

Dear E&I Students,

The E&I Institute is working on a multi-year project on New Learning Technologies, to investigate new business models that arise from advances in learning technologies. The last semester has clearly demonstrated the major impact of online learning as well as its potential and pitfalls.

As part of our ongoing project, we are looking for students who want to write their bachelor thesis in one of the following fields:

1. Pricing strategies

Potential Topics include pricing strategies for educational and online products, how to set prices adopting to countries' environments

2. Knowledge management

Strategies for an integrated knowledge management approach, which includes the internal management of the firm's knowledge as well as knowledge transactions with other organisations.

3. Learning in companies

How do companies organize the continuous learning activities for their employees? Which role do LMS (learn management systems) play in companies?

4. Social learning and communities

Which role do online communities play in learning? How can communities improve the learning in online courses?

5. VR and Learning

When will VR play a major part in learning (future prognosis)? Which are emerging technologies related to VR and Learning (e.g. haptic feedback)? Which kinds of learning benefit the most from VR?

6. Online Marketing for Educational Products

Potential topics include the local variants of an online marketing campaign and the examination of the role of user-communities in promoting educational products.

The exact bachelor thesis topic can be tailored to personal preferences and prior experiences. If you are interested in any of the topics, please contact one of the project team members:

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