

**ACCESSING E-LEARNING TOOL UDEMY: TO MAKE YOUR
PASSION INTO A PASSIVE INCOME**

UGC CARE
APPROVED

ABSTRACT

A prominent online teaching and learning platform is UdeMy, which is formed by Eren Bali, Gagan Biyani, and Oktay Caglar in May 2010. The platform has more than 57 million users as of November 2022 which has 213,000 courses, and 74,000 teachers who were instructing classes in over 75 different languages. UdeMy is in a unique position to offer a thorough assessment of the state of online education today. The UdeMy platform offers a variety of course contents for both hobbies like music and cuisine as well as professional interests like Development, business, coding, financial accounting, communication skills and etc. Both the learner and the student benefit from this platform. The mission of UdeMy is to enable flexible, efficient skill development for businesses and individuals. In order to safeguard students from hazardous courses like those that teach how to use weapons, exhibit violence, cruelty, or engage in unlawful or unethical behaviour, such courses are rejected by the UdeMy trust and safety team.

The range of educators who design the courses is another distinctive feature of UdeMy. While some teach in a formal setting, many work as regular subject matter specialist but the thing is anyone with something to teach may become a teacher and that not all instructors are found in formal classroom right. In order to advance your career, you can view the world's top trainers here, and we can take part in that as well. In this research paper, I'll walk you through the process of creating a course and publishing it on the UdeMy website. How to set up an account to get money from UdeMy? What percentage of the instructor's earnings does UdeMy share with them? With the proof of mine. so that it will be really beneficial for all types of professionals to turn their passion into a passive income, which is almost necessary in today's world, right? Let's dive in.

Keywords: *(udemy, course creation, udeMy instructors share, earnings, udeMy course sale report).*

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I. Introduction To Udemy

An Massive Open Online Course provider is called Udemy which divides courses into a number of modules and classes that may contain videos, text notes, assessment tests and other resources which the author wish to include. The video player on Udemy provides useful options like note-taking and closed captioning. The Udemy mobile app allows users to access classes offline and listen to lectures on the go via the app's podcast mode, even if courses cannot be downloaded for offline viewing. Users of Udemy can access classes on Apple TV and Google Chromecast as well.

Over 35 million people use Udemy to acquire new skills from over 130,000 online courses created by 57,000 top professors. Udemy is used for staff training by hundreds of businesses and offers tutorials in more than 65 different languages to students in more than 180 different countries.

The table [Figure1] below lists the unique course features offered by Udemy and specifies which features are accessible on which platform. When a feature is marked with a "-" it means that those items are not available, whereas a "yes" means that the choice is supported.

Figure 1 diagram depicted below

Features Available	Udemy	Mobile	Android	ios
Video Lectures	Yes	Yes	Yes	Yes
Audio Lectures	Yes	Yes	Yes	Yes
Text Lectures	Yes	Yes	Yes	Yes
Quizzes	Yes	Yes	Yes	Yes
Subtitles	Yes	Yes	Yes	Yes
Coding Exercises	Yes	-	-	-
Supplementary Resources	Yes	-	Yes	Yes
Download Certificates of Completion	Yes	Yes	-	-
Question and Answer	Yes	Yes	Yes	Yes
Notes for your course	Yes	Yes	Yes	-
Post Reviews	Yes	Yes	-	Yes
See Reviews	Yes	Yes	Yes	Yes
View Instructor Announcements	Yes	Yes	Yes	Yes
Promo Videos	Yes	Yes	Yes	Yes

Direct Message to the Course Instructor	Yes	Yes	-	-
Search by Category	Yes	Yes	Yes	Yes
Search Marketplace and Enroll in Courses	Yes	Yes	-	-
Dark Mode	-	-	Yes	yes

II. How To Create a Course

A. Sign up as a instructor

The first step to signup is visit the udemy website, select the Teach on udemy option in the top right corner, as shown in figure 2, and click the Learn More option. After clicking this, a new dialogue box will appear with instructions for filling out the form. There, you must enter your name, email address, and password. The email address you enter must be current and personal, as this is where you will receive information about your course, students' messages, and payment transactions. Therefore, make sure the email address you enter is yours and is active before moving forward. The signup form is shown in figure 3, To create the course, click the signup button and check the box if you want to get tips, notifications, and special offers for the course through email. If not, uncheck the option.

