



eXeL-exploring e-learning conference

Exchanging experiences and best practices of European Management Education

Brussels, 15th April 2005

9.30 - 10.00

Registration

10.00 - 10.15

Welcome and conference programme presentation

10.15 - 12.30

Research evidence

Results from the extensive survey based on the European Business Schools associated to EFMD: what strategies lie behind current e-learning initiatives?

Luigi Serio – External Relations Director (ISTUD)

Case Studies

Practical experiences of e-learning application in management education: how Business Schools have developed innovative practices and how they could be disseminated throughout Europe.

Marella Caramazza - Managing Director (ISTUD)

Experiences from the case studies

EOI-Escuela de Negocios

Duke Corporate Education

Ashridge Business School

Interviews with opinion leaders

The future of e-learning applied to management education from the industry perspectives: what experts, suppliers, final users, institutions and associations think.

Lee Schlenker - Professor of Information Systems Management (EM Lyon)

Storytelling approach to e-learning

Marc Alvarado - E-learning expert (EM Lyon)



ISTUD



eXeL - eXploring eLearning

Agreement 2003 - 4725/001 - 001 EDU ELEARN

12.30 - 13.00
Open Discussion

Lunch break

14.00-15.30

Roundtable- Impact of e-Learning in management education and its future

Chairman- Prof. Pasquale Gagliardi- Chief Executive Officer (ISTUD)

Speakers

Prof. Dieter Euler- Director of Swiss Centre for Innovations in Learning (St. Gallen University) and Co-ordinator of CEL- EFMD Certification on e-Learning

Prof. José Mario Álvarez de Novales- Deputy Director of Instituto de Empresa (Madrid)

Representative from the e-Learning industry

Prof. Davide Nicolini- Professor of Organisational Sociology (Trento University) and Knowledge Management expert

15.30 - 16.30

Discussion among the roundtable participants

16.30 - 17.00

Open discussion

17.00-17.30

Closing Plenary Session

European Commission Viewpoint

Mr. Brian Holmes

Principal Administrator in e-Learning Unit (DG Education- Multimedia for Education, Training and Culture)