

The Benefits of the Blended Learning Method

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I am currently enrolled in the UBSS Executive MBA course which embraces the blended learning method. This method of learning has enabled me to undertake further study while maintaining a work and life balance.

Education is a necessary process through which every person goes through during his or her life, acquiring the essential knowledge and skills. However, in addition to what a person studies, the form of education itself is fundamental. The result may depend on how this process is built and what teaching method is used. The most common today is the traditional teaching method in which students receive knowledge and information directly from their mentor and teacher. In addition, in recent years, various digital learning methods are gaining more and more popularity, using the latest technological advances and allowing students to obtain the required knowledge without having to contact the teacher. Nevertheless, each of these approaches has its opposing sides and issues. That is why blended learning methods were created, combining the best qualities of both systems to minimise the negative aspects of each of them. The purpose of this paper is to explore this approach and the benefits it provides for individuals who work full-time, have a family, and have a lack of free time.

Blended learning method explained

It is necessary to decide what exactly is meant by blended learning methods. Although the name clarifies that this framework is a combination of other approaches, it is necessary to establish precisely where the border between traditional and fully digital learning lies. In practice, the variety of techniques is realised through sessions of personal interaction with the instructor and creating a particular platform for self-study¹. The maximum number of positive points from both approaches is singled out. Structured learning, characteristic of personal interactions, is combined with the ability to choose the pace of work through a digital platform independently.

The blended learning method aims to reach the largest possible audience, which can be accustomed to both the first and second training options. Compared to digital learning alone, the combination method provides more rigor, structure, and ultimately - efficiency. Despite specific difficulties in implementing such a method, blended learning methods make it possible to perform training much more effectively and conveniently for many groups.

Many variations of these methods also provide the ability to adapt to different categories of people. The methods of building the educational process vary depending on the percentage of traditional and distance approaches, thus forming a list from face-to-face to online driver methods. One of the most

¹ <https://elmllearning.com/blended-learning-everything-need-know/>

popular is the face-to-face method, which is primarily based on the traditional approach, but with the addition of technologies that allow learners to control the pace of learning independently. In this case, the teacher's role is reduced to conducting offline intensives, providing a deeper study of the material, feedback and practice, while using the online component, basic knowledge can be learned. Undoubtedly, this method has many advantages for different groups of people. However, it can be especially useful for working family people with a lack of free time.

While for students, educational activity is by default their main activity, graduates of educational institutions must pay attention to other things, for example, work and family. That is why the use of blended learning methods in general and face-to-face models can be a beneficial solution for them since such education, in the first place, saves people time². A significant part of the training is carried out on a distance basis, thanks to which students can acquire basic knowledge at the pace they need. In addition, many boring topics, rich in terminology that must be carefully studied, are much easier to learn and perceive on their own. Traditional classes take up much more time due to the need to get to the place of study. However, in this method, the time spent on a lesson with an instructor is minimised by increasing the intensity of the classes themselves. Thus, learners do not waste time on what they can do at home, getting ready-made knowledge and implementing practices with a mentor.

Time saving and cost reduction

An advantage of using this technique is saving not only time but also money. The two concepts are firmly related, as long courses often cost more money due to the need to pay instructors and provide learning materials. In this case, offline intensives with a teacher are held less often, and their effectiveness is higher, allowing one to cost-save. Online training is even more convenient since learners need to pay much less for using a specialised platform and its resources, especially if it is provided by the person's employer. The saving factor is crucial for people with a family and, accordingly, a shared budget. However useful it may be, education should not jeopardise the existing order of things and the established way of life in the family. Therefore, the less a family member can spend on additional knowledge, the more benefit the family can benefit from it.

Comfort factor

Another vital factor demonstrating the attractiveness of this method for the described group of people is the comfort factor. Practice shows that some people are more inclined to work independently online, while for others, the strict order of the live conference is essential. Usually, attitudes towards learning depend on personal qualities and the habitual educational style that the individual has been a part of throughout his life. For example, a person educated in a traditional setting will feel less comfortable facing the need for online-only learning. Thus, the blended method can make working people feel quite comfortable, regardless of their inclinations. Since participation in such educational programs is an additional stressful load for busy people, providing them with additional level of comfort means, for example, a more familiar environment, is vital.

Further, this type of blended learning is more comfortable due to the pacing of work. In the same way that some people prefer traditional teaching to distance learning, for some individuals, it may take more or less time to study. Imposing the same program on all students only guarantees that certain group members will fail. The blended method allows one to go through most of the educational process independently, at the pace necessary for a person, following personal preferences. In

² <https://www.edgepointlearning.com/blog/benefits-of-blended-learning/>

addition, this flexibility allows for more efficient scheduling, which is especially beneficial for people with little free time. Finally, this type of learning is especially effective in complex technical contexts with a precise approach to information. Professionals in this field can gradually learn, for example, a programming language, disassembling the elements of syntax using examples and then consolidating them with the instructor.

Efficient and productive

A final factor in favor of this type of training is its efficiency and productivity. When starting any educational course, people first strive to get a result, new knowledge and skills that can be applied either in the current work context or in a new job. Traditional education, in this case, can be highly ineffective in terms of the time required to obtain a diploma and the quality of knowledge. More dynamic and flexible courses are often much more helpful in practice. Blended learning provides a unique opportunity to learn and immediately test new approaches in a secure environment. In addition, as practice shows, it is the combination of preliminary online learning with the subsequent intensive consolidation of knowledge that demonstrates the most outstanding efficiency. A variety of approaches allows one to reach the largest audience by addressing the needs and preferences of the most significant number of people. Since for people already employed in a full-time job, with responsibilities and insufficient free time, the effectiveness of actions is essential, this way of learning is ideal for them.

This mode - blended learning - is one of the most preferable and most effective for the designated group of persons. The existing combination of factors: saving time and money; ensuring comfortable conditions; the ability to adjust pace of work; the overall effectiveness of the approach; makes this educational method extremely attractive. Given the complexity of combining education, work, and family, it is necessary to be extremely careful when choosing an educational model. However, thanks to the described advantages, face-to-face blended learning interferes with the existing order of affairs as little as possible. It allows people to effectively combine all types of activities while gaining qualified knowledge and self-improvement.



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