



How To Build A Successful E-learning Platform?

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Introduction

Since 2019 and the onset of the Covid crisis, the establishment of e-learning platforms has emerged as a paramount priority for numerous training institutes. Schools, some ill-equipped or insufficiently prepared, found themselves compelled to adapt through makeshift measures like email correspondence, discussion groups on platforms such as WhatsApp or Discord, and resorting to videoconferencing courses using Zoom or Google Meet. This hasty transition created a precarious and uncomfortable situation for students, teachers, and administrators alike. Technical glitches, low attendance, dropout rates, and challenges in effective follow-up became pervasive issues, prompting training organizations to reconsider their strategies.

In response to these challenges, many training institutions have pivoted towards the integration of dedicated e-learning platforms into their educational frameworks. These platforms serve as centralized hubs, consolidating all necessary information for course management into a unified application. This encompasses course materials, exercises, discussion forums, and more – essentially providing a holistic solution for ensuring the smooth execution of training programs.

With the reopening of schools, a new challenge surfaced: the seamless integration of digital training with traditional classroom-based instruction. E-learning platforms have demonstrated resilience, offering bespoke solutions that empower each school to craft a personalized approach tailored to their specific needs. This evolution signifies a shift towards a more innovative and flexible education paradigm, effectively combining the strengths of both online and offline learning methods.

You are a school and you want to implement a digital learning platform in your institution? Koors tells you everything.





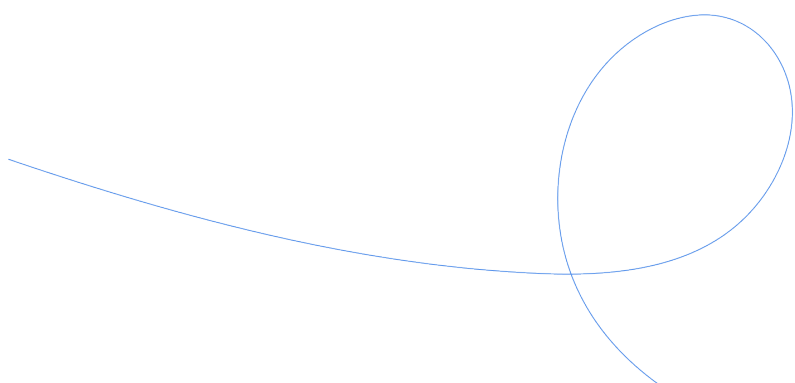
The challenges inherent in setting up an e-learning platform in a school.

While an increasing number of schools seek to provide online training to meet a growing demand and remain competitive, the necessity to equip with digital tools stems from various sources.

The first, which we have already addressed, is related to the Covid crisis. This crisis highlighted the necessity of being equipped to confidently offer online training to students. Schools that were not adequately equipped found themselves in difficulty, constructing courses and training in a disjointed manner. Insufficient equipment could result in a decline in the quality of education (when one spends time trying to organize and juggle between different tools, that time is not spent enhancing knowledge) and an increase in dropout rates. Student disappointment, a poor reputation for the school: the consequences are manifold and can be disastrous.

A second reason that increasingly drives training organizations to adopt an e-learning platform is the desire to remain competitive. More and more schools are getting involved, and you do not want yours to fall behind. This trend is largely influenced by leading American schools that offer fully digitalized or hybrid programs.

Another reason is the limitation of physical space. Many schools, especially in large cities, struggle to accommodate as many students as they would like due to space constraints. By developing online or hybrid educational programs, we free up space and enable a greater number of students to attend classes. The e-learning platform thus becomes an extension of the school campus and helps alleviate its physical constraints.



Among the reasons often mentioned, there is also a desire to offer training to a broader audience. By only providing in-person training, you exclude a portion of the population that cannot afford to attend, such as executives or employed individuals who are not available during the week or in different cities or even countries. By offering online training, you enable them to engage with the program at their convenience, particularly in the evening or on weekends. Digital platforms provide greater flexibility, allowing for the delivery of continuous or occasional training to a more extensive audience.



How to build an eLearning platform from scratch in your school?