Figure 2 diagram depicted below

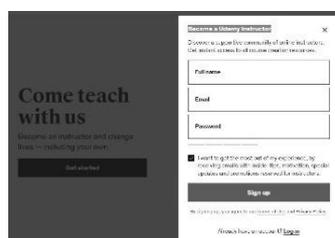
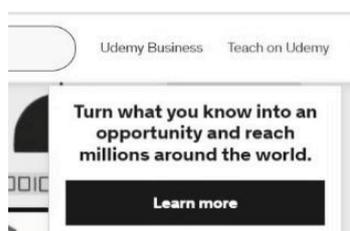


Figure 3 diagram depicted above

There will be a few additional questions once you sign up, where you must provide the information for queries like what kind of course would you teach? Are you an expert on the topic or moderate? Do you have a followers of your own? Once you have completed all the questions, you will be taken to the dashboard for creating courses. Select "new course" from the option here. once you choose this option Course creation Dashboard opens for you.

B. Course creation Dashboard

The course creator's dashboard consists of the following:

- a) Plan your course
- b) Create your content
- c) Publish your course

a) Plan your course

This section is divided into 3 which is depicted in the Figure 4.

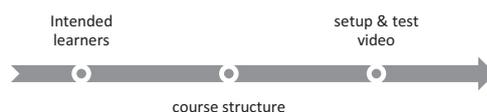


Figure 4 depicted in the above diagram

i) Intended learners :

The content here will be displayed to the public on your course landing page and will directly affect how well you perform in the course. These descriptions will aid students in determining whether your course is appropriate for them.

1. What will learners get from your course, exactly?

At least four learning goals or outcomes that students can anticipate to attain after finishing your course must be entered .

2. What are the prerequisites or requirements to enrol in your course?

Here Include a list of the knowledge, abilities, and supplies students need to have before enrolling in your course. If there are no criteria, just mention basic knowledge is enough.

3. Who should take this course?

Here, Write a detailed description of the type of student who will benefit most from the information in your course. This will assist you in drawing the appropriate students to your course.

ii) Course structure

In this section, plan your course properly that will help students to follow a clear learning path. so think down to the details of each lecture, including the skill you'll teach, the estimated video duration, the hands - on experiences you'll use, and the introduction and conclusion you'll use.

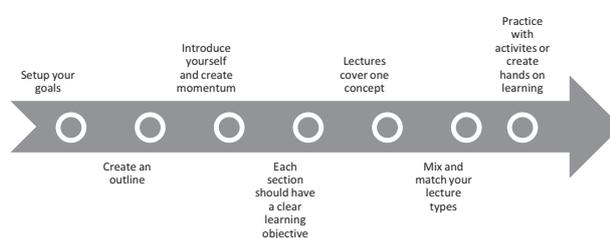


Figure 5 diagram depicted above

The tips to create the course structure is depicted in the Figure 5 diagram.

The tips are follows:

1. Set your Goals first.

You can decide what material to include in your course and how to teach the material by establishing goals for what learners will accomplish in it at the beginning of the course (also known as learning objectives).

2. Draw up a plan.

Choose the skills you'll teach and the method for doing so. Section off lectures that are related. There should be a minimum of three lectures in each section, as well as at least one assignment or practical activity.

3. Make an introduction and build momentum.

Give learners about the subject knowledge and benefits in brief in this introduction video, to get enthusiastic about in the first 10 minutes video.

4. Each section has a distinct learning goal.

The purpose and significance of each part are stated in the introduction. Give lectures and sections titles that are logically organised and represent the content of the lectures.

