

Abstract

This diploma thesis is trying to critically look at education via e-learning, with the main topic being the possibilities which (with elaborated learning strategy) this form of education is able to offer. E-learning, in this work, is set into a society-wide context of education in the 21st century with regards to demographic development of the Czech population. Apart from the introduction and description of the main parts of e-learning courses, the thesis focuses on the creation process of these courses as such. Company/corporate experience, which is particularly beneficial here, is being widely used throughout this thesis. We consider it very important to theoretically elaborate on the term of 'creative learning' and show its contribution to the description of possibilities of e-learning in education. Afterwards, in the practical part, we focus on researching e-learning in chosen companies; in which we are trying to outline which way and how effectively e-learning is being used at chosen institutions.

Key words: e-learning, e-learning course, education, e-learning possibilities, creative learning, corporate practice, education strategy.