

# Finding the Top LMS for a Top Business School

EDHEC, Blackboard's oldest client in France, found that Blackboard Ultra perfectly met their needs as a business school.



## A European Business School with International Reach

EDHEC Business School was initially founded in 1906 in Lille by industrialists who recognised the need for business education in northern France, at that time the centre of the French wool industry. Since then, EDHEC has grown to become a leading international business school, with two main campuses in France (Lille and Nice) and three executive campuses in Paris, London, and Singapore, respectively. EDHEC's full range of programmes attracts learners from all over the world, and the institution has for the last three years been named as a top 10 European business school in the *Financial Times* ranking.

### INSTITUTION TYPE:

PRIVATE

### LOCATION:

LILLE, PARIS, AND NICE, FRANCE;  
LONDON, UNITED KINGDOM;  
AND SINGAPORE

### ORGANIZATION SIZE:

10,000+

### ANTHOLOGY PRODUCT:

Blackboard



## The Challenge

### An Innovative Business Schools Needs an Equally Innovative LMS

Like many institutions nowadays, EDHEC offers courses and programmes both online and in person. With the demand for online and hybrid courses increasing in recent years, EDHEC wanted to provide a streamlined LMS experience for students both on campus and online and allow them to access all their course materials in one place—especially crucial for an institution with students not only across Europe, but all over the world. In addition, EDHEC wanted to make sure faculty members had an efficient tool to support their pedagogy.

Also of great importance to the EDHEC team were personalisation and accessibility. “We need to offer to our students and learners, and to our professors, a tool allowing [them] to develop a unique and personalised journey,” said Anne Zuccarelli, associate dean and chief educational experience and operations officer at EDHEC.

*“It’s essential for EDHEC to have an innovative LMS to [provide], for students and professors, a seamless experience.”*



—Emmanuelle Houet, PiLab Director, EDHEC



## The Solution

### Intuitive, Flexible, and Accessible: Students and Professors Agree on Blackboard

When it came time to find a modern LMS that fit these aims, EDHEC had, according to A. Zuccarelli, two main priorities that they considered essential for a business school: the first, having a proactive team dedicated to prioritising their needs and reflecting them in the platform; and the second, a reliable and adaptive solution with regular updates. “We see the different trends in LMS development, and of course we benchmark all the different solutions on the market,” A. Zuccarelli said. “We work with Blackboard because we found these two priorities.”

A. Zuccarelli also emphasized EDHEC’s values of innovation, student centricity, and diversity, as well as the institution’s vision of implementing a huge investment in AI and data in their next strategic plan in order to offer a personalised and unique experience to students and professors, as key to their decision. “The new developments of Blackboard are aligned with our values and our vision,” she said.



*All the development being done by Anthology was a big influence on our decision-making process. We want to stay at the forefront of technology and leverage new tools like AI, so seeing the progress they're continuously making is encouraging for us as an innovative institution wanting to ensure our students have access to cutting edge tools.”*

—**Emmanuelle Houet**,  
PiLab Director, EDHEC

In making the transition from the original version of Blackboard, EDHEC started small. In September 2022, they launched online exams in the classroom. From there, the global MBA programme was transitioned, and feedback was gathered from the participants on their experience.

Overall, that feedback was positive: professors found Blackboard’s interface to be simpler to use, and that it allowed them to complete tasks more quickly—something that is critical, as professor workload is quite significant. Students also found Blackboard much easier to use, and felt it was clearer in terms of where to access course content.

Given this success, EDHEC is planning to transition the entire institution in September 2024. To this end, the team from EDHEC’s PiLab, or pedagogical innovation lab, has been working to assist all faculty and staff in Blackboard (Ultra) adoption. There have been workshops over the summer to help users get acclimated to the new LMS, including a “Blackboard Ultra” week in July, which shared specific tips with professors to help them become more comfortable during the upcoming academic year. The same session will be repeated at the beginning of the academic year. There have also been presentations, tutorials, and sandbox environments provided to students to give them the opportunity to familiarise themselves with Blackboard (Ultra).





## Insights Delivered

### Supporting EDHEC Today and Tomorrow

The EDHEC team is very excited to take advantage of all of the new and cutting-edge features that Blackboard (Ultra) offers. “We are really excited about AI, of course,” said Emmanuelle Houet, PiLab director. “It’s really relevant for us.” E. Houet added that in their testing of the AI Design Assistant within Blackboard, they’ve found that it works quite well for their needs, such as creating learning modules and syllabuses. She cited three main benefits of the feature: saving faculty time; levelling up the expectation of what courses should look like; and the opportunity to offer more formative exercises to students, such as AI generated quizzes.

“AI and adaptive learning, thanks to learning analytics, will allow us to offer a very high-standard experience with Blackboard,” says A. Zuccarelli. “I’m really excited because we enter a new era of teaching and learning with new methods and strong personalisation.”

Products highlighted in this customer case study:

**Blackboard**

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