

Blended Learning helps to extend training reach across UK and Internationally



Andrew Carnegie
Business School



Setting the Scene

Andrew Carnegie Business School caters for working professionals, enabling them to study and attain additional qualifications accredited by leading organisations. Their wide range of programmes offer individuals across all levels the chance to gain professional development throughout the UK.

The School has a fantastic reputation for delivering various business related courses to local commercial organisations.

The Challenge

Andrew Carnegie Business School delivers a diverse range of recognised qualifications that are intended to suit individuals across all sectors and levels of management. eCom spotted a potential business development opportunity to create a blended learning solution for the School's Institute of Sales & Marketing Management (ISMM). When the ISMM opportunity was identified within the college we were well placed to provide excellent support.

What was needed for this project was an online training solution that would engage the student, add an element of flexibility and offer a wide range of study tasks so that the student would not become bored with repetitive assignments.

Through consultation, we suggested a blended learning approach to the 50 hour+ course sales programme, and a virtual learning environment that would ultimately provide greater studying assistance to members enrolled on that course.

“Andrew Carnegie Business School’s Sales Qualifications provide essential selling skills and vocational expertise at all levels from front-line customer service staff to senior sales executives. Our new online package, developed in partnership with eCom Scotland, can provide much needed support to the sales and marketing functions across your sector and allow your sales team to confidently undertake their studies in a way that suits your work environment.”

John Phillips, Curriculum Manager, Management, Leadership and Enterprise.





The Solution

eCom brought their instructional design and eLearning experience to the project. The SCORM compliant solution is an eLearning roadmap to ISMM accreditation.

The course takes the learner on a journey through each of the 60 minute modules, introducing study guides, appropriate further reading and other online resources. Most importantly, it encourages the learner to be productive. The modules incorporate a wide variety of interactive learning techniques that stays clear of repetitive styled tuition.

Some of the learning elements include interactive graphics, homework exercises, quizzes and a number of video tutorials.

Also included in the course are assignments which take the students away from the online environment. Various assignments or exercises are completed by the learner outside of the eLearning module prior to being submitted to the tutor via an online learning management system.

The course is instructor-led with online discussion forums to enable instructor-student interaction, and also student-student interaction. Creating forums encourages students to build relationships with other learners and to help one another with any challenging tasks.

The Benefits

The Andrew Carnegie Business School has now extended its reach to support learners across the UK and internationally by creating a user-friendly resource for working sales and marketing people with busy lives.

Modules within the virtual learning environment allow enrolled learners to study at a time that best suits them, from PC, mobile and tablet.

With this ISMM qualification individuals are able to improve their personal profiles and progress further within the sales and marketing industry.



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