

Global Higher Education Testing and Assessment Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Testing and Assessment is a systemic process in Higher Education that uses empirical data on student learning to refine programs and improve student learning. Higher Education Testing and Assessment may be an appropriate career choice for individuals who enjoy soliciting feedback. People interested in process should enjoy research, problem solving, creating effective questions and working with individuals in a variety of organizational levels.

Scope of the Report:

This report studies the Higher Education Testing and Assessment market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Higher Education Testing and Assessment market by product type and applications/end industries.

The increasing focus on competency-based education (CBE) is expected to drive the growth prospects for the global higher education testing and assessment market until the end of 2023. This learning method enables students to learn and understand concepts in a personalized learning environment by providing a combination of learning technologies, learning models, and experiential learning at different learning rates. In addition, online CBE allows stacking of different learning materials and the modules and creates a repository of all the learning materials, which can be tagged and mapped as per the learner's convenience. One of the major factors responsible for the market segment's growth is its ability to provide learning opportunities to various learners irrespective of their financial and geographic constraints.

The increasing trend of learning assessments through social media platforms is estimated to drive the growth prospects for the global higher education testing and assessment market for the next four years. The integration of social media in classroom learning enables students to participate in learning through formative assessments. For instance, social media platforms such as Twitter are increasingly gaining popularity as it supports classroom communication, team building, and provides educational resources and instant assessment of students through its features of chat, class hashtags, and Tweet Chat.

The global Higher Education Testing and Assessment market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Higher Education Testing and Assessment.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Edutech

IOTA360

Pearson Education

Scantron

LearningRx

Mindlogicx Infratec

Oxford Learning Centers

Sherwood Children's Assessment Center

Wheebox

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Academic

Non-Academic

Market Segment by Applications, can be divided into

Educational Institutions

Universities

Training Organizations

Others

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