

A review of possible implementation of online business education for high school students and common people in developing countries

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Abstract

Considering the persistence effect of recent covid-19, developing countries need to accelerate education for small business owners in order they can contribute better in national growth. In a recent paper, there is discussion on a validation process using the Neutrosophic strategy for the formation of the competence entrepreneurship in high education in “10 de Octubre” borough in Havana, Cuba confirmed its feasibility of use. Now, in this paper we will review possible implementation of online business education, which seems to be more favourable for millennial and Z generation who mostly prefer an easy and hassle-free forms of learning. More research and development are still needed.

Introduction

In a recent paper, there is discussion on a validation process using the Neutrosophic strategy for the formation of the competence entrepreneurship in high education in “10 de Octubre” borough in Havana, Cuba confirmed its feasibility of use. The research seeks to increase scientific knowledge; so it is necessary to objectify the requirements of validity and reliability on which it is based. Validity is understood as the consistency and stability when applying different demonstration methods, based on the assumption that these are conceived and structured with the capacity to determine and measure.

As we know, 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. Nonetheless, there have been no large-scale studies of potential online business students in terms of their traits and desires.[5]

Now, in this paper we will review possible implementation of online business education, which seems to be more favourable for millennial and Z generation learners who mostly prefer an easy and hassle-free forms of learning.

The need of *hassle-free* online business education

With the rapid implement of basic ICT infrastructures in developing countries, make it possible for delivery of online education in the easiest possible to access.

Online education can be defined as follows:

Online education is a flexible instructional delivery system that encompasses any kind of learning that takes place via the Internet. Online learning gives educators an opportunity to reach students who may not be able to enroll in a traditional classroom course and supports students who need to work on their own schedule and at their own pace.¹

Now, in most developing countries, good business schools are still rarely available, and those good schools are located in metropolitans and only accessible at high tuition costs. Meanwhile, many small business owners and entrepreneurs are located in small towns and other remote areas, and most of them only have high school or less education levels.

Therefore, if we want to accelerate equal economic growth to overcome disparities between large cities economy and small towns' economy, we need to accelerate the use of online education method to deliver business and management courses.

Moreover, in the context of many millennial generation learners who are mostly early adopters of new technology (ICT), we shall provide business education as an exemplary case of easy to use and hassle-free learning method.

Our simple & hassle-free learning method

In this section, we will review our initiative of www.DigiMBA.com, a simplified version of regular MBA classes intended to provide mini-MBA courses which can be learned in short duration of 4-6 months, instead of regular MBA courses which normally take 1-2 years to complete.

¹ <https://www.encyclopedia.com/finance/finance-and-accounting-magazines/online-education>

There are several online business education websites for high school students, but as far as we know, only few or rarely there are websites offering mini-MBA courses.[2-4]

The target audience of our mini-MBA courses are young learners and small business owners (SME) who are too busy taking care their business so they will not be able to spend 1-2 years attending regular MBA courses.

In our mini-MBA courses, we have tried our best to deliver online business courses which can be adopted and adapted in digital business nowadays.

