

## **Media Release**

### **Business schools form global alliance to revolutionise online education and flexible learning**

**Singapore, 1 November 2018 (Thursday)** – Six of the world’s leading business schools will launch a new digital learning platform that combines faculty expertise with cutting-edge technology, to meet growing demand from students and executives for a more flexible, bespoke and globally accessible study experience.

The [Future of Management Education Alliance](#) is the first collaboration of its kind in the business education sector and aims to transform the future of management education. Comprising [Imperial College Business School](#), [ESMT Berlin](#), [BI Norwegian Business School](#), [Singapore Management University \(SMU\) Lee Kong Chian School of Business \(LKCSB\)](#), [EDHEC Business School](#), and [Ivey Business School](#), the Alliance will enable partner schools to enhance the student experience through face-to-face, experiential and online learning methods.

**Francisco Veloso, Dean of Imperial College Business School** said: “Demand is rapidly growing, from business school applicants and employers alike, for programmes which provide the greater flexibilities and access that today’s modern technologies can afford. New pedagogical models and greater governance are needed to ensure business schools can step up to the challenge. The Future of Management Education Alliance brings together a network of forward-thinking business schools who share this vision.”

A key aim of the partnership is to challenge the perception of digital education as a sub-standard alternative to classroom-based programmes. The Alliance’s custom-built online education platform, designed by Insendi, an edtech enterprise founded at Imperial College Business School, will enable each member school to redefine and digitise their portfolios of existing programmes – from flagship degrees such as the MBA to executive-level short programmes and MOOCs – to best suit their own students’ needs.

For faculty, the Alliance will also provide access to expert digital training, consultancy and programme development support to ensure greater ownership over their own online offerings, and the necessary skills to develop new courses individually or in collaboration with colleagues at other member institutions.

**Gerard George, Dean of SMU’s Lee Kong Chian School of Business** said: “This innovative model turns the traditional format around by providing students with greater choice of what to learn, how to learn and where to learn. Once this collaboration is finalised, we aspire to set new standards for online business education, positioning SMU as an educational technology leader in Asia.”

Commenting on the benefits of the Alliance, **Nick Barniville, Associate Dean at ESMT Berlin** said: “Developing a platform that is built upon real executive education client needs with experienced partners will give us a great advantage as we continue to digitize our programmes. This new alliance



will allow us to retain full control of our intellectual property on the back of a long term sustainable business model, based on a shared technology platform. It helps us avoid the path taken by many others to outsource their entire digital delivery to online program providers.”

**Inge Jan Henjesand, President of BI Norwegian Business School** said: “The need for more flexible learning models to face new demands from individuals and from businesses, and to be attractive in a more competitive global executive market, requires business schools to think differently. Our collaboration brings digital experience, perspectives and skill-sets from six institutions together to shape and design cutting-edge flexible online programmes.”

**Emmanuel Métais, Dean of EDHEC Business School** said: “This initiative reflects our commitment to be at the forefront of innovation, not only to provide students with a better learning experience but to make them succeed in a fast-changing world. At EDHEC, we believe that excellence and innovation are the two pillars on which our people build their own personalities and careers to make an impact on the world.”

**Mark Vandebosch, Acting Dean, Ivey Business School:** “We are pleased to join this alliance of progressive business educators. Ivey has always had a focus on providing an outstanding participant experience in business education. This partnership will accelerate our ability to build learning experiences that blend the best of technology with face-to-face learning.”

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## Notes to Editors

### **About the Future of Management Education Alliance**

The [Future of Management Education Alliance](#) is a network of like-minded business schools sharing a vision that online learning should have the same transformational impact as the very best face-to-face courses. The founding member schools are Imperial College Business School, ESMT Berlin, BI Norwegian Business School, SMU Lee Kong Chian School of Business, EDHEC Business School and Ivey Business School. The collaboration aims to deliver new knowledge and pedagogical models, as well as a range of innovative, high quality online courses and degree programmes. The shared learning experience platform Insendi provides a common standard enabling new technologies and pedagogies to be shared across the Alliance, opening up innovative opportunities for collaboration.



### **About SMU Lee Kong Chian School of Business (LKCSB)**

The Singapore Management University (SMU) commenced its curriculum in 2000 with the School of Business, which welcomed its pioneer cohort of students in August 2000. In 2004, the Lee Foundation contributed S\$50 million to SMU in honour of the late Dr Lee Kong Chian, a well-known Southeast Asian businessman, philanthropist and community leader. In recognition of the Lee Foundation's generosity, SMU named in perpetuity the School of Business, the building and the university-wide scholars programme after Dr Lee Kong Chian.

Today, LKCSB is a dynamic Asian business school with more than 4,000 students and over a hundred full-time faculty members with doctorate degrees from renowned universities such as Cornell, Harvard, INSEAD, London Business School, Wharton, Oxford, Stanford and Yale. The school offers undergraduate, master's and doctoral programmes and is affiliated with a number of research centres such as the Sim Kee Boon Institute for Financial Economics, the Centre for Marketing Excellence and the Institute for Innovation and Entrepreneurship.

LKCSB is ranked 3<sup>rd</sup> in Asia and 35<sup>th</sup> worldwide in the University of Texas, Dallas rankings (based on research contributions for the period 2013 – 2017) and is one of the youngest business schools in the world to have a triple accreditation with the AACSB (Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System), and AMBA (Association of MBAs). Many of the school's postgraduate programmes are also ranked in the FT (Financial Times) Business School Rankings including the Executive MBA (22<sup>nd</sup>), the MBA (49<sup>th</sup>), the MSc in Wealth Management (3<sup>rd</sup>), the MSc in Applied Finance (45<sup>th</sup>) and the MSc in Management (82<sup>nd</sup>). [www.business.smu.edu.sg](http://www.business.smu.edu.sg)

### **About Singapore Management University**

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)