



Research Paper

## L.M.S. : A Platform for Educational Marketing and Deschooling

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### ABSTRACT

Learning management system (LMS) is a educational technology for managing subject knowledge in this. Teacher and students connect on one platform through an apps and complete the teaching-learning process. LMS is a form of e-learning in this the correct management of subject matter. Knowledge and skills is delivered to the students through an apps.

Many institutions related to education learning management reach the students through an app of LMS and to increase its popularity, they also provide discounts in fees along with advertisement. Some of them are also involved in the stock market and earning money.

LMS provides knowledge of various subjects areas. Skills and Technology on a single platform. Students join as per their convenience through I.D. and password and ensure success from admission till examination of degree and certificates, many schools, colleges and universities also provide their LMS portals. The swayam probha portal of the Government of india is also similar. Learning management is donewall on LMS. No need to wander for the subject matter or skills.

Most of the institutions running LMS charge high fees which creates problems for poor students. But some LMS is also free. Many times these are posted on Facebook, YouTube etc. social media platform and become accessible to people and thus LMS can be used again and again after making it.

**Keyword-** Learning management system (LMS), e-learning, online learning, Deschooling.

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### I. Introduction

LMS is a software application and web based technology. Its use is to coordinate and distribute information between education activities, training material and teacher's plans. The concept of LMS is derived from e-learning. It focuses on online learning delivery. It includes both synchronous and asynchronous courses of e-learning. The use of data analysis and reporting purposes. Users choose modern LMS on the basis of utility and skill performance.

The history of LMS is quite old. It began as a correspondence learning in England in the 1840. In 1924 Sidney prinsey created the first teaching machine, which was called the multimedia teaching. In 1956 the automatic teaching, was operated through Telemetrk teaching. At present many types of computer based and management learning are running through the internet LMS is also one of these.

The LMS market is worldwide, with the help of many apps, video course, workshop etc. provide facilities to students in the education market like corporates. Many schools Universities, Institutions have created their own LMS portals on which students connect with ID and password. LMS can be hosted by any vendor.

LMS simulates a cloud based system model and learning tools, internet operability integrated multiple materials eg. AICC, Expt. & Some. It is also called knowledge management system because it does not require formal school class or teacher. It is completely online. Hence it can also be called deschooling.

**Types of LMS-** there are different types of LMS depending on the convenience of the user and the services provided such as-

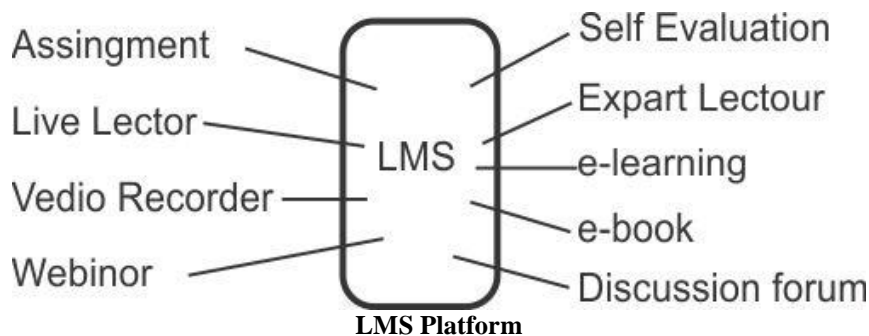
- Cloud based LMS
- Hosted based LMS
- Threat party Hosted LMS- there are two types (1) Public cloud (2) Private cloud
- Desktop Apps
- Mobile Apps

Through these various types of enterprises academic, training and knowledge managed.

**Role of Teacher & Students-** Teachers play many roles while imparting LMS. He is sometime in the role of a guide, sometime a supervisor and sometime an agent.

Whereas the student connect to the apps in the role of a user or customer.

**LMS Portal-** The organization that creates LMS portal and uploads. It as data on the internet issues an ID and password to its customer or students. They choose the pack as per his convenience by logon and paying fees to the LMS portal. Different content navigation of courser, topic LMS is provided on this portal along with calendar, events and timelines etc.



