

Pearson Course Design & Development

With Leeds Beckett University, UK

Situation

Leeds Beckett University, one of the UK's largest, has a student base of full-time classroom undergraduates, supported with online resources, and a flourishing postgraduate and research programme of activity. The university endeavors to have a high-quality distance learning offering, delivered online, because they believe it will help the University reach more students, especially in the post-graduate market.

Critical Issue

The University's eagerness to engage distance learners, meant their online provision had grown organically. While proud of what they achieved, the courses weren't supported or scaleable. As opposed to asking academic staff to keep managing programme development and delivery, the University appreciated that they needed to learn how to create and deliver high-quality distance learning courses.

Reason

But they needed to understand best practice; and to benefit from external capabilities improving the way courses were designed, developed and delivered. The University found Pearson's instructional design capabilities, platform, bank of intellectual property, and 24/7 support quite attractive.

Capability

They wanted to understand best practice; and to benefit from changes to the way courses were

designed, developed and delivered, benefitting from external capabilities and experience.

Pearson Value

Pearson offered consultation, instructional design, a variety of learning content and tools, course assessments, implementation, support and on-going review. A dedicated Pearson project team worked with the University to manage the project and deliver the best learning experience. In the eyes of the University, "The project manager was effectively embedded within our team and offered invaluable support, as well as creative thinking."

"We have been delighted that our work with Pearson has delivered some great experiences for our students. We have learnt a great deal, and have been really impressed with the support from Pearson on our journey together."

Edmund Hewson, Director of Distance Learning

Partnership Outcome

Working together, Pearson and the University successfully launched two online courses: an MBA and MSc Events Management. The courses have received very positive student feedback about the platform, the course design and tuition support. That success is a result of the genuine collaboration between the University and Pearson.