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Online Learning Platforms as a Panacea for Effective Instructional Delivery in Business Education

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Abstract

This paper explores the integration of online learning platforms (OLPs) in business education to enhance instructional effectiveness amidst technological advancements. The review begins by highlighting the need for modern educational methods that foster higher-order thinking, problem-solving, and collaborative skills. Major OLPs including Skillshare, Udemy Business, and LinkedIn were analyzed to demonstrate their role in upskilling of students, improving instruction, and enabling educators to monetize courses. Information for the review was gathered from empirical studies, scholarly articles, and industry reports accessed through databases like JSTOR, Google Scholar, and ERIC. Each source was critically assessed, focusing on relevance to business education and OLPs' ability to bridge the gap between academic learning and industry requirements. The review employed keywords like "online learning," "business education," "LinkedIn Learning," "Udemy Business," and "Skillshare" and was structured under key subheadings such as "The Need for Modern Educational Methodologies" and "Impact of OLPs on Instructional Delivery." Findings indicate that traditional teaching methods fall short in preparing students for the evolving business environment while OLPs offer relevant skills aligned with industry needs. The study recommends that educators integrate OLPs into their curricula to create a dynamic learning environment that better prepares students for the global marketplace, ultimately enhancing instructional quality and equipping students for career challenges.

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Introduction

The fundamental goal of business education is to prepare individuals for careers in the business world. These careers include those of industry trainers, business course instructors, and self-employed entrepreneurs (Mamman et al., 2021). Business education an educational program that offers not only job skills but also higher-order thinking, problem solving, and collaborative work skills, collectively referred to as soft skills, is necessary to prepare workers for entry and advancement in the workplace of the coming decade (Cimatti, 2016). Soft skills could be acquired through robust innovative instruction delivery via online learning platforms (OLPs).

Business education is a part of vocational and technical education that aims to produce people who will be well-equipped with knowledge and skills to enable them to secure self and paid employment either by starting a small business or by being gainfully employed and utilizing their skills (Uko-Aviomoh & Ajuluchi, 2008). The conventional approach to delivering instruction, that is, the normal reliance on textbooks and lecture methods, appears to be inadequate in this 21st century because the skills impacted by business education are not adequate for graduates to function in today's industry (Edet, Atah, & Ukah, 2019). For example, accounting education graduates are not equipped with the skill of using accounting software to be able to function in today's accounting role. The pace of change brought about by new technologies has had a significant effect on the way people live, work, and play worldwide. This is the reason new and emerging technologies are challenging the traditional process of instructional delivery and the way education is managed. Stowers (2018) opined that the world is going to be a very fast place where those that have the information and have the ability to process the information quickly will succeed while those that do not will fail.

Globally, there is a paradigm shift from the traditional approach of teacher-centred learning to innovative teaching methods where information and communication technology (ICT) plays a significant role. ICT has a great speed of providing flexibility and improvement in quality and quantity of learning instead of total dependence on textbooks and materials in print as teaching and learning in business education has done in the past. Thereby, providing an opportunity for business education lecturers to enrich and update their knowledge, which will translate into rich instructional delivery through OLPs (Gupta, Shastri & Gupta, 2022).

Online learning platform (OLP) enables course designers to promote, sell, and deliver their eLearning courses. They are frequently called

"online course marketplaces." (iSpring Solutions, 2024). Like traditional schools, these online learning environments provide students with a secure setting in which to access course materials and, in many cases, interact with both teachers and other students. They provide a variety of elements including lectures, tasks, tests, learning interactions, completion certificates, and social forums and conversations, among others (Mansaray, 2023). Learning platforms help create, catalogue, market, and accept payment for courses while also providing all the tools and educational resources that learners need under one roof. The interesting thing is that there are so many free courses on those platforms, while the learning cost for the paid ones could be reduced through vendor consolidation that is available on most of the platforms (WorkRamp, 2024).

