



From Micro-Credentials to Masters

Cranfield Online



Cranfield Digital Management Education Group



Our Aims for Cranfield Online



Online self-paced
and live-online



Accessible
and flexible



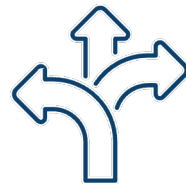
Micro-credentials
to Masters



Delivered by
Cranfield faculty
and Industry leaders



Life-long
learning



Choose your path



Globally
available



Simple entry
requirements



Career focused

Cranfield Online Micro-Credentials



Asynchronous – always available
4-6 hours

Asynchronous – always available
6-8 hours

3 x per year – Live Online
2 x 5 hours

**Micro-Modules
Available
2023**

Strategic Marketing
Strategic Sales

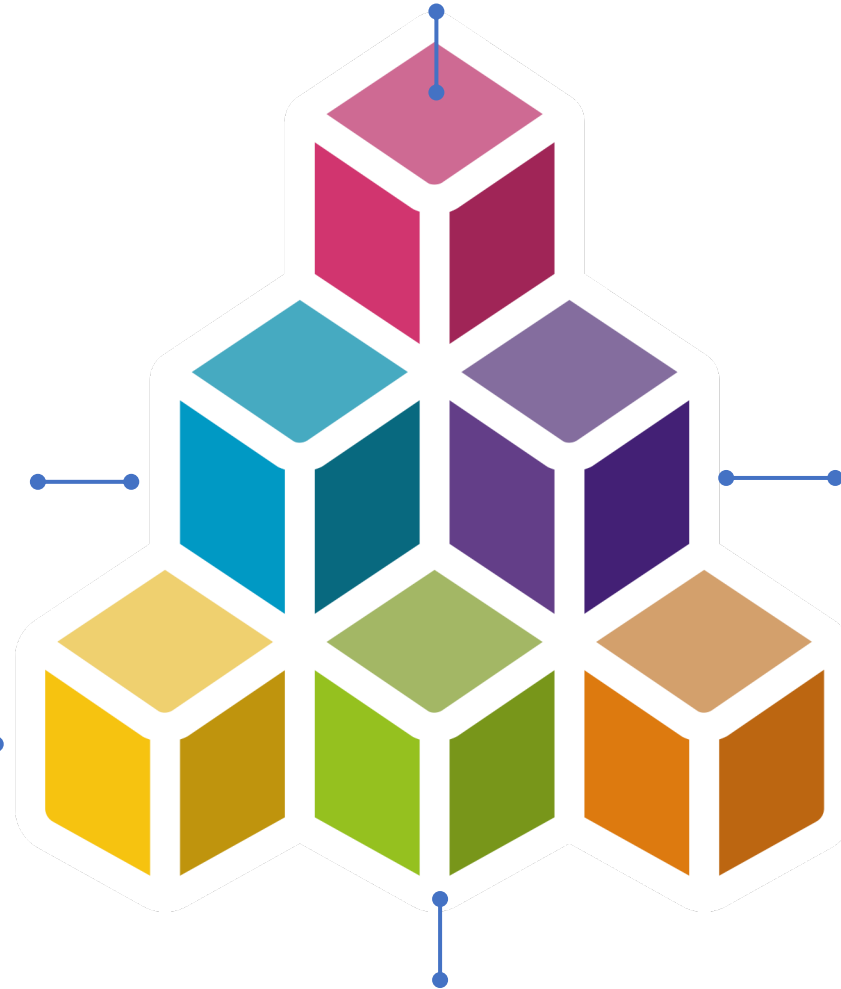
Organisation Design
Transformational Strategy

