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DISRUPTIVE BUSINESS MODEL FOR HIGHER EDUCATION

by

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Abstract

A business model is a plan for the successful operation of a business, identifying sources of revenue, the intended customers, value proposition, key resources, activities, and financing. It describes how organizations create, deliver, and capture value. The recent developments in information and communications technology (ICT) disrupted most business models in different industries. The higher education industry is no exception, where it witnessed enormous integration of information and communications technologies. E-learning in higher education has made a tremendous shift in students' life and raised the expectations of the higher education services quality. The main objective of this thesis is to develop a disruptive business model with a value proposition that leverages the recent development in the ICT sector and helps reduce educational costs, optimize operations of educational institutions, and provide an increased number of students with an access to high quality educational services. The research work provides a comprehensive literature review on using ICT in higher education and utilizes a well know business model canvas to develop a disruptive model of higher education. Two surveys have been conducted in the empirical part of this study. The first one investigates the current application of online technologies in higher education, targeting students, faculty, and parents. The second survey evaluates the students' reactions to an e-learning course that they had taken. The results of the studies align with the value and technologies proposed by the business model. Hence, the two surveys' findings prove the validity and the unique potential of the proposed business model. The study reveals that the implementation of the new model might face substantial resistance to change because many teachers, parents, and even students do not perceive online learning as a valid alternative to traditional education. Therefore, institutions of higher education will need to conduct information campaigns to convince students, parents, and employers in the validity of the new model.

Keywords: Higher education, E-learning, Business model. Online teaching.