Furthermore, this is not a time for business educators to only rely on their local environment for instruction delivery but leverage knowledge and information from other parts of the globe through online learning platforms. Big business organizations leverage online learning platforms to hone the skills of their employees for improved productivity (Agrawal et al., 2020). Likewise, lecturers leverage on the opportunities offered by these platforms for instructional delivery to boost the contents of their instruction and also achieve excellent presentation skills because of their access to subject matter experts and cutting-edge, in demand skills being taught on those platforms. Preferably, business education lecturers can refer students to the relevant OLPs to learn more about a particular subject matter after class to enable them to become more skilled and proficient. Therefore, Online learning platforms such as LinkedIn learning, Udemy business and Skillshare are powerful means for business educators to upskill for effective instruction delivery.

LinkedIn Learning offers expert-led instructional videos to build business, technical, and creative skills. Discover, finish, and monitor courses related to your field and hobbies with over 5,000 courses and personalized suggestions. You may also add these courses and skills to LinkedIn after completion. Many courses include exercise files, quizzes, and video transcripts to improve learning. LinkedIn Learning lets you rate classes and download videos offline (LinkedIn Corporation, 2024). To empower organisations and people, Udemy offers flexible, efficient skill development. Through engaging on-demand, immersive, and cohort-based learning, Udemy Business helps firms accomplish important business results and stay competitive. Udemy for Business, a cutting-edge learning platform, helps companies solve their greatest labour issues. Udemy for Business provides relevant, interesting learning content anytime, anywhere for innovative

enterprises. With over 2000+ high-quality courses taught by the world’s greatest experts and real-world practitioners, they have curriculum spanning from programming and design to marketing and stress management. In addition to the enormous content selection, Udemty for Business enables enterprises to rapidly and securely compile and distribute unique information in one central area—a customized learning portal (Udemty, 2024). Skillshare is an online learning community with hundreds of lessons for creative and curious individuals, covering topics including illustration, design, photography, video, freelancing, and more. On Skillshare, you’ll discover inspiration from hands-on programs and experts at the top of their creative areas, so you can take the next step in your creative journey (Skillshare, 2024).

In Nigeria, instructors must take the bull by the horn by upskilling to be able to train their students in line with in-demand skills needed by the industry. The most interesting thing is that business educators will not only learn on these OLPs, but they can also sell their skills and short courses on the platforms. By teaching on the OLPs, they will be acquainted with high-level presentation skills that will lead to better instruction delivery. This will eventually make them part of the global player and, in turn, boost their financial strength.

OLPs have numerous relevant courses for both students and lecturers in business education. These include marketing, content marketing, digital marketing, ChatGPT marketing, marketing analytics and automation, accounting, business software, strategy, entrepreneurship, sales, management, database management, workplace and human resources, business communication, etc.,

which will absolutely empower the lecturers to teach at the pace of change by not indoctrinating the students with obsolete knowledge. Against this backdrop, Ezenwafor and Nwachukwu (2020) opined that instructional delivery is the connection between the student, the teacher, the subject matter, and the students' required material, knowledge, abilities, and dispositions needed towards effective instruction and learning outcomes to be capable of collaborating with others in a varied society and a world that is changing quickly. Ezenwafor and Nwachukwu (2020) further explained that a teacher's individual approach to instruction based on their own professional identity and exposure is known as instructional delivery, and it contributes to the development of a distinctive classroom culture. It combines the complexities of teaching with institutional expectations and students demand for quality instruction, which can only be achieved when lecturers seize the opportunity offered by OLPs.

Effective instruction delivery is crucial for enhancing student learning and engagement, and it involves various strategies that address diverse learning needs. Key components of improved instructional delivery include establishing clear objectives, which help students understand their learning goals and the relevance of the material (Mager, 1997), and implementing differentiated instruction to cater to varied learning styles and abilities (Tomlinson, 2001). Furthermore, engaging students through active learning techniques and incorporating technology into lessons fosters deeper understanding and makes learning more interactive (Prince, 2004; Baker & Inventado, 2014).