Supply Chain Management
Procurement Management

Leadership
Organisational Behaviour

Strategic Thinking
Strategic Management

Making Sense of the Economy
Introduction to Financial Management



Micro-Credentials in 3 Stackable Levels



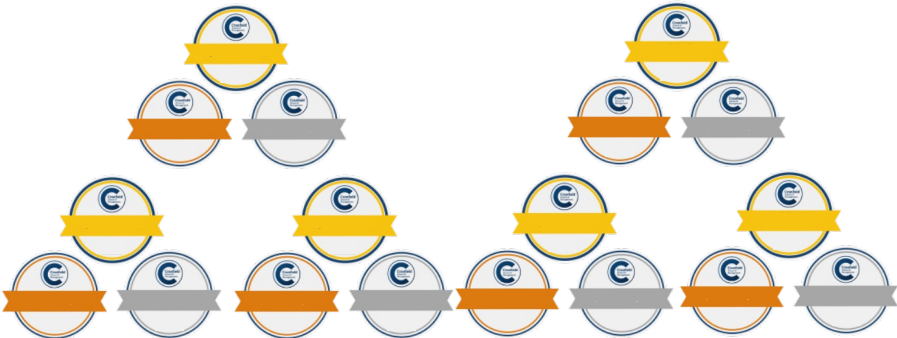
Single Course

Micro-Credentials in 3 Stackable Levels



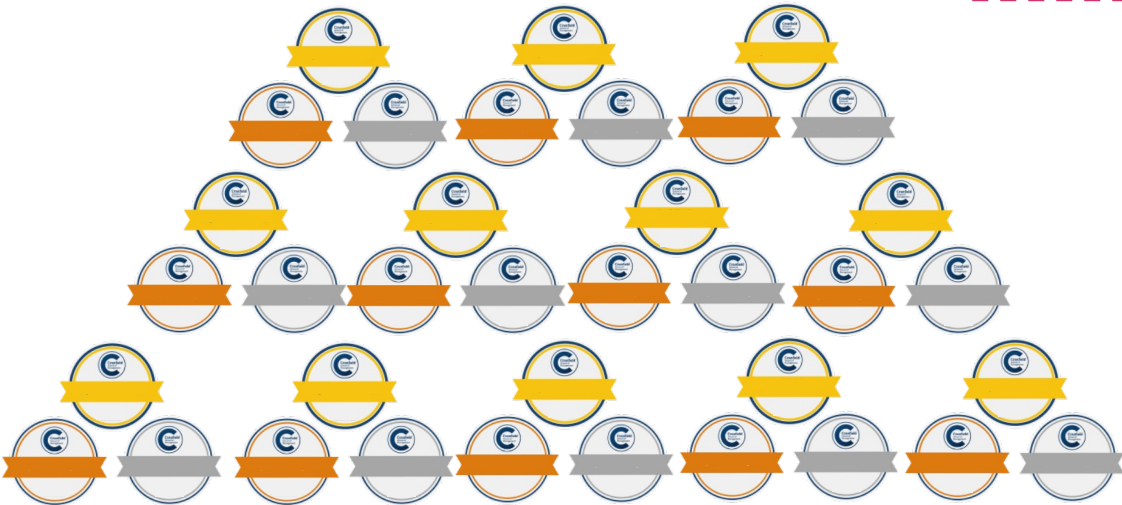