The question of implementing a Learning Management System (LMS) is a broad one, posing numerous challenges for schools eager to tackle it. Where does one begin? What is required? What functionalities and infrastructure are needed? How should the organization be structured? To provide clarity on these matters, at Koors, we have devised a four-step process, ranging from creating the digital environment to facilitating and selling the training. We offer a straightforward guide to comprehend the key elements to consider when embarking on such a project.

First step: create your digital environment

Having an e-learning platform implies an online environment. This space must be created and managed properly to ensure seamless course delivery. Nowadays, Learning Management Systems (LMS) come equipped to facilitate the straightforward creation of such an environment. Here are the necessary steps to consider.

Choose your LMS

The first step, of course, is to choose which platform to use for creating your school or online training. The market is vast, and each one offers different features at varying prices. Which Learning Management System (LMS) suits you? It depends on your goals, needs, and budget. To help you navigate this, we will detail each necessary feature. Keep in mind that each platform has its own characteristics. This is undoubtedly the most crucial step: you must accurately identify your needs to understand how to address them. The steps outlined in this guide will assist you in identifying your specific requirements.

What Koors offers you: Koors is an e-learning platform designed to simplify the lives of schools and trainers looking to offer their courses online. At each step of this method, we will demonstrate how Koors practically assists you.

Invite teams, choose roles, and administrators

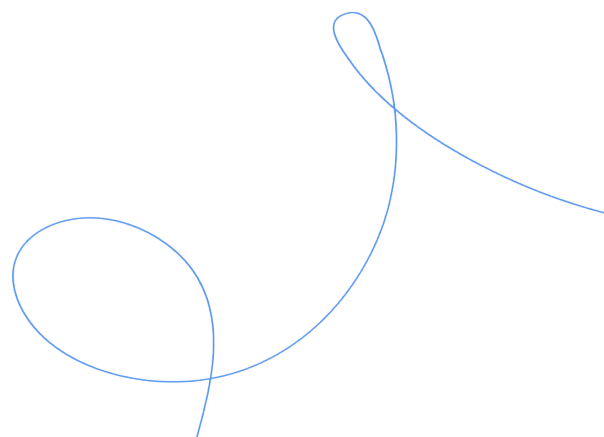
Once your platform is chosen and your account is created, you need to invite all the stakeholders in the training and assign each one their role. Invite the teachers so they can create their courses and exercises, upload their materials and documents, as well as the administrators who will manage all platform functionalities. Later, when everything is ready, invite the students so they can attend the courses. We recommend inviting them, if possible, using their academic email address so that all information related to the training is centralized in one place for them.

What Koors offers you: With Koors, you can easily assign roles to each invited person in just a few clicks. Roles grant specific actions such as creating courses, inviting students, correcting exercises, and more..

Prepare the overall training plan

The training plan is the comprehensive list of courses you will offer on your e-learning platform. A business school, for instance, may typically offer courses in marketing, finance, entrepreneurship, etc. It depends on the level of education you wish to provide and the target audience. The training plan generally aligns with what schools offer on their premises, but it may also include additional online-exclusive courses. This is the case, for example, with some prestigious schools offering specific training accessible to individuals not enrolled in the school, such as professionals seeking to learn about particular issues.

What Koors offers you: With Koors, you can create courses and assign each one to a class with a list of students and one or more dedicated teachers. In just a few clicks, you can distribute the participants so that each one has access only to what concerns them.



Specify the list of courses

Once your training plan is completed, it's time to get practical and create the courses that will be offered in this program. For a Digital Marketing 101 course, for example, you will often find classes covering key concepts of digital marketing: online advertising, content creation, email marketing, targeting. Each course is composed of several chapters, and it is the responsibility of the teachers to create and populate them.

What Koors offers you: By assigning a course to a teacher, you grant them the rights to create their sessions in the tool intuitively. They can easily upload course materials, create exams and exercises, and contribute to discussion groups.

Construct the educational path

Once the course list is finalized, each teacher will be responsible for creating the educational paths for their classes. A good Learning Management System (LMS) allows you to develop comprehensive pedagogical mixes, including course materials, discussion spaces, online exercises, and more. The teacher creates their sessions, similar to how they would for in-person training, detailing the content of each course.

