

project summary (to be used for publishing) Project acronym: eXeL

Objectives:

The aim of eXeL project is to draw a precise picture of the diffusion and implementation of e-learning in management education in Europe and to facilitate the exchange and analysis of best practices and policies among business schools, education and training actors, decision policy makers and e-learning market players. The use of new technologies in adult education has been deeply studied in the last years analysing its opportunities and risks, effectiveness and efficiency, pedagogical models and technological environment; nonetheless the phenomenon is still so deeply affecting the education market that a clear and complete picture of the practices diffused in the European Business Schools still lacks. For this reasons the main objectives of eXeL project are:

- identify good practices of the application of e-learning to management education in Europe,
- study the conditions necessary for the successful transfer of innovative practices and policies,
- analyse the added value, trends and crucial issues on the application of I&CT to management education processes,
- disseminate these results among a wide European public.

Approach:

As the overall aim of the eXeL project is to better understand how good practices of e-learning in European Management Education have been developed and how (under which conditions) they could be spread throughout Europe creating the basis for the review, exchange and transfer of experiences and policies among management education and training actors, the project will foresee a field-based peer review that will consist on the carry on of :

- an exhaustive survey on a large group of European Business Schools (the European Business schools associated to efmd) to point out the decision making processes and the definition of strategies in the implementation of e-learning policies applied to management education;
- an in deep analysis to focus best practices and experiences on the application of e-learning to management education in Europe (having a special attention to EU founded initiatives), in order to spread them throughout Europe. 15 case studies will analyse innovative practices of the application of e-learning on European management education and they will be shared among the community of the European Business Schools;
- 10 interviews to opinion leaders and stakeholders in order to draw possible lines of development for e-learning applied to management education;
- a wide and strength dissemination and sharing of the results among education and training actors, stakeholders, policy makers, e-learning education market players in order to better understand the real added value of I&CT to the learning processes in management education and look for relevant qualitative indicators for measuring this added value.

The whole project will foresee a monitoring and evaluation activity and a particular attention will be given to the multicultural aspects and to the different contexts related to the integration and application of I&CT to management education.

Expected results:

- an exhaustive survey that draws a precise picture of the diffusion and implementation of e-learning in management education in Europe;
- 15 case studies on innovative best practices on e-learning;
- 10 interviews to opinion leaders and stakeholders on trends and future evolution on e-learning;
- a publication with the results of the project activities, a final European conference, other promotional activities (newsletters, participation to an international conference, a web site)

Co-ordinating organisation:

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Partner organisations:

efmd European Foundation for Management Development -Brussels Belgium

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