Virtual eBMS: a virtual learning community supporting personalised learning

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Abstract: Virtual Learning Communities (VLCs) are emerging rapidly as the new generation of learning spaces. In the continued co-evolution of collaborative learning strategies and Information and Communication Technologies (ICTs), new learning approaches and styles are arising. The shift from old-fashioned/predetermined learning to just-in-time/collaborative learning needs to be characterised by a blended learning strategy in which the principle of ‘personalisation’ plays a strategic role. In this perspective, this study aims to present the value of providing personalised online learning services to the electronic Business Management Section (eBMS) community, composed of professors, researchers and learners of Southern Mediterranean countries. Specifically, a personalised learning model will be presented, as well as its application to the learning processes and services embedded in the technological platform sustaining the eBMS learning community, called Virtual eBMS.

Keywords: personalised learning; personalisation model; virtual learning community; VLC; electronic learning; e-learning; collaborative learning; virtual eBMS; web based communities.


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