Showcase images



Figure 1. Landing page of DigiMBA.com

WELCOME TO OUR WEBSITE

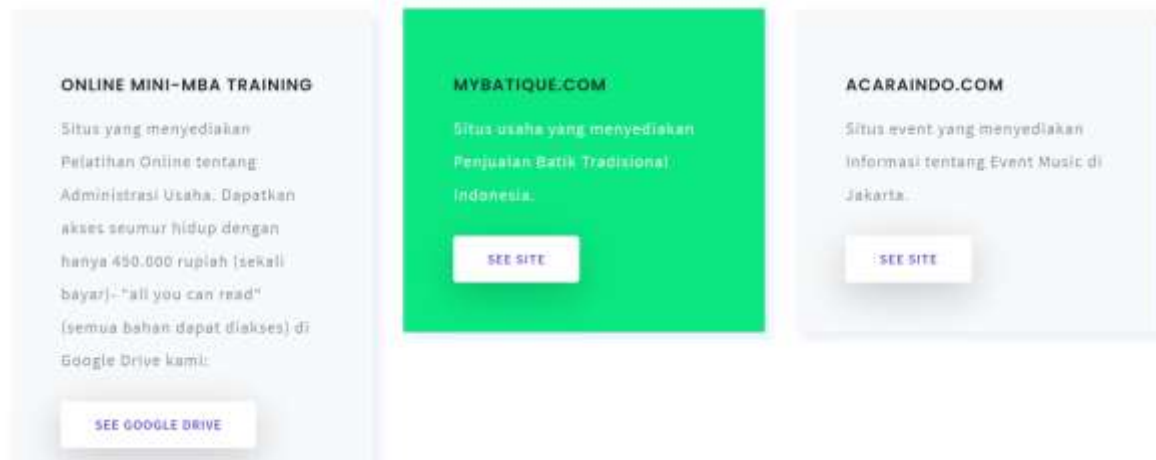


Figure 2. Simple and easy user-interface

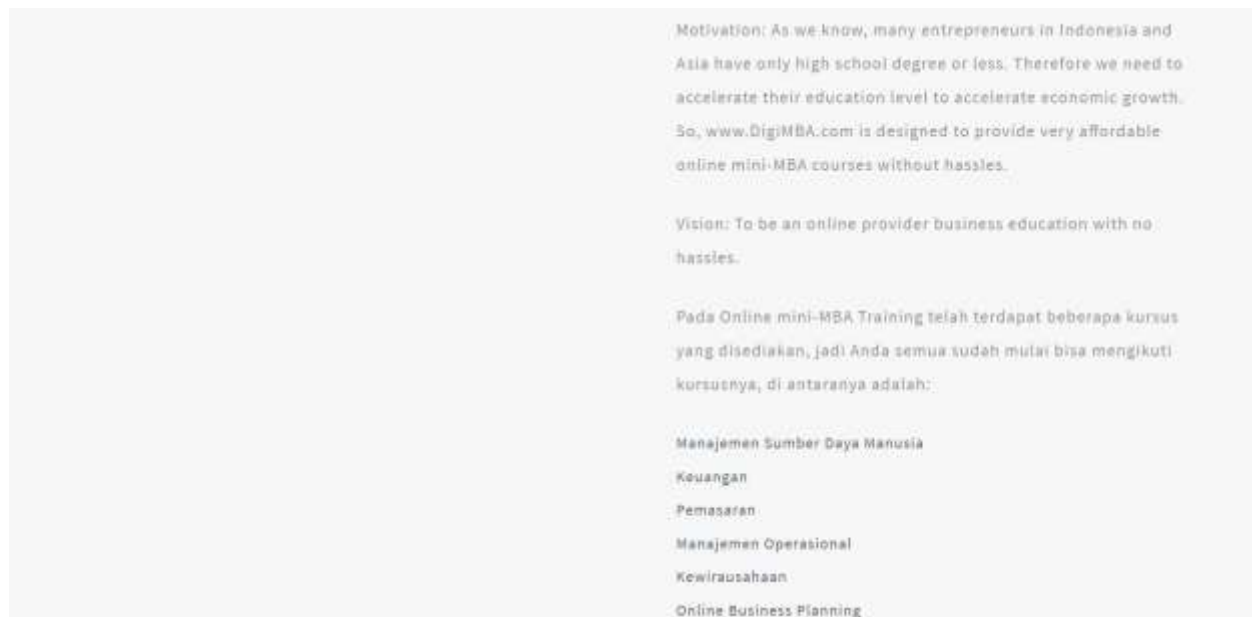


Figure 3. Vision and mission of DigiMBA.com

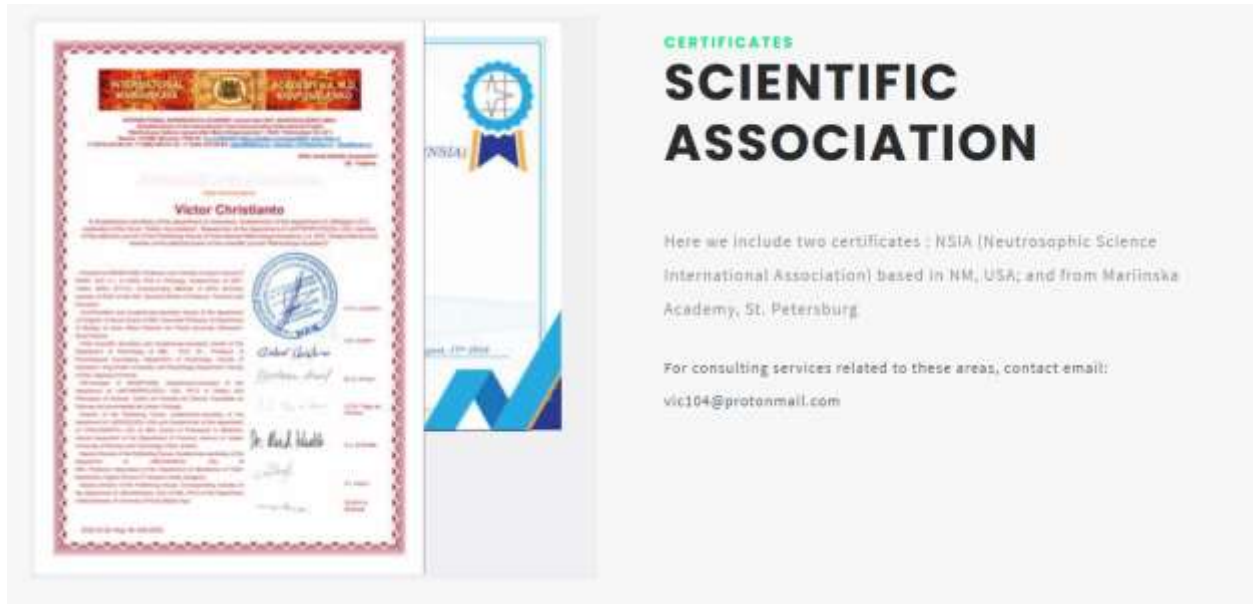


Figure 4. Scientific Association

Concluding remarks

Here we review possible implementation of online business education, which seems to be more favourable for millennial and Z generation who mostly prefer an easy and hassle-free forms of learning. While we admit this online education initiative is still in experimental phase, we hope that educators in other countries may take one or two lessons from this new initiative. More research and development are still needed.

VC & FS

References:

[1] Noel Batista Hernández, Norberto Valcárcel Izquierdo, Maikel Leyva-Vázquez, Florentin Smarandache. Validation of the pedagogical strategy for the formation of the competence entrepreneurship in high education through the use of neutrosophic logic and Iadov technique. *Neutrosophic Sets and Systems* Vol. 23, 2018, pp. 45-51

[2] <https://gatewaycfs.com/education/business-lessons-high-school/>

[3] <https://www.marlborough.org/news/~board/stem/post/six-business-courses-for-high-school-students>

[4] <https://www.eachieve.com/OnlineHighSchoolCourses/BusinessEducation>

[5] Joel Evans & Ilene Haase. Online business education in the twenty-first century: an analysis of potential target markets. *Internet research*, 2001.

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