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E-Learning in Higher Education – An Overview of Strategic Planning

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Abstract - Implementation of E-Learning is one of the ways of applying modern information technologies to achieve a high quality of higher education. The transition of higher education institutions towards E-Learning should be an integral part of strategic planning that seeks to change and improve the work of universities. This paper explains the importance of systematic implementation of E-Learning in higher education institutions. The article analyzes internal strengths and weaknesses, as well as external opportunities and threats of E-Learning through SWOT analysis. The paper also describes the problems and challenges of introducing E-Learning at different levels in higher education and provides some of the existing recommendations for addressing these issues and challenges. It also provides an overview of significant research on strategic approach and decision making in the introduction of E-Learning in higher education. It is highlighted the importance of the strategic plan in the process of introducing E-Learning in higher education institutions. Also, the study gives an insight into the current situation in higher education concerning the implementation of E-Learning and on the current “bottom-up” approach applicable in the process of introduction of E-Learning in higher education institutions.