Postgraduate Award

Micro-Credentials in 3 Stackable Levels



----- Postgraduate Certificate

Micro-Credentials in 3 Stackable Levels



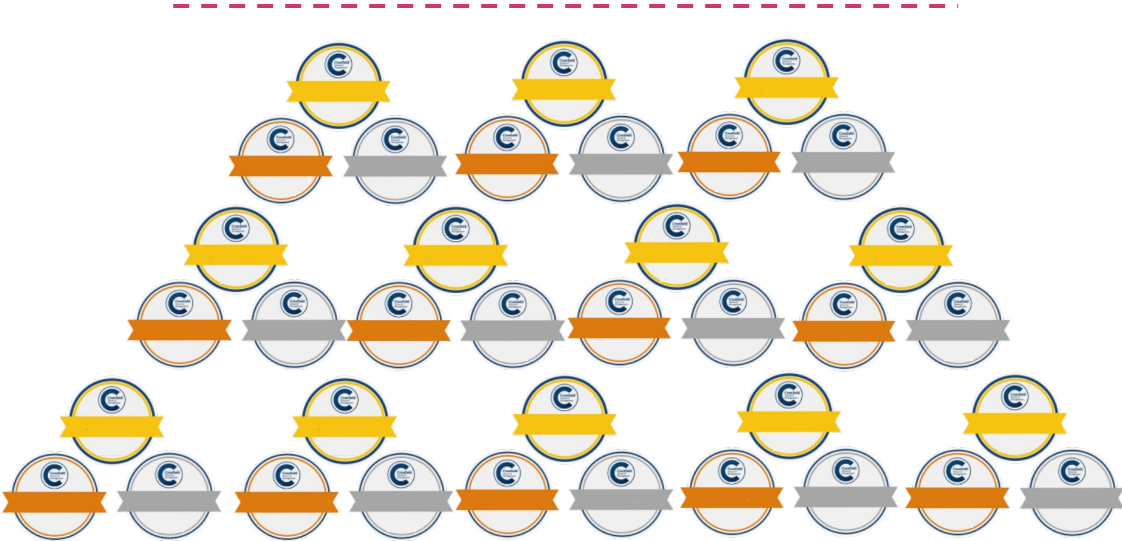
Postgraduate Diploma

Micro-Credentials in 3 Stackable Levels



Thesis

MSc Business and Management



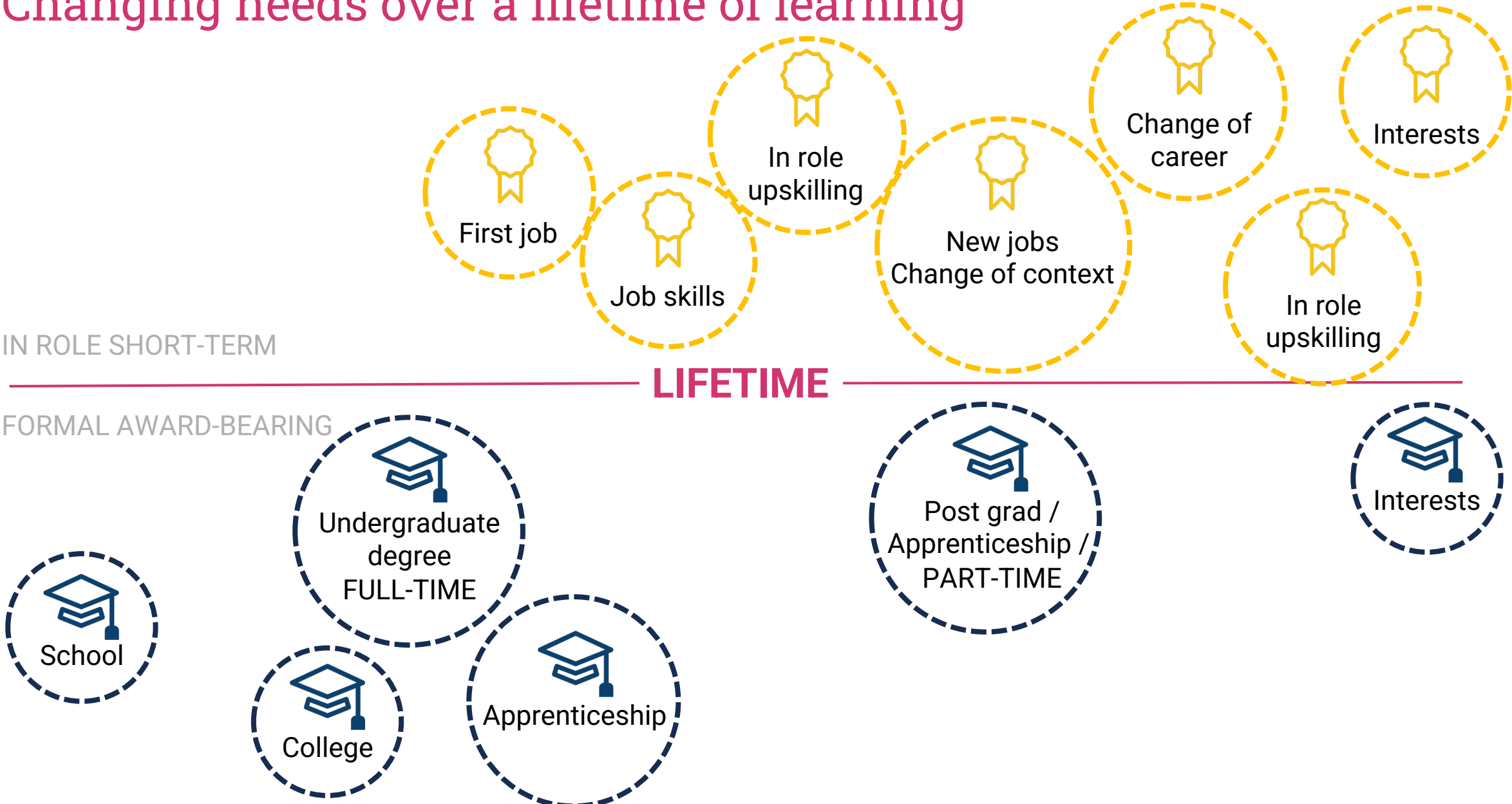


Stakeholder Engagement