Let's continue with the example of a digital marketing course. One of the classes focuses on online advertising. The teacher can then create a path with multiple sessions to cover online advertising from various perspectives. The path could look like this:

Session 1 :

Principles of online advertising and various types of advertisements

Session 2 :

SEA & Google Ads

Session 3 :

SMA & Facebook Ads

Session 4 :

Other platforms for Social Media Advertising (SMA): LinkedIn, Pinterest, Amazon, Twitter...

Session 5 :

Programmatic Advertising

Session 6 :

Other forms of online advertising

Session 7 :

Exam

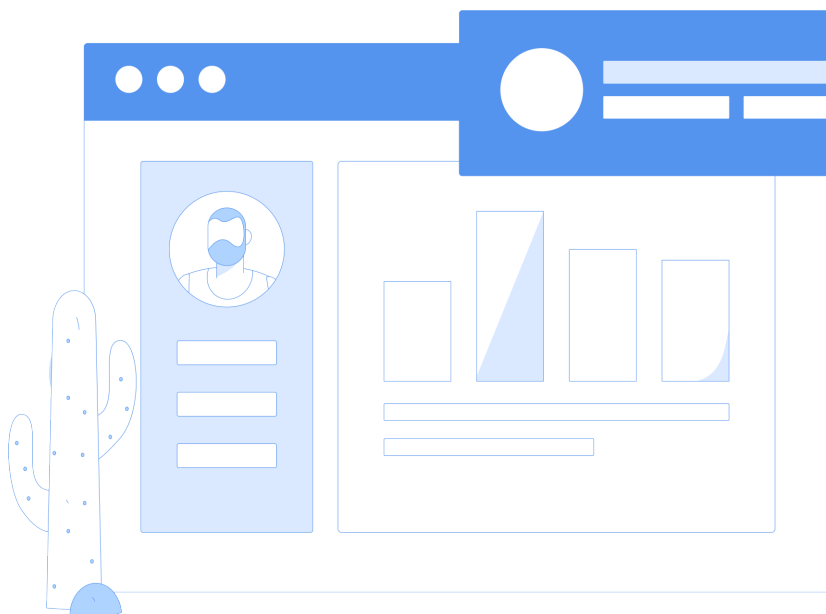
What Koors offers you: In just a few clicks, the teacher can add courses to their path. For each course, they can provide educational materials, create chapters with videos, and add exercises. They can also set dates to make certain courses accessible only after specific dates, once other courses are completed, or when assignments are submitted.

Create quizzes and exams

How to ensure that students are following the courses effectively? Monitoring logins is one approach, but active student engagement can also be achieved through the use of quizzes and exercises at the end of each session. This ensures that students are fully active and virtually participating, confirming their understanding of the course content.

Additionally, each course may conclude with an exam, which could take the form of multiple-choice questions (MCQs) or essays to submit. Again, it is the responsibility of the teacher to create the exams they wish to use. Unfortunately, not all Learning Management Systems (LMS) offer complete freedom in the format of these exams. For example, some may only provide multiple-choice questions. Pay attention to this aspect when selecting your platform to choose one that fully aligns with your needs.

What Koors offers you: Koors enables teachers to create exams as they wish. Our tool includes a multiple-choice question creation feature but also allows uploading study materials or creating open-ended questions with written answers. All responses are then centralized in the back-office for the teacher, who can review, grade, and assign scores to the students.



Allocate students within specific groups

Now that your courses are fully prepared, it's time to create your classes. Utilizing the students' academic email addresses, distribute them into the programs so that each has access to the courses in their curriculum. LMS platforms typically allow adding students in bulk by list, saving you from entering them individually into the system.

What Koors offers you: Koors enables entering a list of email addresses to grant access to specific courses. You can quickly configure your classes, ensuring that each student only has access to the courses they are enrolled in. You can even choose the dates when access is available. When inviting them, each student receives a link to the course along with their unique credentials.

Second step: Record and prepare your courses.

Your setup phase is now complete, and you are ready to allow students access to the courses. However, before that, there is a crucial step remaining: record and upload the courses that students can review and prepare the quizzes and exams.

