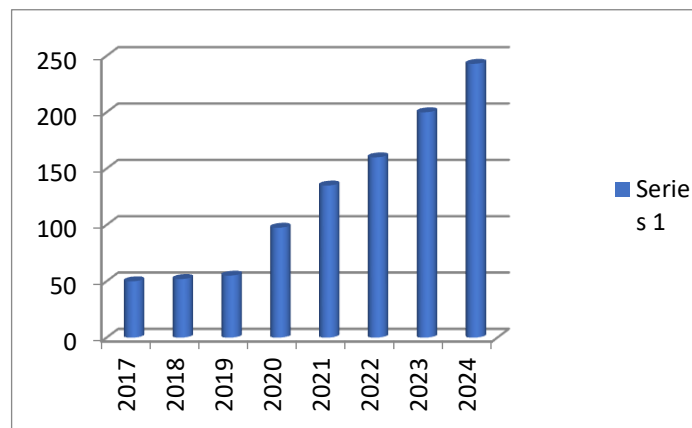
1. Corporate Taxation: Ireland has a corporation tax rate of 12.5% for trading income. Profits generated from an online course platform will generally be subject to this rate.

2. VAT (Value Added Tax): In Ireland, VAT applies to the sale of digital services, including online courses. As of my last update, the standard VAT rate is 23%, but there's also a reduced rate of 9% for certain goods and services. VAT registration might be necessary depending on your revenue thresholds.

3. Income Tax: Individuals or companies earning income from the online course platform may be subject to income tax. Different rates and thresholds apply depending on the individual's or company's circumstances.

4. Employment Taxes: If you hire employees or contractors in Ireland for your platform, you'll need to comply with employment tax requirements, including Pay-As-You-Earn (PAYE) taxes and social insurance contributions.

5. Tax Planning and Compliance: It's advisable to consult with a tax professional or accountant in Ireland who can provide specific advice tailored to your business model, revenue projections, and other relevant factors. They can assist in tax planning and ensuring compliance with Irish tax laws.



Understanding and complying with Irish tax regulations is crucial when setting up and running an online course platform to avoid any potential issues or penalties.

USPS

1. Tailored Content for Irish Audience: Providing courses that cater specifically to the needs and interests of the Irish population, integrating local examples, and addressing specific challenges faced within Ireland.

2. Language Support: Offering courses in both English and Irish languages to cater to the bilingual nature of the country, ensuring accessibility to a wider audience.

3. Collaborations with Irish Institutions/Experts: Partnering with local universities, experts, or businesses to develop specialized courses that leverage Irish talent and knowledge.

4. Compliance with Irish Regulations: Ensuring that the platform adheres to Irish data protection laws (GDPR) and other relevant regulations, providing a sense of security to both instructors and learners.



5. Community Engagement: Creating forums, events, or networking opportunities exclusively for Irish learners to foster a sense of community and support.
6. Affordability and Accessibility: Offering competitive pricing, scholarships, or instalment plans to make education more accessible to a broader demographic within Ireland.
7. Tech Support and User Experience: Providing excellent technical support and a user-friendly interface tailored to the preferences of Irish learners, possibly even accommodating specific regional preferences in design and layout.

Tailoring your platform to the Irish audience while ensuring quality content, local engagement, and compliance with regulations can serve as strong USPs for your online course platform in Ireland.

PRICING ON OFFER

Creating an online course platform in Ireland involves several facets such as website development, content creation, marketing, and compliance with regulations. To provide accurate pricing details, factors like platform features, hosting, course development, and maintenance need consideration. There are various pricing models like subscription-based, transaction fees, or a mix. Specifics on the platform's scale, technology stack, and marketing strategies will help determine costs. Consider engaging with web developers, content creators, and marketing experts for tailored pricing estimates.

MARKET DEMAND

The future of online business education seems quite bright. Three-fifths of the 1,700 US institutions of higher learning that are engaged in distance education—55 percent of which offer credit-bearing business courses—already use some form of Internet-based technology.

Small and medium enterprises (SMEs) in Ireland are finding it increasingly difficult to keep up to date with technological, environmental and market changes; this, coupled with the expanding EU and increased rivalry, leaves Irish SMEs struggling to remain competitive.

Despite our current economic difficulties, it is important for Ireland to consider medium to longer term issues and challenges. Since human capital is central to Ireland's growth prospects and as the importance of knowledge activities increases, it is timely to consider and plan for the needs of the Irish economy for graduates to meet future labour market demands.