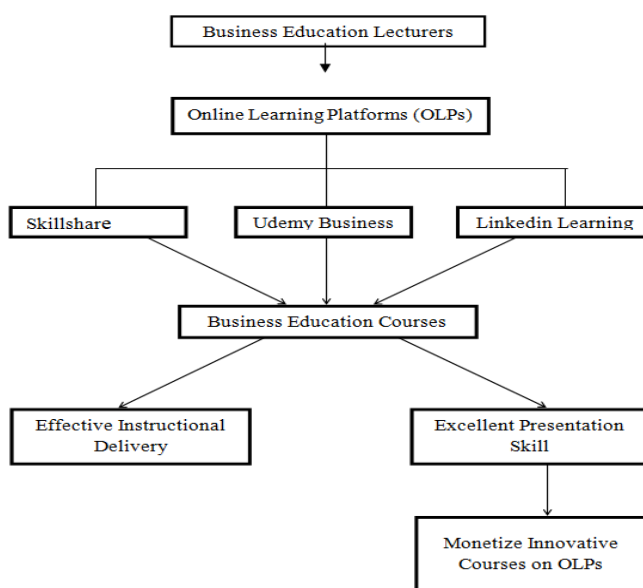


Fig. 1: Schematic representation of the concepts.

An excellent instruction delivery goes far beyond methods of teaching. It's fundamentally the cutting-edge knowledge of what to teach. Proper knowledge of what to teach is the bedrock of a good instruction delivery, and effective instruction delivery in business education must bring the needed change in the students. But this can only be achieved in this age, when business education lecturers make use of OLPs to learn and unlearn certain information and take OLPs as their Mandatory Continuing Professional Development (MCPD) platform. Hence, helping them cultivate excellent presentation skills that will in turn make them part of the global players on OLPs where they can also begin to teach and monetize their innovative courses.

Search method

To effectively explore the topic of online learning platforms such as LinkedIn Learning, Udemy Business, and Skillshare as panaceas for effective instructional delivery in business education, a systematic search method was employed. This approach involved several key strategies aimed at maximizing the relevance and quality of the gathered literature. The initial phase of the search utilized was employed in various combinations to ensure a comprehensive retrieval of relevant literature. This strategy allowed for the collection of a broad range of resources, including academic articles, case studies, and industry reports that discuss the effectiveness and implications of these platforms in educational settings. keyword searching, which involved identifying and using specific terms related to online learning platforms and their impact on business education. Keywords such as "online learning," "business education," "LinkedIn Learning," "Udemy Business," and "Skillshare"

To refine the search results further, Boolean operators were used. These operators (AND, OR, NOT) helped narrow down the results to only those sources that explicitly discussed both concepts. For instance, searching for "online learning AND business education" filtered out irrelevant materials and focused on sources that directly addressed the research question. This method enhanced precision and ensured that the literature reviewed was pertinent to the topic. Citation searching was another effective strategy employed to identify more recent literature related to key articles found during the initial search. This method involves checking who has cited significant publications in the field, allowing for the discovery of newer research that builds upon earlier findings. Databases like Web of Science and Google Scholar

facilitated this process by providing citation metrics and links to citing articles.

Additionally, the snowball method was utilized as an effective means of literature gathering. By starting with foundational texts identified in the initial searches, their reference lists were examined to uncover further relevant studies. This technique proved beneficial in expanding the scope of literature reviewed by tracing back through bibliographies to find seminal works and additional empirical studies related to online learning platforms in business education. The search also included accessing subject-specific databases tailored to education and technology research. Databases such as ERIC (Education Resources Information Center), Google Scholar and JSTOR were particularly useful for finding peer-reviewed articles that discuss the pedagogical implications of online learning platforms. Utilizing these databases ensured access to high-quality academic resources critical for supporting the study's claims about effective instruction delivery.

By employing this combination of keyword searching, Boolean operators, citation searching, the snowball method, and subject-specific databases, a robust collection of literature was gathered. This comprehensive search strategy not only increased the relevance of the findings but also provided a solid foundation for analyzing how platforms like LinkedIn Learning, Udemy Business, and Skillshare can enhance instruction delivery in business education.