5. One idea is covered in each lectures.

Each lecture should only cover one concept in the subject to make it simple for students to search and watch them again afterwards.

6. Change up the lecture formats.

Film yourself, your screen, and slides or other visuals in succession. Showing off helps people connect with one another.

7. Practice exercises result in experiential learning.

With projects, assignments, coding challenges, or worksheets, you can assist students in connecting your lessons to their everyday lives.

iii) Setup and test video

It's essential to set up your audio and video properly before recording because it's far more challenging to edit your videos afterward. There are numerous creative methods to make use of what you have to produce film that looks professional. Tips to create a simple video are as follows:

- Choose the equipments can be easy.
- Students needs to hear you, so choose a good microphone and plug in correctly.
- Make a studio in your own place by cleanuping your background and arrange properly.
- Light the scene and your face properly.

- Reduce noise and echo by turnoff fans or airvents.
- Be creative on your own.

b) Create your content

Once the test video is succeeded, you are ready to share your knowledge to the world. Things to remember before you start the video are as follows:

- ✓ Take breaks and review frequently
- ✓ Build rapport
- ✓ Being on camera takes practice
- ✓ Set yourself for editing success
- ✓ Create audio marks
- ✓ For screencasts, cleanup the unnecessary

i) Curriculum section

In this section you can Organize your course by creating sections, lectures, and exercises to get started. The exercises such as quizzes, coding exercises and assignments are created. Each subject is divided into several section. In each section it consists of several lectures and inside that you can add the exercises. At the end of the curriculum section, you can add Bonus lecture.

There are restrictions governing their use because the Bonus Lecture is a marketing tool, therefore we want to make sure their influence on the educational process is minimal. Bonus lectures cannot be mentioned in any other Udemy areas, including Announcements, the course landing page, or Direct Messages.

There is just **one Bonus Lecture** and that must be the last section in the curriculum. No other lecture titles may use the term "bonus" to avoid misunderstanding. The Bonus Lecture is frequently used by instructors to offer discount codes, links to other courses, affiliate links to further course materials, external links to other products and services, and links to other websites.

There may not be Bonus Lectures included in the Free Preview. The word "bonus" must be present in the Bonus Lecture's title, or we can use "bonus lecture," "bonus section," "bonus lesson," etc also., Since they are viewable from the course landing page's escalation policy, the resources in your Bonus Lecture **may not** be listed in the lecture's title or description. When an instructor violates Udemy standards, the instructor has to undergo the escalation policies.

ii) Captions & Accessibility

In captions section, Subtitles are widely valued by language learners of all levels because they make the content easier to follow, comprehend, and remember. It is essential to include subtitles in order to make the content accessible to people who are hard of hearing or deaf.

Accessibility gives a person with a disability useful, practical, and reasonable access to the same knowledge, relationships, and services as a person without a disability. For the most individuals possible, it's the inclusive approach of ensuring there are no obstacles to learning.

Both this two sections are optional. so the instructor may skip this section after completing the curriculum section.

C) Publish your course

It consists of four vital sections such as

- i. Course landing page
- ii. Pricing
- iii. Promotions
- iv. Course message

i) Course landing page

The title, subtitle, course overview, instructor biography, and course objectives can all be found on the course landing page. Here, instructors offer information to help aspirants to decide if the course is a good fit for them.

Create a unique course landing page for each of your courses! You may offer some courses that are comparable, but you cannot use the same language on all of your landing pages. In order for your course to stand out when students discover it, emphasise what makes each offering unique. This brings the traffic to your course and become conversion of sales.

ii) Pricing

Udemy gives students the option to purchase courses in a variety of different currencies because it is a worldwide marketplace. In view of this, Udemy has developed a worldwide price tier matrix that lists the lowest and maximum list prices accepted on the platform as well as the price ranges in each currency that Udemy accepts.