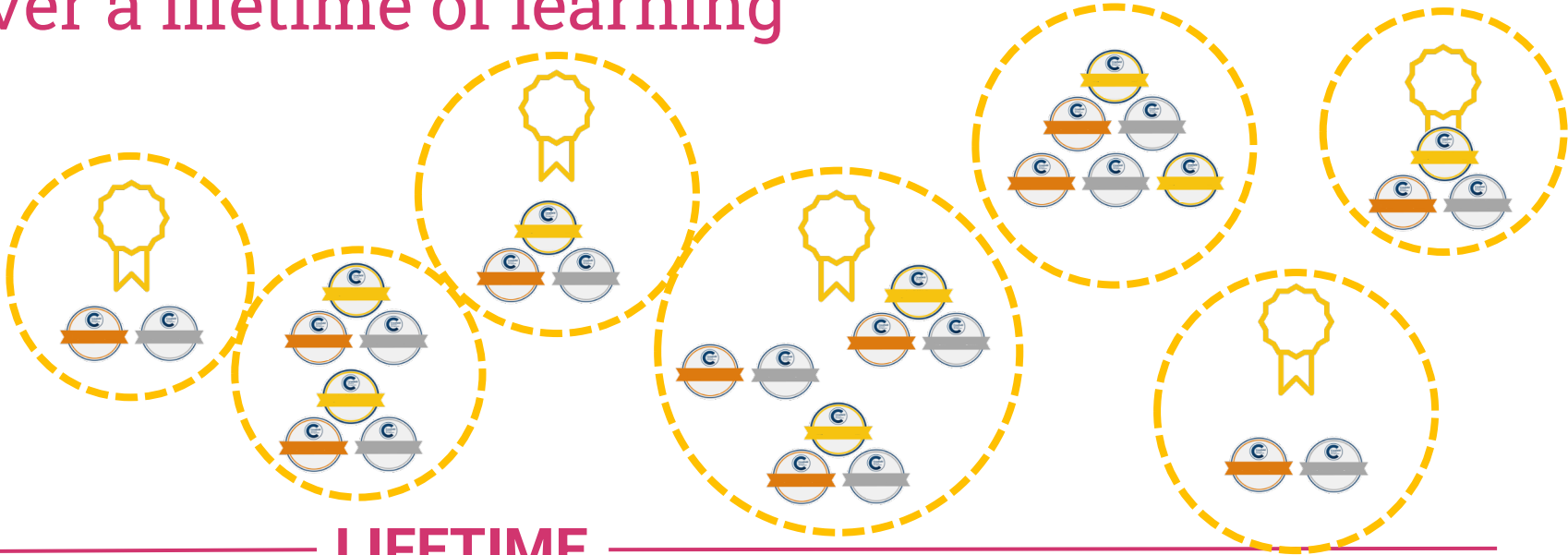
Preparing for Taking Cranfield Online

- Digital Strategy Established 2019
 - Dean Sponsored
 - Digital Education Led
 - School Executive Alignment
- Education Committee
 - Focus on quality and academic rigour
 - Faculty-led
- Faculty Engagement
 - Pandemic Support
 - Process Driven
 - Flexible Content Use
 - Faculty Champions