Major online learning platforms

Skillshare

Skillshare is an online learning community where anyone can discover, take, or even teach a class. Anyone can join Skillshare to start watching online classes, create projects, and even become a teacher. Skillshare offers 35,000+ courses for over 5 million learners (SkillShare Website, 2024). They specialize in courses for creative professionals like graphic design, animation, photography, and videography, among others. Jimenez and O'Neill (2023) asserted that Skillshare is an online learning community with thousands of classes in design, business, technology, and more so, its learner base mainly consists of individuals, entrepreneurs, and small businesses.

Skillshare was started to close the professional skills gap and provide universal access to high-quality learning (Farrell & Corbel, 2017). By teaching the skills needed in tomorrow's world, Skillshare empowers people to advance their careers, improve their lives, and pursue the work they love. With Skillshare, students can engage with teachers and other students through project-

based classes, where they will walk through the process of creating something. Skillshare believe that learning by doing is the best way to gain new skills and expand one's creativity (Manoharan et al., 2024). Another feature that makes it distinct is its emphasis on collaboration and social learning. Not only can learners post their assignments on the platform, but other students can engage with them by liking, providing feedback, and asking questions about each other's work. This makes it easier to get inspired and bring creative skills to the next level.

Skillshare classes are perfect for anyone who wants to learn new skills or explore their passions. Classes on Skillshare are taught by industry leaders and everyday creative professionals and are divided into 4 categories: Creative arts, including graphic design to fine art, cooking, and music production; technology, including data science, web design, and e-commerce; business, including finance, marketing, accounting, and project management; lifestyle, including teaching, languages, gaming, and wellness (Hans & Chakraverty, 2017). Classes range from beginner to expert, with opportunities for novices to follow their curiosity and experts to hone their craft (Terzian-Zeitounian, 2022). This is perfect for TVET. As a Skillshare member, you'll have access to online classes that you can watch on your own time, taught by creators, entrepreneurs, and professionals from around the world. Each class has short lessons and a hands-on project to work on. Students share projects in the class to get feedback and collaborate with the Skillshare vibrant community.

Udemy Business

Udemy is one of the largest online educational platforms. It describes itself as "the leading global marketplace for learning and instruction." And since it offers over 213,000 courses and has more than 59 million learners, Udemy Business offers 14000+ courses for over 9500+ companies on a wide range of topics. As a learning platform for business, its specialty is skills-based training courses (Calvo, 2024). With Udemy Business, expert instructors can easily upload their video-based courses (screencasts, talking head videos, and video presentations) and track trainee progress, analyze data, and glean actionable insights. However, regrettably, the content has to be created outside of the platform; there are no built-in course creation functions (Cheepmuangman et al., 2024).

Udemy Business is the best online learning platform for Learning and Development (L&D) professionals or business owners who don't have the time or budget to create their own courses (Qiu, 2020). The affordability of Udemy, coupled

with its wide range of skills-based courses, means there's relevant training content for almost anyone. However, if your training team is learning highly specific skills that are unique to your business, there's no guarantee that the courses will provide a one-to-one fit. Overall, it's a top online learning platform for business teams seeking more general skills.

Udemy makes course creation possible for everyone with the possibility of acquiring new skills. Anyone can become an instructor on Udemy. Though many are specialists and/or highly passionate about a specific topic, this also opens the door to quality control issues. In any case, Udemy Business is a solid choice if an instructor is looking to reach a large audience. Its wide user base makes it easier to market and monetize courses. And as a training manager/business, it's a hands-off way to bring a team's skills up to speed. Udemy offers a range of online learning materials, including PDF documents, PowerPoint, text, and video content, among many others.

LinkedIn learning

LinkedIn Learning specializes in creative, business, and technology courses; it offers 16,000+ courses for a user base of over 700 million people (Wheeler, 2022). It's considered one of the best online learning platforms because the instructors are carefully vetted to ensure that they're not only subject matter experts (SMEs), but have excellent teaching and presentation skills. As such, its quality control and product quality are top-notch.