Equipment

To film courses, you need some equipment: at least a microphone and a camera. A laptop with a built-in webcam can suffice, but for optimal quality, consider professional-grade equipment. For a successful course, we recommend filming in a professional environment, such as a classroom.

The presence of a whiteboard can add dynamism to the lesson, similar to an in-person session. You can even create courses using two cameras: one focused on the teacher and the other on the whiteboard or written material, ensuring all information is clearly visible. Importantly, after filming your course, review it to ensure clarity and good video quality.

You can also explore new video editing tools featuring AI-animated characters, such as Synthesia - #1 AI Video Generator .

What Koors offers you: Koors enables you to upload your videos into each of your chapters. With just one click, you can publish them to start building the course content seamlessly.

Other materials

Many courses require diverse materials: documents to analyze, external videos to watch, etc. A good e-learning platform allows teachers to create a comprehensive pedagogical mix and upload, in one place, all the documents related to a course. This makes it much easier for students to navigate. Without an LMS, all these documents end up scattered in various places: sent through emails, shared on Zoom, Drive, etc. Quickly, students who may not find their way around can be lost.

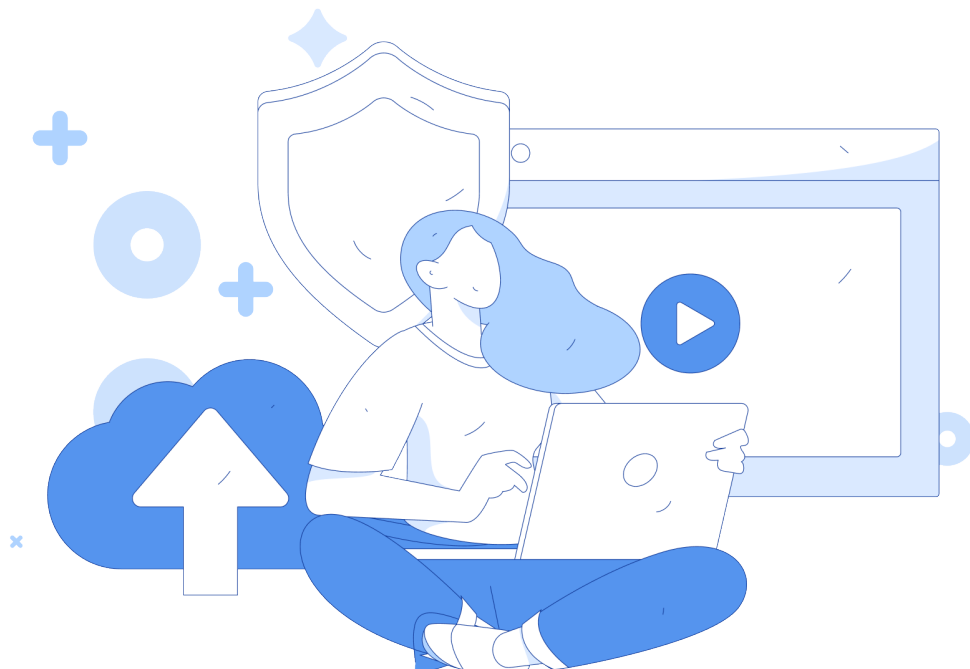
What Koors offers you: Koors allows you to create comprehensive courses. In each chapter of your program, you can add a video along with supplementary documents that students can either download or view online, where possible.

Hosting Service

The question of hosting videos and documents is crucial. You must protect your data if it is hosted on a third-party tool, or provide robust servers if you host it internally in your school.

What Koors offers you: Koors provides the option to create a fully personalized school using a specific subdomain like : app.koors.io/school-name

Hosting is entirely managed by us, and videos are hosted on Vimeo, which has proven security technologies. Your courses are secure, and you don't have to worry about hosting!



Third step: Conduct the training

Your online school is all set! Your courses are online, and each student has received their invitation to participate. However, your work doesn't end there. Indeed, for an online training to be effective and engaging, it needs to be animated throughout the journey. Once again, it is the responsibility of the teacher to conduct this work: to animate their classes. The e-learning platform is there to facilitate this task, offering simple and intuitive features.

