



HEC: e-learning put to work for Executive MBA

Longstanding partner HEC has been using CrossKnowledge solutions as part of its Executive Education programmes for the past decade. It is vital that Executive MBA participants, working executives with varied profiles, are able to learn

comfortably and to fit the programme in around their schedules.

For this reason participants have access to CrossKnowledge's pedagogical resources for academic fundamentals (finance,

marketing, strategy, project management and human resources), ensuring that face time with faculty is optimised. Emphasis is therefore placed on participants sharing experiences and objectively assessing their own professional behaviour.

“Executive MBA is a natural candidate to use distance learning in its teaching model.”

Karine Le Joly,
Director of Academic Innovation and Coordination,
HEC Executive Education

Consistent teaching is guaranteed, with content offered online being first selected and approved by academic directors on the basis of the programmes' requirements. The CrossKnowledge approach optimises the learning process by adapting it to the needs of each participant. ■

GOALS

- › Prepare and extend the learning experience through personalised training programmes

SOLUTION

- › CrossKnowledge Training on Demand

BENEFITS

- › Flexibility
- › Additional personalised training programme
- › Record participation and completion rate