Individuals, lecturers, or businesses that are looking to upskill their teams in the business, tech, and creative industries will find this platform very useful. Since it allows micro-learning courses, they offer maximum freedom and flexibility. This makes it an ideal online learning platform for businesses that train employees off-site or individuals/entrepreneurs who lead busy lifestyles and need self-paced learning. But the best thing is that instructors have to prove that they represent a subject matter expert and possess top presentation skills. With this platform, simply being passionate is not enough.

The platform offers an impressive degree of interactivity via quizzes and practice exercise files, which can be completed concurrently with their micro-learning videos (Kumar & Nanda, 2024). Once you complete the course, it issues a certificate that can be shared proudly on an individual's LinkedIn profile. It bolsters your profile and can be a real game changer when it comes to business opportunities. In a nutshell, this online education platform offers very high-quality educational content.

Related empirical studies

Research has demonstrated that LinkedIn Learning effectively enhances students' professional skills and employability. A study by Cooper & Naatus (2014) highlighted that student who utilized LinkedIn Learning reported improvements in their job-related skills and increased confidence in their abilities to secure employment post-graduation. This indicates that online learning platforms not only deliver content but also prepare students for the workforce. The integration of social media tools like LinkedIn into business education has been shown to increase student engagement and collaboration. The use of LinkedIn as a classroom tool helps reinforce concepts such as branding and networking, thus enhancing student interaction and participation in learning activities (Cooper & Naatus, 2014). This collaborative environment is crucial for effective instructional delivery.

A white paper by IDC on Udemy Business revealed that effective online learning solutions are linked to critical business outcomes such as reduced overhead costs and increased productivity. The findings suggest that organizations leveraging these platforms for employee training see tangible benefits, including enhanced performance and revenue growth (IDC, 2023). This underscores the value of online learning platforms in achieving broader educational and organizational goals.

Hidayat & Naysila (2023) also discovered that the Technology Acceptance Model (TAM) approach applied to LinkedIn Learning users showed that perceived ease of use significantly influences the perceived usefulness of the platform. Users reported that the accessibility and flexibility offered by LinkedIn Learning facilitated their learning process, making it easier to integrate into their busy schedules. This flexibility is essential for effective instructional delivery, allowing students to learn at their own pace.

Scott (2023) indicated that online learning platforms can lead to improved learning outcomes for students. A study comparing traditional classroom settings with online learning environments found that students using platforms like Udemy Business demonstrated higher levels of understanding and retention of course material. The flexibility of online courses allowed students to revisit complex topics at their own pace, which significantly enhanced their comprehension and application of business concepts. Online learning platforms often incorporate interactive features such as quizzes, discussion forums, and multimedia content that foster greater student engagement. A study revealed that students who participated in courses with these interactive elements reported higher motivation levels and satisfaction with their

learning experience. This engagement is crucial in business education, where practical application and collaboration are essential for skill development (Moore, 2020).

How online learning platforms could promote effective instruction delivery

Online learning platforms such as LinkedIn Learning, Udemy Business, and Skillshare have revolutionized the landscape of business education by promoting better instructional delivery through various innovative features and methodologies. These platforms offer flexible learning opportunities that cater to diverse student needs, enabling learners to access educational content at their convenience. According to AdamoSoft (2023), the accessibility provided by these platforms allows students to engage with course materials from anywhere and at any time, which is particularly beneficial for working professionals seeking to enhance their skills without disrupting their careers. This flexibility not only increases enrolment rates but also facilitates a more inclusive educational environment.

Moreover, the interactive features embedded within these online learning platforms significantly enhance student engagement and motivation. Research indicates that platforms incorporating quizzes, discussion forums, and multimedia content foster a more dynamic learning experience (Moore, 2020). By actively involving students in their learning process, these platforms create an environment where learners feel more connected to the material and their peers. This heightened engagement is crucial in business education, where practical application and collaboration are essential for skill development. As students interact with diverse content and participate in discussions, they gain a deeper understanding of complex business concepts.