Track students' progress

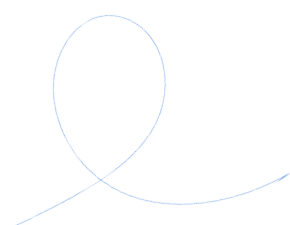
One of the significant challenges schools face with online education is the issue of disengagement. How can one ensure that students attend the courses diligently and derive the desired insights? E-learning platforms can offer several solutions:

- Monitoring students' login activity
- Tracking the time spent on each session
- Assigning exercises and quizzes to be completed within a specified time frame.

What Koors offers you: With Koors, you can create one or more exercises for each course, ensuring that students have followed and understood the material. By opting to create quizzes, you even eliminate the need for manual correction; it is automatically done within the tool. A straightforward way to combat disengagement without having to constantly monitor your students! For courses that require it, essay grading and assigning a grade remain in the hands of the teacher.

Create discussion groups

Discussion groups are important for several reasons. Firstly, they allow students to ask questions, creating a dedicated environment. Other students have access to these questions to ensure everyone shares the same information. Secondly, discussion groups help create a classroom atmosphere and foster participation, contributing to combating disengagement. Without an LMS, discussion groups are scattered across platforms like WhatsApp, email exchanges, or social media discussions. By implementing an e-learning platform in your institution, you centralize all these discussions in one place, preventing information loss.

