



EDHEC launches Online MBA to support a new generation of dynamic and responsible business leaders

FOR IMMEDIATE RELEASE

Paris, 18 March 2024 – A pioneer in e-learning, EDHEC Business School is proud to announce the launch of a 100% online MBA. Developed by [EDHEC Online](#), the school's digital learning platform, this new programme offers a unique learning experience with significant academic advantages, including access to cutting-edge AI and ChatGPT education technologies that enhance knowledge and skills acquisition.

EDHEC is a founding member of the [FOME Alliance](#)¹, 12 top-ranked management schools advancing digital learning for business professionals. The EDHEC Online MBA will give students access to FOME's cutting-edge e-learning platform and provide them with an immersive experience that delivers real-world learning and understanding via consulting projects, master classes, and learning expeditions.

Students enrolled in the 24-month programme, which will be taught entirely in English, will also receive personalised support to help them reach their professional and personal development goals. By the end of the programme, they will be ready to tackle technological, environmental, and societal challenges to advance society and strengthen the global economy.

An MBA supported by cutting-edge academic research

The EDHEC Online MBA will draw upon the synergy of EDHEC's academic research chairs, which are at the forefront of global transition issues. Academic research will feed into courses to offer learning that aligns with environmental and societal imperatives. The aim is to produce enlightened leaders who are conscious of the impact of their decisions on the world around them.

[The EDHEC Risk Climate Impact Institute](#), for example, will teach Online MBA students the fundamentals of green finance to create a more sustainable economy, and the [EDHEC Criminal Risks Management Chair](#) will provide coursework on the mechanics of the black market and its associated risks (trafficking, cybercrimes, money laundering, etc.). In addition, the work of the EDHEC [Foresight Innovation & Transformation Chair](#) will help participants develop a long-term economic vision that considers AI advances and innovative new business models.

"Through these close collaborations with research chairs and centres, the EDHEC Online MBA will give future leaders the keys to understanding a complex, ever-changing world," says Loïck Menvielle,

¹ The FOME Alliance (Future of Management Education) brings together 12 prestigious institutions, including Imperial College Business School of London, John Hopkins Carey School of Business, Ivey Business School, ESMT Berlin, and Melbourne Business School, to create innovative business education programmes in the digital space.

Associate Professor of Marketing and Director of the EDHEC Online MBA. "By giving students access to our School's most up-to-date academic work, we hope to enrich their perspectives and provide them with the skills to make sustainable transformations possible."

A career catalyst

The EDHEC Online MBA will help students boost their careers by offering a comprehensive, immersive, and specialized curriculum. Students will benefit from EDHEC Online's academic excellence and technological advances and have the chance to specialize in specific areas of business management, such as Strategy and Innovation or Climate Finance. Students will receive personalised career counseling and the opportunity to participate in the [LEAD360 programme](#), which strengthens leadership skills and encourages personal development via coaching sessions, workshops, and face-to-face meetings with EDHEC researchers and faculty members.

An ever-expanding portfolio of distance learning courses

The EDHEC Online MBA is part of a growing list of academic programmes offered by EDHEC Online, programmes that meet the expectations of professionals from various nations and economic sectors. Since its creation in 2018, EDHEC Online has used avant-garde e-learning technology to create a vast array of academic programmes, including professional certificates, bachelor's degrees, master's degrees and MOOCs.

EDHEC Online: Leading the way in e-learning innovation

- EDHEC Online, a founding member of the FOME Alliance, offers unique learning experiences thanks to technological innovations such as "social learning," which allows students to effectively work together even when they are on different continents, and "adaptive learning," which uses AI to customise learning modules to each student's needs. Students also benefit from courses designed to be "mobile-first," meaning they can learn from anywhere, even the train or subway.
- EDHEC Online also partners with international EdTech leaders, including [SuperCharger Venture](#) and [Insendi](#).
- EDHEC Online is a hub of innovation that handles 650+ student-to-student digital messages daily and produces 50 exam sessions and 600+ live courses annually.



Press Contacts:

Lynn Anderson Davy - lynn.davy@edhec.edu - +33 07 68 89 98 42

About EDHEC Business School

EDHEC is an international business school with more than 110 nationalities represented on campuses in Lille, Nice, Paris and Singapore. With 50,000 alumni in 130 countries and learning partnerships with 290 institutions worldwide, EDHEC educates the leaders of tomorrow: men and women who are determined to solve the most pressing economic, social, technological, and environmental challenges of our time.

EDHEC's unique research model is rooted in public service: to society, to business, and to higher education. A hub of excellence, innovation and diversity, EDHEC's mission is to educate future generations in a world in constant transformation.

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 by the numbers:

- 8,600 students in undergraduate and graduate 175 professors and researchers, 13 research centres
- 5 campuses and a digital platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- EDHEC Entrepreneurs is the second-largest programme partner at Station F, the world's most extensive startup campus. The Jean Arnault Campus in Roubaix, in partnership with LVMH and the Institut des Vocations pour l'Emploi (LIVE), is dedicated to entrepreneurship, innovation, and inclusion.
- 23 undergraduate and graduate programmes: Bachelors (BBA and BSc), Master's in Management, Masters of Science (MSc), MBA (Full-time and Executive MBA), PhD (Finance)
- A multitude of continuing education options for managers, business leaders, and entrepreneurs offered through EDHEC Executive Education (certificates and degree programmes)