



APPLIED BUSINESS PROJECT (ABP)

MBA 795

A STUDY ON E-LEARNING

AT

PETRONAS CARIGALI SDN. BHD., SARAWAK OPERATIONS

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EXECUTIVE SUMMARY

PETRONAS, short for Petroliam Nasional Bhd, is Malaysia's national petroleum corporation established on 17 August 1974. Petronas Carigali Sdn Bhd (PCSB) is a subsidiary of Petroliam Nasional Berhad (PETRONAS). It operates in domestic and international and Sarawak Operations (SKO) is one of its domestic operations. PETRONAS eLearning Solutions Sdn Bhd (PeLSSB) is another subsidiary of PETRONAS with MSC Status, to handle the execution and deployment of eLearning to ensure focus and cohesiveness for the eLearning program.

e-Learning was introduced to SKO with a road show done in end of 2005. The implementation was left to SKO to manage and Human Resource (HR) Department is entrusted to lead the implementation. Not much has been done ever since. It is a challenge for HR Department to implement the e-Learning due to the nature of e-Learning itself. The staff learning is now enriched by a new style of learning; however, the effectiveness is yet to be known. This makes it more challenging to promote the new style of learning to the staff. This Applied Business Project (ABP) will study the e-Learning at SKO in term of its effectiveness to date, and to propose recommendation for the implementation.

CHAPTER 1

INTRODUCTION

1.1 The organizational learning vs. learning organization

Learning is a process of acquiring knowledge, skills, attitudes and opinions, which involve individual psychological that covers both rational and emotional elements as well as social interplay which influenced by culture and environment. According to Ileris K (2004), human learning involves two important elements in learning process such as social interaction between the individual and environment, and at the same time the individual may be influenced by the first element that would be absorbed through inner psychological interpretation and acquisition processes. It also involves complicated platform of understanding, meaning, emotions, motivation, blocking, defence, resistance, consciousness and sub-consciousness.

In this study, we will focus on the learning in workplace. It encounters between the learning environment of the workplace such as technical organizational learning environment, social learning environment and employee's learning processes. Learning also takes place in industrial organization, at courses and seminars, through active contacts with customers, users and suppliers, and not forgetting trade unions. The continuous learning process will build learning organization and develop an organizational learning. Referring to the Figure 1.1 –

CHAPTER 2

LITERATURE REVIEWS

The selected literature available on e-learning has been reviewed and classified under theory(s) and practice(s), issues, factors, strategies, implementations, and challenges on the e-learning. Some articles mentioned on the advantages and drawbacks are also been highlighted with the objective of developing a framework for a successful e-learning for adult learners as an effective knowledge management tools for corporate sectors. Most of the articles and/or journals collected were published since 2002. In our literature reviews, we have reviewed more than twenty articles on e-learning. The most interesting article is “The framework for e-learning as a tool for knowledge management” by Wild R., et al (2002). We had decided to use some key points from the article as our main guidelines and blending together with other articles and jotting down some ideas from case studies of several articles and/or journals in order to give a comprehensive literature review for the readers.

Information and communication technology (ICT) has a dual role in the information society. It is assumed that our future information society and its educational contexts in particular will be subject to various unpredictable changes. The increasing challenges produced by rapidly changing, knowledge-intensive and technology-oriented working life presuppose that facilities for life-long learning and the continuous development of competence can be guaranteed