We can select the price tier for our course in this section and save the option. if you intend to offer your course free, the total length of your video should be less than 2 hours.

iii) Promotions

This Promotions Policy describes the strategies to Udemy instructors that they may employ to market their courses, including instructor discounts, links to other courses, and Udemy's optional marketing initiatives. The definitions provided in the Terms of Use or Instructor Terms apply to any capitalised terms that are not defined in this Policy.

iv) Course Message

This section is used to message to your students that will be sent automatically once the students purchase the course. This will encourage the students to engage with the instructor course content. if you don't want to send any message, just leave the text box in blank.

So, after following all the steps, click Submit for Examine. The Udemy team will then review your course and give you an email if there are any errors. If the course was created without error, Udemy will notify you that your course has successfully launched in the market place.

Performance

Once the course is launched successfully, you can see the course performance in this section. it consist of the following such as :

- ✓ Overall performance
- ✓ Students enrolment
- ✓ Review of the students
- ✓ Course engagement
- ✓ Traffic conversion

Overall Performance

I have launched UGC Paper1 course bundle and other course in udemy before 10 months now you can see my overall performance in the Figure6 where my total revenue so far is \$411.60 and total enrolment is 244 students and my instructor rating is 4.17.

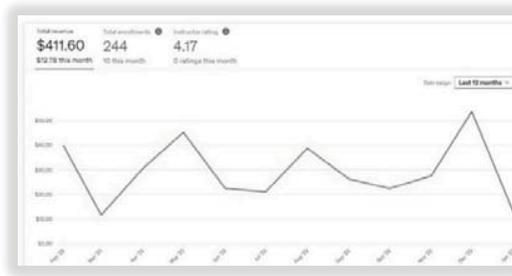


Figure 6 depicted in the above diagram

Students Enrolment

In this section you can view your students and their locations. In figure7 depicted the various students enrolment of my course UGC NET paper1 course bundle, and their geographical location is indicated in the Figure8 diagram.so this course is purchased in the place of India, UAE and Singapore.



Figure 7 depicted the various student enrolment



Figure 8 depicted the students location

Review of the Students

In this section you can see the various review of the students,The Figure9 indicates the various review of my course.

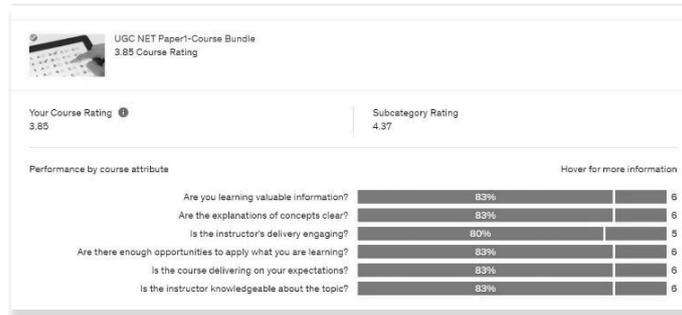


Figure 9 depicted the courser view of various students

Course Engagement

This includes accounting for the time spent participating in on-platform practise activities like tests and coding challenges as well as making adjustments for variables like watch speed and repeat viewing by the students. The course engagement of my course is depicted in the Figure 10 diagram

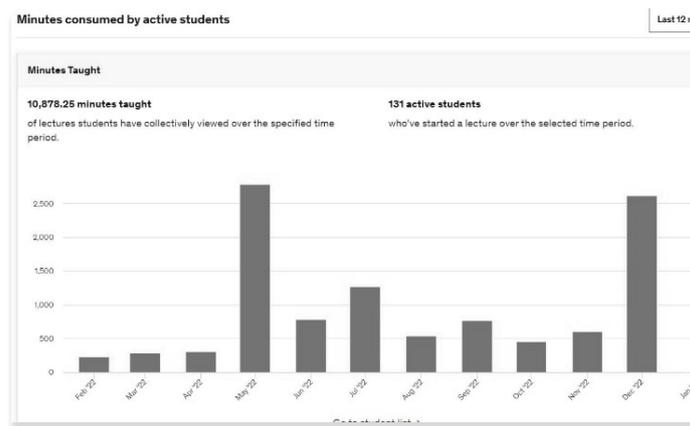


Figure 10 depicted the active students

Traffic and Conversions

Analytics under the Traffic & Conversion page can give instructors important information about how students are finding their courses and the market demand. This describes how instructors can view their traffic and conversion analytics and improve their knowledge of the course's sales funnel. This depicted in the Figure 11 diagram.