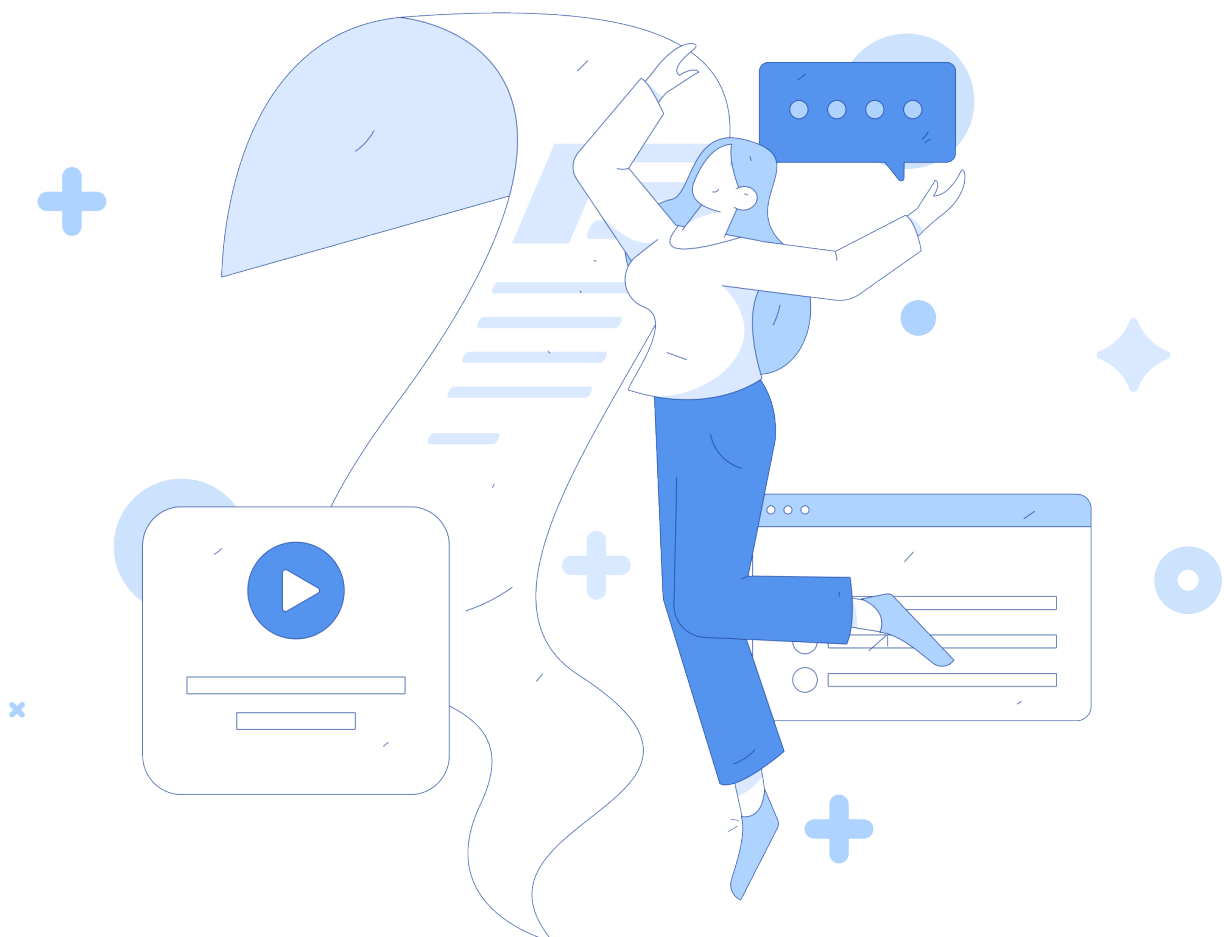


What Koors offers you: Koors has established discussion spaces where students can freely ask their questions. The response system allows the teacher to answer, and it also enables other students to participate. The goal is to foster genuine exchanges among all stakeholders in the training.

Create events

In general, e-learning platforms allow students to access courses and documents at any time. Some students may prefer to binge-watch several courses at once rather than consistently working on them. By organizing digital events, such as webinars, you can ensure that students are present at specific times. This is another way to bring the training to life and foster a true class spirit.

What Koors offers you: With Koors, you can organize regular or one-time webinars. Students participate at specific times, and seamless integration with Zoom makes the process very easy, with automatic invitation dispatch.



To go further: sell and promote your training

We have seen how to create and animate your training: you now have all the necessary steps to launch your online school and set up your e-learning platform. To go further, we will now explore how to promote and sell your training, attracting new students. If your goal is simply to offer enrolled students in your school e-learning modules within their existing curriculum, this section may not be applicable. However, if you aim to provide training accessible even to individuals not enrolled in your institution (such as professionals seeking to educate themselves on specific topics), the following could be of interest. Many prestigious schools have already implemented this system.

Set prices and terms

The first thing to do is to set the price of your training and its terms. By terms, we mean: does it provide a certificate? If so, how long is it valid? Once purchased, how long do users have access to the content? Are there specific prerequisites to attend? All these questions will help you define your target audience and your selling points.

Regarding the price, it can be challenging to determine. Take into account the density of the training and the value it provides, the prestige of your school (obtaining certification from a prestigious or recognized institution comes at a cost), and the target audience you want to reach.

You can also offer some training for free as a preview of your expertise in your specialty.

How to sell your training?

Many LMS platforms offer to handle the marketing of your training for you: they advertise on social networks or search engines if they deem it relevant, to attract new clients. You can also develop your own acquisition channels: promote your online courses within your institution, utilize your own media... etc. Finally, consider highlighting your differentiating factors. With an increasing number of online courses available on numerous platforms, it's crucial to stand out and attract users.

The quality of your training, the reputation of the school or even the instructor's name can serve as compelling arguments. Be transparent about the course content to ensure that subscribers get exactly what they expect. Additionally, you can leverage financial aspects, such as funding through CPF or OPCO, to reassure potential clients.