Another critical aspect of online learning platforms is their ability to develop essential digital skills among students. Engagement with these platforms not only provides access to valuable educational resources but also equips learners with the technological competencies required in today's digital economy. Scott (2023) notes that students utilizing online learning tools become more proficient in various digital applications relevant to the business world. This increased digital literacy is vital for success in modern workplaces, where employers increasingly seek candidates who can navigate technology effectively.

Finally, online learning platforms present a cost-effective solution for educational institutions aiming to enhance their instructional delivery. By

leveraging these platforms, institutions can reduce training costs associated with traditional face-to-face instruction while simultaneously reaching a broader audience (AdamoSoft, 2023). This financial efficiency allows educational institutions to allocate resources more effectively, ultimately leading to improved program offerings and student outcomes. Hence, online learning platforms like LinkedIn Learning, Udemy Business, and Skillshare promote better instructional delivery by providing flexible learning opportunities, enhancing student engagement through interactivity, developing essential digital skills, and offering cost-effective solutions for educational institutions.

Challenges that are likely to be faced in the adoption of OLPs

The adoption of online learning platforms (OLPs) such as Skillshare, LinkedIn Learning, and Udemy Business presents several challenges that can hinder their effectiveness in enhancing educational delivery. One significant challenge is the infrastructure and technology barriers that many institutions face. Reliable internet access is crucial for the successful implementation of OLPs; however, many students, particularly in rural and underserved areas, lack consistent access to high-speed internet. A study highlighted that in India, over 50% of students do not have adequate internet connectivity, which severely limits their ability to participate in online learning, which is also true of Nigeria (Mintbook, 2023). This lack of infrastructure not only affects student engagement but also leads to disparities in educational opportunities.

Another critical challenge is digital literacy among both students and educators. Many learners may have basic computer skills but lack the advanced digital literacy required to navigate various online platforms effectively. This gap can result in frustration and disengagement as students struggle with unfamiliar technologies (National University, 2023). Furthermore, instructors may also face difficulties in utilizing OLPs to their full potential due to inadequate training or familiarity with digital tools. The varying levels of digital competence can create an uneven learning environment where some students thrive while others fall behind. Maintaining student motivation and engagement is another challenge associated with the use of OLPs. Online learning often lacks the personal interaction found in traditional classroom settings, which can lead to feelings of isolation among students (PMC, 2016). Without regular face-to-face interactions with peers and instructors, students may find it difficult to stay motivated and engaged with the course material.

Additionally, the abundance of distractions present in a home environment can further detract students' focus on their studies (EducateMe, 2024). Therefore, finding ways to foster a sense of community and accountability within online courses is essential for improving student outcomes.

Moreover, assessment integrity poses a significant challenge in online learning environments. The ease of access to information and resources during online assessments raises concerns about cheating and academic dishonesty (K16 Solutions, 2023). Institutions must implement robust proctoring solutions and develop assessment strategies that minimize opportunities for misconduct while ensuring that evaluations accurately reflect student understanding. This challenge necessitates ongoing innovation and adaptation in assessment methods to maintain academic standards.

Finally, institutional resistance to change can impede the effective adoption of OLPs. Many educational institutions are entrenched in traditional teaching methods and may resist transitioning to online formats due to concerns about quality or effectiveness (Abdelfattah et al., 2023). This bureaucratic inertia can stifle innovation and prevent institutions from fully realizing the benefits of integrating online learning into their curricula. Overcoming these institutional barriers requires strong leadership and a commitment to fostering a culture that embraces technological advancements in education. While online learning platforms offer significant potential for enhancing instructional delivery in business education, several challenges must be addressed. These include infrastructure limitations, digital literacy gaps, maintaining student engagement, ensuring assessment integrity, and overcoming institutional resistance. Addressing these challenges will be crucial for maximizing the effectiveness of OLPs in delivering quality education.

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education, several challenges must be addressed. These include infrastructure limitations, digital literacy gaps, maintaining student engagement, ensuring assessment integrity, and overcoming institutional resistance. Addressing these challenges will be crucial for maximizing the effectiveness of OLPs in delivering quality education.

What can be done to overcome the challenges?