FUTURE

The interest and participation in offline education continue to grow steadily. Therefore, it is believed that online education portals will collaborate with universities and colleges to offer a hybrid learning curriculum that includes video lectures and in-campus classes. The eLearning is going one step further with AI tutors. In addition to answering questions, they can direct workers to resources and even suggest content based on weaknesses in a learner's progress.

According to a study from The Research Institute of America, eLearning increases the retention rate of students. Learning online yields retention rates of 25 to 60% while face-to-face training is lower, only yielding 8 to 10%. With advancements in technology, instructional design, and a focus on learner engagement, e-learning is poised to reshape the way we acquire knowledge and skills.

Advantages of Online Learning

1. Flexibility
2. Cost
3. Opportunities
4. Comprehension.

Disadvantages of Online Learning

1. Lack of interaction
2. Difficulty with collaboration
3. Inequality
4. Fear of missing out.

DATA ANALYSIS:

Online Learning Platforms – Ireland

- The Online Learning Platforms market in Ireland is projected to reach a revenue of US\$28.20m by 2023.



- This indicates an annual growth rate (CAGR 2023-2028) of 3.29%, resulting in a projected market volume of US\$33.16m by 2028.
- By 2028, the number of users in Ireland's Online Learning Platforms market is expected to reach 0.8m users.
- The user penetration rate is predicted to be 11.2% in 2023 and is projected to increase to 15.3% by 2028.
- The average revenue per user (ARPU) is anticipated to be US\$49.96.
- In comparison to other countries, in China is expected to generate the highest revenue in the Online Learning Platforms market, amounting to US\$41.73bn in 2023.
- Furthermore, in China is projected to have the highest user penetration rate of 21.7%.
- Ireland's online learning platforms are experiencing a surge in demand, fuelled by the country's strong tech ecosystem and emphasis on education.

METHODOLOGY

DATA COVERAGE:

The data encompasses B2C enterprises. Figures are based on Gross Merchandise Value (GMV) and represent what consumers pay for these products and services. The user metrics show the number of customers who have made at least one online purchase within the past 12 months.

MODELING APPROACH / MARKET SIZE:

Market sizes are determined through a bottom-up approach, building on predefined factors for each market segment. As a basis for evaluating markets, we use annual financial reports of the market-leading companies, third-party studies and reports, as well as survey results from our primary research (e.g., the Statista Global Consumer Survey). In addition, we use relevant key market indicators and data from country-specific associations, such as GDP, GDP per capita, and internet connection speed. This data helps us estimate the market size for each country individually.

FORECASTS:

In our forecasts, we apply diverse forecasting techniques. The selection of forecasting techniques is based on the behaviour of the relevant market. For example, the S-curve function and exponential trend smoothing. The main drivers are internet users, urban population, usage of key players, and attitudes toward online services.

RECOMMENDATIONS:

24/7 Availability

Thanks to the power of the Internet, the user can join any online course from any modern device and be able to learn from any location on the planet.

Cost-effectiveness

From the tutor's and educational organization's perspective, online education doesn't require overhead costs such as paying rent for buildings, most of the bureaucratic hassle, or managing and teaching your personnel. Yes, you need to find a way to build an online learning platform, but after that, the costs of managing and evolving it are far less, compared to opening an actual university, for example.

Flexibility for students

Students there are many benefits to online learning. Virtual learning platforms allow organizations to create unique and personalized learning experiences, tailor-made for a specific audience, with a particular specialization and background. In combination with the absence of a rigid schedule, students can make the most out of the educational process at their own pace.

Maximum reach

Considering that half of the population of our planet has an internet connection, your organization will no longer be bound by any geographical limitations. Students that are interested in your knowledge will be free to join in.

Easy start



Don't need to have any previous experience to enter this market. The key here is the value of content and educational services you are willing to provide. With the help of an experienced custom e-learning software development partner, you can start your project in no time and deliver a groundbreaking solution.

CONCLUSIONS:

Online education and training programs for individuals from all around the world, interested in various courses. eLearning is becoming a significant part of the education industry allowing a unique and renewed distance learning.

Constantly increasing demand means an amazing opportunity for businesses to create solutions of their own. You have to keep in mind that a highly competitive environment means your product has to have expectational functionalities as well as a learning experience.

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