

Online learning: EDHEC strengthens its leading position by assuming the presidency of the global FOME Alliance

Press release

Paris, 15 June 2020 – EDHEC Business School is proud to announce the nomination of Benoît Arnaud, Director of EDHEC Online, as President of the [Future of Management Education \(FOME\) Alliance](#) for a period of six months as from June 2020. EDHEC succeeds Imperial College Business School, IE Madrid and SMU Singapore in this role.

Testifying to its collaboration with its partners in the FOME Alliance, EDHEC also announces **the launch of a new fully online MSc in International Business Management for the start of the next academic year.**

Founded by Imperial College Business School, the FOME Alliance¹ comprises eight world-class business-schools, assembled together to deliver an innovative study experience underpinned by a high level of academic and technological excellence.

“This nomination within the FOME Alliance acknowledges EDHEC’s status as a key player in the world of online learning at all stages of life. Our objective in the next few months is to strengthen collaboration between the members of the Alliance, with the ultimate goal of creating future global degrees. In this respect, our new MSc, for which certain courses have been created with our partners, represents a first step in this direction”, explains Benoît Arnaud, Director of EDHEC Online, the department responsible for all of EDHEC’s fully online programmes.

Unique worldwide, the Alliance seeks to revolutionise the global market for online degree-level business education, by sharing best practices in real time, co-developing academic content and co-investing in cutting-edge technologies. To jointly create the e-learning of the future, the Alliance leverages innovative techniques like social learning to facilitate group work at distance, and virtual reality, adaptive learning and artificial intelligence to personalise learning.

¹ Members of the FOME Alliance: BI Norwegian Business School, EDHEC Business School, ESMT Berlin, IE Business School (Spain), Imperial College Business School (London), Ivey Business School at the University of Western Ontario (Canada), Singapore Management University, University of Melbourne.

A fully online MSc in partnership with FOME member institutions

EDHEC Online is expanding its portfolio of programmes with the launch this autumn of an [Online MSc in International Business Management](#), taught entirely in English. **The creation of this fully digital MSc reflects the ramp-up of EDHEC's distance learning strategy.**

Designed for young professionals and future executives with international profiles, the programme combines individual coaching, virtual classrooms and personalised academic mentoring. During the 15 months of the course, the programme will see participants acquire fundamental skills in finance, marketing or management and offer cutting-edge electives, a consulting project, customised career support and an optional business trip.

Thanks to the shared FOME platform, programme participants will take classes delivered by professors of several institutions belonging to the Alliance. For example, the International Business and Operations Management modules will be taught by professors of Imperial College Business School, while the Marketing & Sales in a Digital World and Managing People classes will be given by professors of ESMT Berlin and Ivey Business School, respectively. This “shared classes” approach represents a first stage in the process of creating global double degrees to be offered between partners in the Alliance.

“Reflecting the in-depth transformation of the business education world and the need to increase flexibility for participants, our new strategic plan ‘Impact Future Generations 2025’ grants a central role to the acceleration of online teaching. The ramp-up of our online learning platform and the launch of this new fully digital MSc mark the beginnings of our EDHEC Business University Online project, designed to open up a broad spectrum of disciplines to all our students, thanks to partnerships with leading international universities”, concludes Emmanuel Métais, Dean of EDHEC Business School.

EDHEC Online's close-contact e-learning model

In collaboration with its partners in the FOME Alliance, EDHEC has set up a powerful, intuitive learning platform that enables participants to maintain continuous contact with other students and the whole teaching team. From the BBA for high-level athletes to executive education programmes, EDHEC Online delivers a customised, interactive learning experience of high-quality.



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About EDHEC BUSINESS SCHOOL

Based in Lille, Nice, Paris, London and Singapore, and counting 100 nationalities on its campuses and partnerships with 280 leading universities around the world, EDHEC is a fully international business school directly connected to the business world. EDHEC's 40,000 alumni spread over 120 countries represent a community of engaged leaders, trained to act practically and deliver solutions to the main economic, social, technological and environmental challenges facing the world.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

EDHEC in figures:

- 8,600 students in academic education, 184 professors and researchers, 11 research centres
- 5 campuses and a platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- a comprehensive portfolio of 23 programmes designed for future decision-makers: Bachelors (BBA and BSc), a Master in Management, Masters of Science (MSc), MBAs (Full-time and Executive MBA), a PhD in Finance
- an extensive EDHEC Executive Education offering of certificate and degree programmes for managers, business leaders and entrepreneurs