



Teaching staff are a driving force behind the use of digital technologies

With the ambition of firmly establishing itself among the top twenty business schools in the world, Essec has shown a keen interest in technological and educational innovations. So it makes perfect sense that it should choose CrossKnowledge solutions for its courses, and

specially its continuous training courses.

In particular, a blended-learning course has been developed for the Specialised Master in Financial Management and Accounting. The three phases of the course make it possible

to address individual, collective and collaborative needs. The distance-learning phase facilitates individual learning through placement tests, customised instructions and final assessments, while classroom teaching allows students to work on practical applications and to learn how to work collaboratively. At the start of the initiative, teaching staff played a key role in using digital technologies to construct the very architecture of their courses. Each phase has been designed in such a way as to optimise the benefits of each method. ■

“Educational engineers rethink course engineering by integrating the use of digital technologies right from the start.”

Fatima Baigar,

Educational engineer, Specialised Masters, ESSEC Group

GOALS

- › Standardise knowledge levels for traditional classes
- › Enable each student to learn at their own pace
- › Offer application-focused group projects

SOLUTION

- › CrossKnowledge Training on Demand

BENEFITS

- › Teaching method appropriate to individual needs
- › Progress measurement through assessment tests