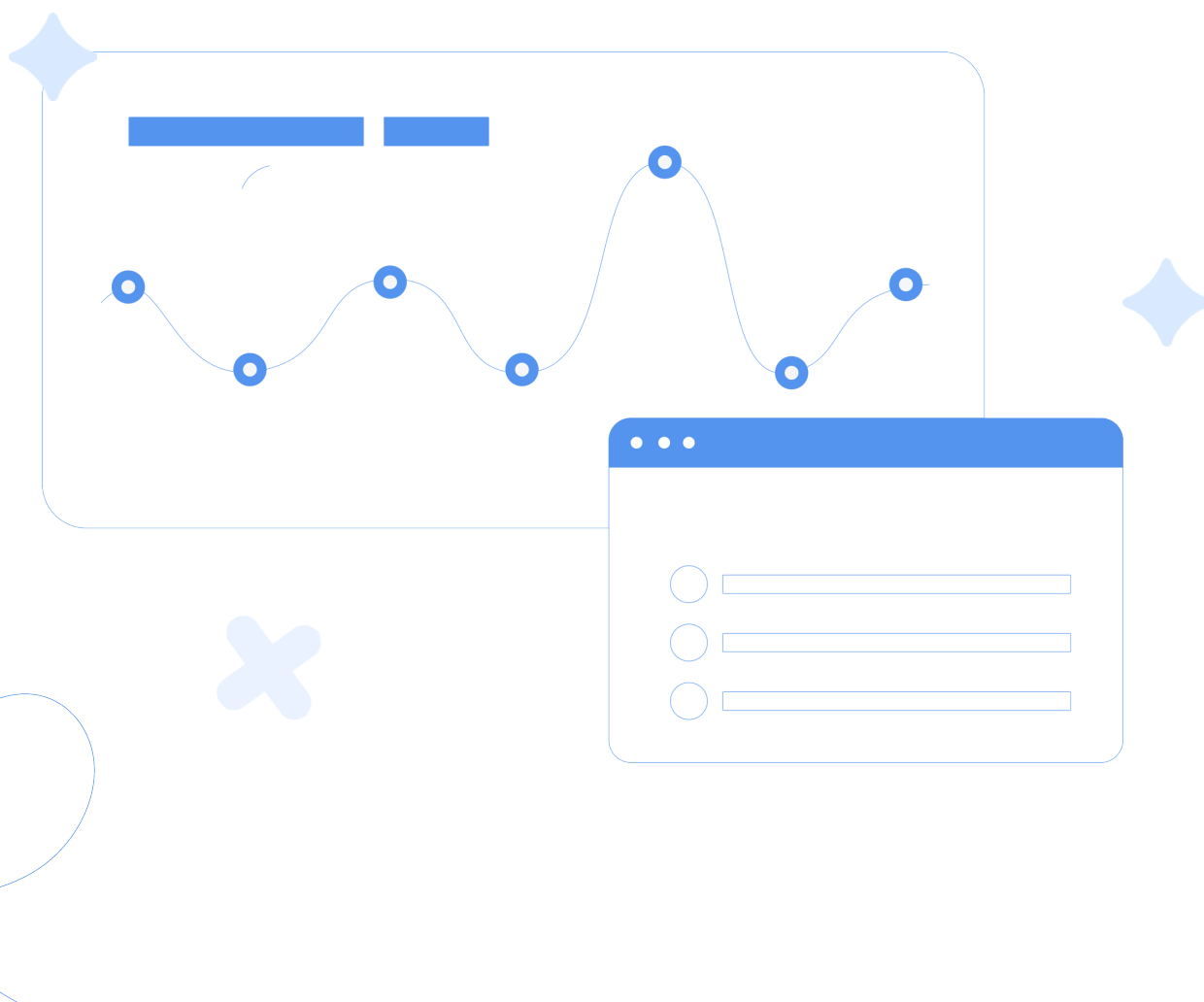


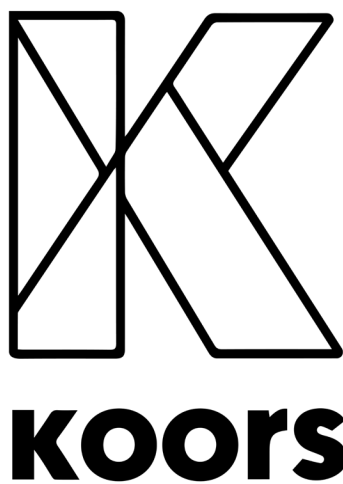
Conclusion

The implementation of an e-learning platform for schools no longer needs to be a challenge. Today, dedicated tools are available, and Learning Management Systems (LMS) are evolving to offer features that address current issues: ease of implementation, intuitive course creation, student tracking, and engagement in the learning process.

Each platform provides different services, so the most crucial step in the project is to choose one that can effectively address all your needs. At Koors, we are developing a platform for online education with the goal of enabling education professionals to create their courses effortlessly, allowing them to focus on the essential aspects: the quality of their courses and learning experience.

Our tool is continually evolving, and we are attentive to the needs of professionals to offer tailor-made solutions. Would you like to discuss it further? Do you have specific requirements? We are here to listen!





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