

# Press release

Berlin, November 1, 2018

## ESMT Berlin builds new digital learning platform with global alliance

ESMT Berlin has joined up with five other leading global business schools to transform the future of management education through a new educational technology (EdTech) platform. The platform allows students and executives to tailor their programs with content and academic insights, for a more enhanced learning experience.

The shared platform forms the heart of The Future of Management Alliance (FOME), the first collaboration of its kind in business education. The institutions BI Norwegian Business School, EDHEC Business School, ESMT Berlin, Imperial College Business School, Ivey Business School, and the Lee Kong Chian School of Business of Singapore Management University are working together to pioneer solutions to enhance the learner's experience. This corresponds to an increase in demand for modularity, adaptability, and life-long learning. At the center of the alliance is a custom-built education platform, designed and provided by technology enterprise Insendi, a company founded by EdTech experts at Imperial College Business School. The platform can be tailored to meet the requirements for each member school, enabling them to redefine, customize, and digitize their portfolio of programs, from MBA courses to shorter executive education programs and massive open online courses (MOOCs).

“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 educational programs,” said Nick Barniville, Associate Dean of Degree Programs, ESMT Berlin. “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.”

ESMT has gone live with six MBA courses, three executive education sessions, and two customized executive education programs today.

Video introducing digital learning at ESMT Berlin: <https://youtu.be/W0b7y11vnJk>

### Note to editors

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 BI Norwegian Business School, EDHEC Business School, ESMT Berlin, Imperial College Business School, Ivey Business School, and the Lee Kong Chian School of Business of Singapore Management University. The collaboration aims to deliver new knowledge and pedagogical models, as well as a range of innovative, high-quality online courses and degree programs. 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.

### Press contact

Martha Ihlbrock, +49 (0)30 21231-1043, [martha.ihlbrock@esmt.org](mailto:martha.ihlbrock@esmt.org)

### About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management, as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership, innovation, and analytics. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, and has a branch office in Shanghai, China. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. [www.esmt.org](http://www.esmt.org)