

## **“2017 Innovations That Inspire”:**

### **The Teaching Factory selected by AACSB among over 300 projects from the best business schools worldwide**

#### **Press release**

Paris, 7 February 2017 – EDHEC Business School was recognized by AACSB International for its submission [« The Teaching Factory »](#), which presented how it **co-develops classes** with corporate partners for some 2,000 students who work with managers on **real cases**, yet can count on faculty for guidance as needed.

The *Teaching Factory* was highlighted among the **35 best innovations** unveiled at AACSB’s 2017 Deans Conference. **A total of 315 submissions were received across 33 countries** for the second annual [Innovations That Inspire](#) initiative, which recognizes institutions serving as champions of change in the business education landscape.

#### **3 emblematic modules from the Teaching Factory:**



##### [EDHEC Open Innovation](#)

2-day Innovation Lab

**24 firms - 75 managers - 20 coaches and professors**

**750 students** (600 from EDHEC & 150 from nearby Centrale Lille engineering school)



##### [NéGO! Challenge](#)

2-day workshop simulations in **negotiation techniques**

**15 firms – 680 pre-master level students**, Lille Campus



##### [The Explora Certificate](#)

**4-month**, fast-track, part-time, **disruptive digital training**

**9 corporate partners – 4 start-ups – 60 MSc students** working in teams

The Teaching Factory is helping EDHEC to instill a **learning-by-doing approach** across its portfolio. Students acquire skills, techniques and behaviors through their experience of solving business problems for practicing managers. It ensures that they become proactively **engaged in their own training**. Their enhanced motivation comes from learning in an entertaining way, through competing against one another and in tackling challenges addressing real business problems that The Factory’s corporate partners have asked them to solve. Additionally, being team-based, these diverse learning modules are highly interactive, because students must not only work together and with managers, but also in close contact with their professors.

Each learning module offers an exceptional opportunity for corporate partners to forge closer ties with their student target audiences and develop their employer brands. These privileged vantage points for observing students at work can be highly beneficial for successful graduate recruitment. Lastly, partners gain first-hand insight from the views and recommendations of

these new-generation, multicultural student cohorts about the topics on which a module focuses.

*« We are very proud to be recognized by AACSB International for our innovative approach. We have developed The Teaching Factory to meet the demands and new expectations of corporates and students and to be on the cutting edge of innovation in a fast-changing world,»* commented Anne Guillon, Director of Corporate Relations and Partnerships at EDHEC Business School, who is both one of the project's originators and its current pilot.

## **Press Contacts**

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## **About EDHEC BUSINESS SCHOOL**

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 7,900 students in academic education
- 20 degree programmes: BBA, Master in Management, MScs, MBAs, PhD, etc.
- Over 30,000 alumni in 125 countries
- 156 permanent professors
- 13 research and teaching chairs
- A €121.5m budget
- €20m of R&D revenues, including €15m from international sources
- One of the first business schools worldwide to hold the triple crown of accreditations from AACSB, EQUIS and AMBA

Operating from campuses in Lille, Nice, Paris, London and Singapore, EDHEC is one of the world's top 15 business schools. Fully international and directly connected to the business world, EDHEC commands a strong reputation for research excellence and its ability to train entrepreneurs and managers capable of breaking new ground. EDHEC functions as a genuine laboratory of ideas and produces innovative solutions valued by businesses. The School's research work inspires its teaching with its focus on "learning by doing" in order to build people to build business.

For more information on EDHEC Business School: [www.edhec.edu](http://www.edhec.edu)

## **About AACSB International**

As the world's largest business education network connecting academe with business, AACSB provides business education intelligence, quality assurance, and professional development services to more than 1,500 member organizations across 97 countries and territories. Founded in 1916, AACSB accredits 780 business schools worldwide. Its global headquarters is located in Tampa, Florida, USA; Asia Pacific headquarters is located in Singapore; and its EMEA headquarters is located in Amsterdam, the Netherlands. For more information, visit [www.aacsb.edu](http://www.aacsb.edu).