Changing needs over a lifetime of learning



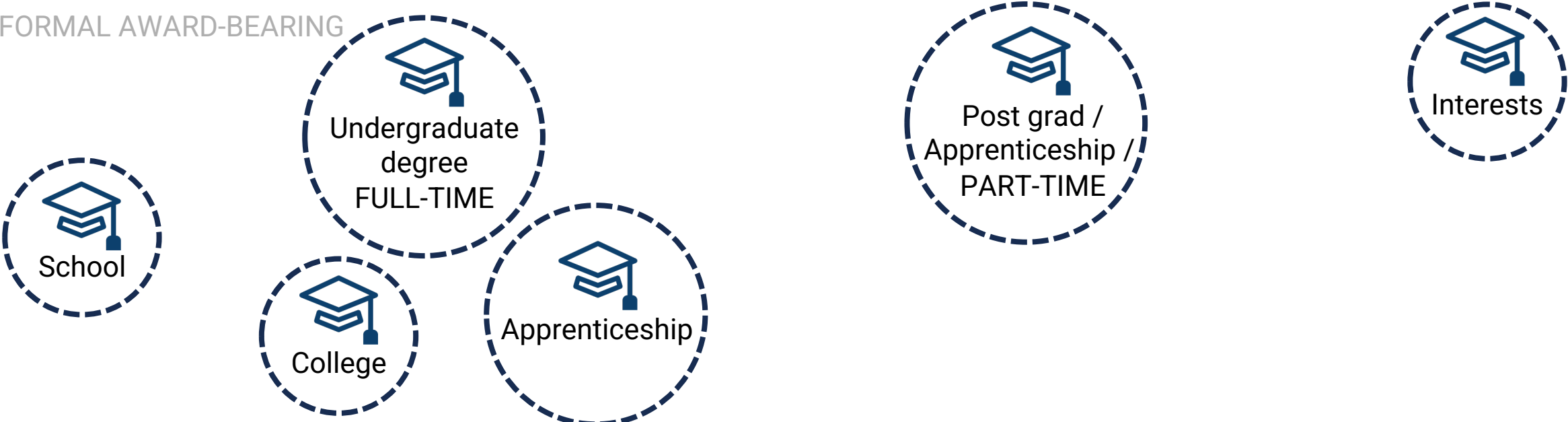
Changing needs over a lifetime of learning



IN ROLE SHORT-TERM

LIFETIME

FORMAL AWARD-BEARING





Have a go

Think about changes to your current job or pre

- Which of these changes happened quickly
- Which changes affected you and a lot of ot
- Were there any changes that affected your

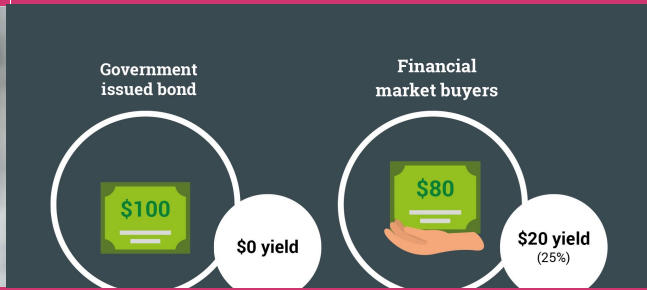


Real world cases

Asynchronous balance

Narrative

Outcome driven design



| TJ SPROCKETS INCOME STATEMENT FOR [PERIOD] | | |
|---|------------|------------|
| | Current yr | Last yr |
| | £'000 | £'000 |
| Revenue (Sales, Turnover) | 2750 | 2500 |
| less Cost of sales (Cost of Goods Sold) | (1921) | (1792) |
| Gross profit | 829 | 708 |
| less Expenses (overheads) | (624) | (535) |
| Operating Profit (EBIT) | 205 | 173 |
| less Finance costs | (61) | (39) |
| Profit before tax | 144 | 134 |
| less Taxation | (36) | (34) |
| Profit for the year | 108 | 101 |
| Earnings per share (in pence) | 10.8 | 10.1 |



Academic rigour

Accessible design

Self-directed learning

Digestible

What drives our change?



