Trend Study International

ONLINE LEARNING IN COLOMBIA

THE TOP REASONS FOR ONLINE STUDIES

- 1. Ascend professionally / change career (34.1 %)
- 2. Develop myself/learn for life (32.5%)
- 3. Improve salary (31.3<u>%)</u>
- 4. Change professionaly (27.2%)
- 5. Set up my own business (26.4%)
- 6. Acquire digital skills (25.2%)

TOP 5 STUDY AREAS

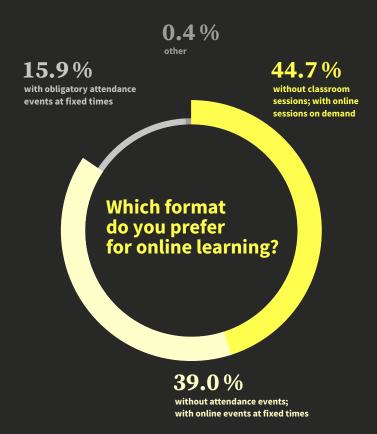
Engineering & Technology (19.5%)

Business & Management (13.8%)

Computer Science & IT (10.2%)

Education (9.3%)

Marketing, Media & Communication (8.5%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/videoconferences/webinars in realtime

Online lectures/video lectures as download 42.7%

Online library for technical literature 41.8 %

Social learning tools 38.7%

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?

Costs of the study (42.2%)

Content of the study program (30.0%)

Image/reputation of the institution (27.4%)

Flexibility of the study model (27.0%)

Opportunities for specialization (25.7%)

Internationality of the offer (21.5%)

Option to work in the country after completion the study (20.3%)

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

Price 40.9 %

Payment Options 36.6 %

Reputation 31.9%

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Online self-service platform (32.9%)
- 2. Availability via messenger apps (32.0%)
- 3. Personal individual or group study coaching (32.0%)
- 4. Online platform with FAQs (31.6%)
- 5. Career Service offers (29.0%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Video explanations on individual questions (50.4%)
- 2. Availability via messenger apps (45.2%)
- 3. Availability of the tutors/lecturers at the weekend (42.6%)
- 4. Online forum for communication with other students (42.2 %)
- 5. Availability of the tutors/lecturers after 8 p.m. (41.7%)

TOP COUNSELING SERVICES

- 1. Online study guidance by providers (47.1%)
- 2. Personal study guidance at the university (36.7%)
- 3. Career advice/personal coaching (36.3%)
- 4. Visit of a job and education fair (28.8%)
- 5. Advice from providers per e-mail (28.8 %)

Panel: Kantar

Data collection: 04.12.2020 – 10.12.2020 Anonymous survey via Questback young professionals in 28 countries with interest in online studies 200 participants per country – except for Algeria (50 participants)

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The Ministry of Economics, Science and Digital Society of the State of Thuringia is responsible for the IU International University at all study locations in matters relating to higher education law.