



Skema successfully rolls out good practices in its use of distance learning

Born out of the merger between the Ceram and the ESC Lille, Skema Business School intends to become an established figure on the international stage, thanks to its R&D activities, the high quality of its courses and its multi-site structure. With this goal in mind, it selected CrossKnowledge as a partner for its continuous-learning and formal-education management programmes. As well as integrating quizzes and multiple-choice tests into courses, the solution also gives access to a large amount of content for personal and professional development and makes it possible to create content specific to the school. This

“The merger which created Skema has resulted in improved practices and tools. E-learning and academic innovation are part of the school’s DNA.”

Domitille Gobbo,
CrossKnowledge POC, SKEMA Business School

means that teaching staff have complete independence in setting prerequisites and stipulating complementary modules and the ability to combine, as they see fit, on-site and distance learning in order to assist students even when they are off-campus. The leading role played by the teaching staff

in integrating distance learning proved to be essential to the project. Its success was also down to use of good practices when deploying the solution and the appointment of a CrossKnowledge point of contact responsible for setting up, assisting with and coordinating the process. ■

GOALS

- › Offer learning methods appropriate to the teaching objectives for each subject and get teaching staff involved in the various projects

SOLUTION

- › CrossKnowledge Training on Demand

BENEFITS

- › Possibility of assisting students when they’re not on campus
- › Ability to set prerequisites and prescribe modules
- › Flexible tool in terms of creating own content