Subject & Industry expertise



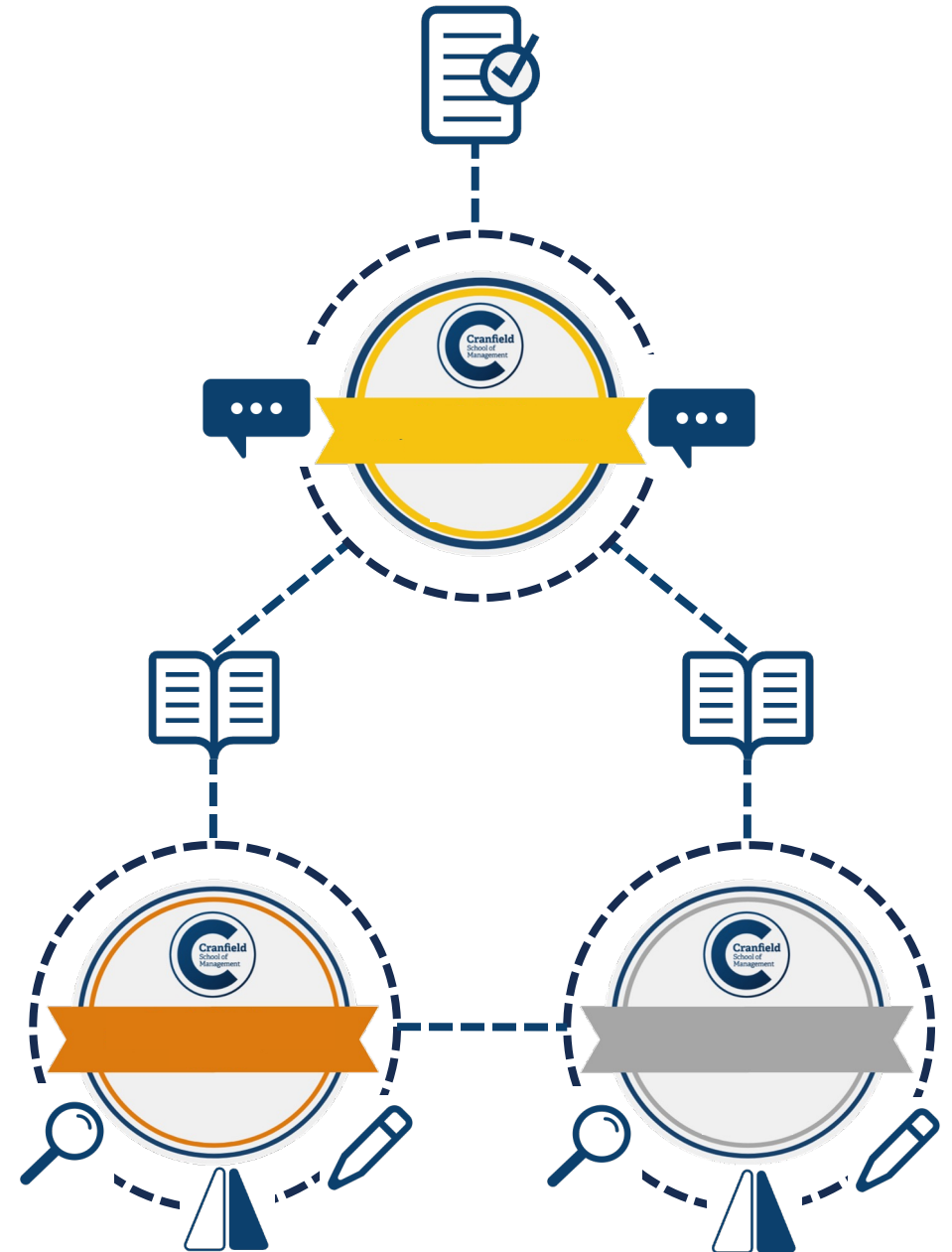
Learning Design principles



Creative Design

From workbook to assessment

Stack 1 and stack 2



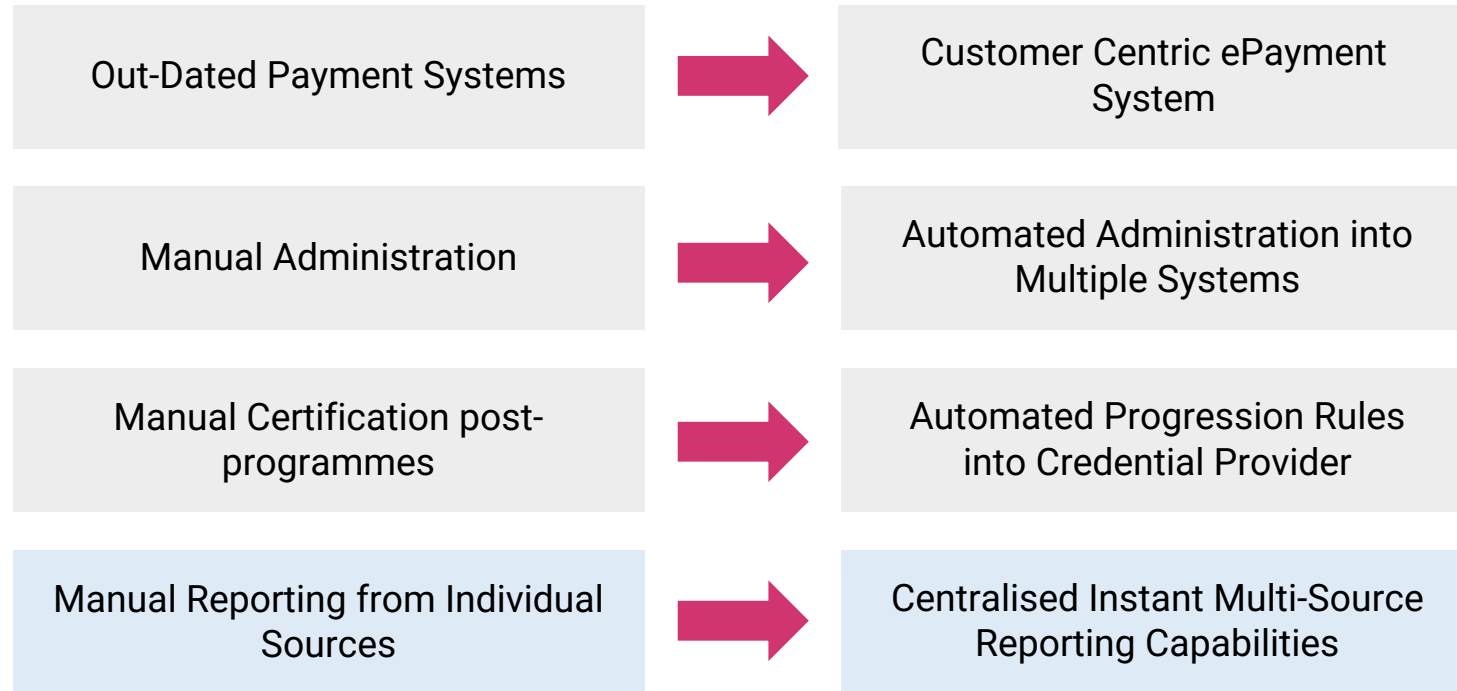
Where does Digital Transformation happen?

The NEED for Cranfield's
Digital Transformation

Wider School of Management
Positive Changes

University-wide Conversations

The NEED for Cranfield's Digital Leap



Enhancing the Online Learning Experience

Design4Impact

Dedicated Online Experience Support

Check-Ins and Meet & Greets

Multi-'Cohort' GOLD Sessions



“I would say that yours is some of the best managed Digital Customer Experience I have had to date...”

Ed
Organisation Design

Why Cranfield Online?

Top 3 reasons

Increase my subject knowledge

Learn at my own pace

Opportunity to stack towards a Masters

100%

Likely to Recommend
Stackables

98%

Met or Exceeded
expectations

88%

Wish to do more
Stackables

Customer feedback

Short, sharp, and to the point...the sections are clearly and logically structured.

Marcus

Making Sense of the Economy

I really like the use of reflection activities so I am more likely to realise the benefit of interacting with the course.

Lynn

Organisational Design

I have been learning whilst on the train, waiting at airports or during 30 min downtime breaks with the kids.

Andre

Organisational Design



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Thank you

