

Evidence-based blended-learning courses for students

1 January 2026 – 31 March 2027

Objectives

The general objective is to provide students of business-oriented courses with new blended-learning courses developed with evidence-based approach. To achieve this aim Partners identified the following specific objectives:

Develop programme of studies in specific electives: Each participating institution will handle different study units that can vary from, for instance, leadership or cross-cultural management to HR and strategy. The syllabi and course content will be developed to reflect all the best practices learnt throughout the project and those designing the courses will be provided with opportunities to discuss between them as they develop them. This will ensure to enrich the experience and help to address certain difficulties that can arise due to a new approach. Two important elements that will characterise the new study units will be the extent that the material can be validated for the quality of its information and the second is related to the extent the new material has built-in strategies to ensure that students can connect with the knowledge and utilise it in application.

Testing the courses during Transnational Project Workshops amongst non-partner HEI institutions: This experience will provide the motivation for extending this approach to involve other teachers from non-partner HEI institutions to engage and be introduced to this approach of developing business-oriented topics thus sharing with others the best practices involved.

Activities

Developing 3 blended-learning courses with evidence-based approach in mind, together with guidelines for teachers and syllabi, will be conducted by all Partners. Partners will work together by sharing ideas of improving the learning experience of the student by transforming theoretical concepts to practical challenges as reflected in the materials prepared in the courses.

Results

Evidence-based blended-learning 3 ECTS courses that can be offered by Partner institutions as electives in business-oriented study programmes. The possible topics include leadership, HR management, marketing.

Guidelines for academic teachers offering blended-learning courses. A learning booklet providing a step-by-step approach for teachers to adopt more business-oriented topics in a blended approach. Topics will include: 1. The basics of Evidence-Based Practice; 2. Evidence and Myth in learning business; 3. Translating theory to practice; 4. Methods of learning transfer in an evidence-based approach; 5. Preparing the class and preparing the student; 6. Preparing materials; 7. Processing content to action.

Syllabi for blended-learning courses, each constituting the aims and objectives of the course, skills and competences developed, learning outcomes and methods of instruction to provide an evidence-based approach including programme outline and time-frames for the various activities.