**Characteristics of LMS-** A Good LMS has the following important characteristics-

1. Course users can access commercially run courses in it.
2. Teachers can manage the curriculum and model
3. LMS is capable of creating online evaluation, assignment and conducting automatic assessment.
4. There is both synchronous and asynchronous learning on LMS which involves online conferencing through PDF e-com recods videos etc.
5. There is also the LMS blended learning.
6. In their knowledge management in LMS-content-organizing-sharing-Analysis-Knowledge-Resource.
7. In the knowledge is enhanced through various types of special content and LMS of different set of specification.
8. Brand and trust are fostered to provide good customer experiences.
9. The subject is developed in the form of interdisciplinary relationships to provide complete knowledge.
10. In this there is a market of education or we can say that there is a deal of knowledge.
11. In this teachers and students can connect with the apps anytime. They do not depend on discipline and time.

**Merit of LMS-** has great importance for LMS learner.

1. LMS interoperability exchange data from one system to another.
2. LMS is accessible to students with disabilities or those who cannot attend schools.
3. LMS can be used with e-learning.
4. It is less expensive and has the potential to be used again and again.
5. LMS gives intelligence, skills and employment opportunities in the education market.
6. LMS becomes netter suited for student use.
7. LMS also keeps pace with the society in changing times.
8. There is no need of school in this children remain independent from discipline.
9. It is easy for the teacher to give a lecture.

**Demerit of LMS-** Along with the pros and cons of LMS, there are also same-

1. In this teachers are limited to online only, not actually face to face.
2. Many times the trenar has to translate because there is a language problem.
3. In this there is less interaction between the students and teacher.
4. Students do not get correct and proper feedback.
5. More expenditure has been incurred. It is not for poor students.

6. LMS takes students away from school class.
7. There is no proper supervision and evaluation of students.
8. Not for primary class student or memory level student.

**Educational Marketing and LMS-** LMS is working as an industry. Since 1990 many open resource of commercial educational packages are available, many LMS making institution are also connected to the stock market. Which creates LMS from class first to degree class and puts it on its apps. Biju's is a very popular apps in india which becomes LMS.

The student or customer is given an ID and password depending on the package or purpose of the facility there are many of these packages like – premium pack fees, subscription pack fees to regular, Licansing pack one time fees, open sources- no cost.

Many TV service providers in the country also change separately for their learning or informative channel and provide their LMS.

The organization making various types of LMS are linked to the stock market and giving various types of advertisements and fees discounts to make the apps popular among the students from which are can earn a lot of profit in this way education has moved from serving humanity to earning money in the market.

**Deschooling and LMS-** de schooling is an idea in which children should be given education without being bound to school. Similarly LMS manages learning on mobile phones or computers through an apps and the student acquires knowledge as par his convenience. During the corona lockdown, the phase of online education increased and new LMS ware developed. Children could not go to school or college for a long time and were dependent on LMS or online education. But even at present the stage of LMS is large. Due to which the tutorial system is being replaced and distance is being maintained from school due to which there is lack of discipline. Values and collective education among the students. Children of primary and basic class have as also started moving away from school due to which their writing skills and self-evaluation are lacking.

**Some LMS Apps-** There is many world-wide apps for LMS which are popular depending on the subject knowledge skill and area. Some of these are following.

Canvas, Black Board , Moodle, Softbook. Knoly, experiency, Tolent LMS, ehamilo. 360 learning, litmus, isprinsleam easy LMS etc.

## **II. Conclusion**

Manages education skills and content through online apps. In LMS, for this the students or customer connects to the LMS portal using the ID and password given by the service provider in this teacher contacts online and dons lecture, assessment and assignment, while the student also takes the degree of knowledge or skill development online. Students and teachers connect to ID through an apps on the LMS portal and interact with the topic not physically connected. This process happens through e-learning.

LMS is an important educational technology for managing e-learning. With the increasing treana of e-learning in education. The trena of LMS has also increased new many organizations making LMS or providing e-learning are connected to the market. Their competition is also increasing in the market, along with imparting knowledge to the students. It has also been successful in keeping them away from schools.

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