

How EDHEC uses LinkedIn Learning to support its students and professors



Students: 8,600 from 100+ countries

Professors and researchers: 177

Expertise centres: 11



EDHEC is one of Europe's top 15 business schools with five campuses (Lille, Nice, Paris, London and Singapore). EDHEC has developed a unique research-based model, beneficial to society, businesses and students. EDHEC is a place of excellence, innovation, experience and diversity, capable of impacting future generations in a continually evolving world. Having a positive impact on the world is EDHEC's fundamental purpose.

EDHEC provides 23 programmes: Bachelors (BBA and BSc), Grande École Programme, Master in Management, Masters of Science (MSc), MBAs (Full time and Executive MBA), PhD in Finance; an offer by EDHEC Executive Education programme. EDHEC provides a rich portfolio of certification and degrees for managers, directors and entrepreneurs and includes the EDHEC Online programmes.

Challenges

- Create an enriched, flexible and up-to-date online learning platform
- Improve student engagement
- Give professors off-the-shelf material to integrate into their lessons
- Address the diversity of students' background and levels in certain courses
- Anticipate corporate needs
- Deliver quality content to an international audience
- Offer additional opportunities to meet students' needs, thanks to an "anytime and anywhere" mindset

Solution

- LinkedIn Learning licenses have been offered to all EDHEC students and tenured professors (Bachelor, Master, MBA)
- This gives access to 16,000 courses on LinkedIn Learning (bite-sized and in-depth) in 7 languages, accessible via computer or mobile device
- A comprehensive content library, with 200 new courses added each month
- Content integration with EDHEC learning management system
- A tool used by professors and the Career Centre

Results

53%

of EDHEC students activated their accounts within three months

4,550

students viewed more than...

7,000

courses and more than...

35,900

videos.

Marketing, Professional Skills and Finance and Accounting

content proved the most popular

Blended learning benefits

It was EDHEC's mission to enrich the learning experience of all its students by giving them access to new online courses and the opportunity to learn new skills anytime and anywhere. LinkedIn Learning was the perfect tool for EDHEC, as it benefitted both students and professors.

LinkedIn Learning is a customisable tool that can be adapted for students that do not have the same academic background to rely on or who are not as equally at ease with a subject when a semester begins. By using LinkedIn Learning, students could learn vital skills before face-to-face teaching time and professors could optimise their teaching time by promoting hands-on practice and application via the platform, allowing them to focus on sharing their educational expertise.

In fact, the adoption of LinkedIn Learning has been so successful that several professors have been able to offer courses and structured learning paths to students that, as a result, have improved their personal development and saved time. In turn, this has promoted greater interactivity. Professors can integrate desired modules directly into the EDHEC learning management system and monitor students' progress. Furthermore, students can use these modules later in their course to review fundamentals or help them study for their tests.

Broadening the scope of opportunity

The reality of the job market requires students to be adaptable and continuously develop complex and diverse skillsets. Thanks to the extent of its content and subjects covered, LinkedIn Learning is a new source of knowledge and skills for EDHEC's learners.

EDHEC's ambition is to open up the academic horizons of its students beyond the borders of management. Therefore, the partnership with LinkedIn Learning allows students to find courses covering topics not represented at EDHEC, further meeting students' individual aspirations or needs linked to a specific career path. The idea is to broaden the scope of future opportunities and benefit as many people as possible by using technology as a personal development tool for its students.

Technical courses such as computer programming and cyber security or more creative subjects such as 3D modelling, video production and web design, even if they exist within EDHEC as elective courses, are available only to a limited number of people. With the contribution of LinkedIn Learning, students can decide to enhance their learning trajectory at their own pace, at a time convenient for them. As a result, students adjust and adapt quickly (a specific need for an internship or a first job), have fun (discovering new skills, for example) and develop a lifelong learning routine – all of which benefit their career. However, even if EDHEC opens up a

path of excellence paved with great opportunities for its students, it is important that students remain adaptable and develop a dynamic learning mindset.

Emmanuelle HOUET, EDHEC PiLab, Digital Learning Experience Manager, explained: "For several years, EDHEC has been developing various strategies to continuously improve its student experience (online/on-campus services, physical environment, blended-learning courses, etc)."

Employability and continual improvement

In the context of the global COVID-19 pandemic, EDHEC's Alumni Career Centre uses LinkedIn Learning to support its graduates in their job search. LinkedIn Learning provides graduates with additional training content, optimising their visibility on LinkedIn and making them more appealing to potential employers.

"Today, flexibility, personalisation and availability anytime/anywhere are central aspects of the EDHEC student experience. LinkedIn Learning appeared to be the right tool to reach those goals, allowing us to offer new possibilities of online courses development and giving our students the opportunity to upgrade their courses by developing hybrid skills."

Emmanuelle Houet
Digital Learning Experience
Manager at EDHEC PiLab



"With the current fast-paced changes and the ubiquity of technology in our personal and professional lives, we know that our students will need to develop their skills throughout their careers.

"Our decision to offer LinkedIn Learning to all students and faculty members is based on two essential pillars.

"The first is to offer quality training that enriches our existing academic programmes. For example, offering MBA students the LinkedIn Learning Excel training course before the Data Analysis course allows my course to start from day one with an emphasis on critical thinking and data mining, without spending time on learning how to use Excel.

"The second pillar is to develop the habit of lifelong training, offering possibilities beyond those available in our academic calendar and beyond our courses. Our students and professors have responded positively and the availability of LinkedIn Learning on ATAWAD is particularly appreciated in the current global pandemic situation."

Michelle Sisto
Associate Dean, Graduate Studies
at EDHEC Business School

