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GLOBAL MARKET TRENDS OF E-LEARNING

The article describes the main trends in the market of e-learning. Changes undergone mobile market training and corporate education system are shown. It is found that the most common global educational technology in recent years is a learning management system LMS, learning content management system, podcasting and mobile applications. Analyzed statistical indicators of the global market for mobile products and services study regions of the world. Proved their benefits for improving andragogical curriculum development and continuing education opportunities. Showed the role played by massive open online course in the organization of distance learning. The estimate of the world's top-end resources in the field of online education by criteria such as the number of registered participants, number of courses, foreign investment, leading investors and partners is investigated. Argued that the leader in the niche of suppliers' massive of open online course is an educational platform Coursera, which has several dozen of Global Training Cen-

ters around the world. It was established that the best alternative solutions in preparing pupils and students offers nonprofit educational resource – Academy Salman Khan. Financial maintenance of most influential educational platforms is carried out by corporate philanthropy and monetization offered by educational products and services due to obtaining funds for providing certificates, payment of entrepreneurs for their own courses of training, fundraising for individual tutoring and counselling, income from licensing academic platform or its sale to employers or other educational institutions and others. It is proved that varies is the attitude of the governments to develop online education. Singled out a certain group of countries that unreasonably restricts online education market, putting forward excessive demands on quality. However, another group of countries (Malaysia, Mexico, Korea, USA, United Arab Emirates and others.) is singled out. That is in order to support online learning pilot and implement state programs of development.