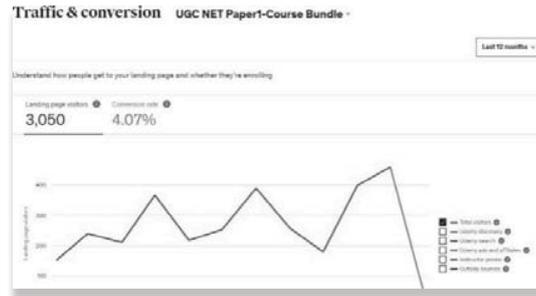


Figure 11 depicted the traffic conversion

Setup an account with pioneer to get the money from Udem

The instructors have another convenient access to get their payment with payoneer, Udem has collaborated with Payoneer, a well-known provider of worldwide payments services. You can receive Payoneer payments into your local bank account within one or two days from the day its credited.

The Figure12 indicates the payment from payoneer of mine.

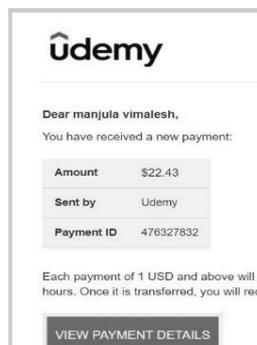


Figure 12 depicted the payment from payoneer

Instructors share from Udem

Once the course is purchased from the student, after a month the revenue is shared to the instructor based on the policy. These are revenue shares based on the Net Amount in two ways,

1. Sales resulting from instructor promotions

97% of the money made when students buy content using a coupon or referral link provided by the instructor goes to the instructor.

2. Sales that don't involve instructor promotions

Instructors get a 37% cut of any Udemy sales that don't involve an instructor discount or course referral link. These sales could happen as a result of a user clicking on an Udemy advertisement or searching the Udemy marketplace for classes.

The income split by Udemy for a single course sale is shown in Figure 13. Here, the student is in charge of paying Rs. 389. The tax is 18% (here 60 rupees) and the transaction fee is 3%. (here Rs.12). Therefore, my revenue is \$1.42 (37%) and my net amount gain is \$3.84. Shivani purchased the "UGC NET Paper1-Course Bundle" course in this instance, and the date and time are December 31, 2022, 23:33:50. The platform she utilised to promote Udemy was the web, thus the amount of transparency in udemy is really appreciated by thousands of instructors.



The image shows a screenshot of the 'Earning details' page on Udemy. It lists the following information:

Earning details	
Price paid	₹389
Tax	₹60 (18%)
Transaction Fee	₹12 (3%)
Net amount	\$3.84 (INR to USD 0.012082)
Your revenue	\$1.42 (37%)

Course	UGC NET Paper1-Course Bundle
Customer	Shivani Srivastava
Date	Dec 31, 2022 23:33:50
Channel	Udemy's Promotion (37%)
Coupon	NYSALE23
Platform	Web

Figure 13 depicted the revenue share

Conclusion

The nation are switching from traditional face-to-face classes to fully online or web-facilitated courses as a result of the pandemic and partly due to the need to maintain a competitive edge and make classes more accessible to a growing and diverse student population. Udemy is a great platform where all teachers may support the development of the students careers by building personal integrity and academic expertise. It also provides students with an excellent platform to learn whatever they want while spending the minimal amount of money possible and gaining expertise in the field. I want to express and conclude by saying that the world-class instructors are now accessible to everyone. You can be a part of one. Learn, share, and grow!

References

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