Overcoming the challenges associated with online learning platforms (OLPs) such as Skillshare, LinkedIn Learning, and Udemy Business requires a multifaceted approach that addresses technological, pedagogical, and institutional barriers. One of the primary challenges is ensuring adequate technological infrastructure. To mitigate this issue, institutions should assess their current technological capabilities and invest in reliable internet connectivity, hardware, and software platforms that support e-learning initiatives (K16 Solutions, 2023). Additionally, providing technical support and training for both educators and students is essential to ensure that all users are comfortable and proficient with the tools available to them. This investment in infrastructure and training can significantly enhance the effectiveness of OLPs in delivering quality business education.

Another critical area for improvement is digital literacy among both students and instructors. Integrating digital literacy into the business curriculum is vital for preparing learners to navigate online learning environments effectively (Futurity Education, 2024). Educational institutions should develop targeted programs that focus on building digital skills relevant to the business context, such as data analysis software and digital marketing tools. By embedding these skills into business education programs, institutions can help students become more adept at utilizing OLPs while also enhancing their employability in a technology-driven job market (Mintbook, 2023).

To maintain student motivation and engagement in online courses, it is essential to implement interactive and varied instructional strategies. Research suggests that using a combination of multimedia formats such as videos, discussion forums, and gamified elements can significantly enhance student engagement (Promethean World, 2023). Instructors should also consider allowing flexible participation timelines for assessments to accommodate different learning paces among students. By fostering an engaging learning environment that encourages collaboration and interaction, business educators can help

students feel more connected to their peers and course content.

Addressing assessment integrity is another crucial aspect of improving OLPs. Institutions should implement robust assessment strategies that minimize opportunities for academic dishonesty while accurately reflecting student understanding (K16 Solutions, 2023). This may involve using technology-enhanced assessments that include randomized questions or open-book formats that emphasized critical thinking over rote memorization. Regularly assessing student progress through formative evaluations can also provide valuable feedback to both learners and instructors about areas needing improvement.

Finally, overcoming institutional resistance to change is essential for the successful adoption of OLPs. Educational leaders must foster a culture of innovation by promoting the benefits of online learning and providing professional development opportunities for faculty (National University, 2023). Encouraging collaboration among departments can also facilitate the sharing of best practices in integrating OLPs into existing business curricula. By addressing these challenges comprehensively, institutions can enhance the effectiveness of online learning platforms and improve educational outcomes for both lecturers and students.

Conclusion

The integration of online learning platforms (OLPs) into business education represents a critical evolution in instructional delivery, aligning educational outcomes with the demands of the modern business environment. As traditional teaching methods fall short in equipping students with necessary skills, OLPs offer a versatile and accessible means to enhance both educators' and students' capabilities. This review emphasizes the importance of adopting OLPs to provide a more dynamic, relevant, and practical education that includes essential soft skills and cutting-edge knowledge. The ability of OLPs to offer diverse courses, from technical skills to soft skills, makes them invaluable in fostering a more comprehensive educational experience. This shift not only prepares students for immediate employment but also equips them with lifelong learning skills crucial in an ever-changing global economy. Therefore, the adoption of OLPs in business education is not just an option but a necessity for maintaining educational relevance and quality in the 21st century.

Recommendations

1. Business educators should engage in continuous learning through OLPs, allowing them to stay current with industry trends and improve their instructional techniques. Institutions could offer incentives or support for educators to pursue certifications or courses on these platforms.
2. Business educators should integrate OLPs into their teaching strategies to provide students with a broader and up-to-date learning experience. These platforms can supplement traditional coursework with practical, industry-relevant contents.
3. Business organization should utilize the collaborative features of OLPs on Udemey Business, Skillshare, and LinkedIn Learning to foster networking opportunities among industry experts. This can be done through project-based learning, discussion forums, and peer-to-peer interactions on these platforms.
4. Regular assessment of the integration and effectiveness of OLPs in the curriculum should be conducted. This will help institutions to identify areas for improvement and ensure that the use of these platforms is meeting educational objectives and enhancing student outcomes.

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