

BGA - Capacity Workshop

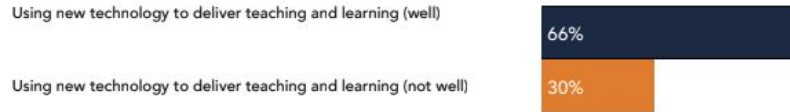
Stephan Fortier - UKI Regional Director

Session Outline

- **Presentation & Workshop Topics**
 - A look in the rearview mirror
 - MicroCredentials Value in Modern Business
 - The Importance of Stacking
 - Accreditation & Verification
 - Competitive Advantage of MicroCredentials
- **Wrap Up**

Future of Technology

2019 / 2020 BGA Survey



BGA Report: https://businessgraduatesassociation.com/app/uploads/2020/02/Report_v9.pdf

New Technology has changed

- Gen AI being transformational

Flexible Learning Opportunities

- Within Programmes
- Outside of Programmes
 - Lots of new offerings

MicroCredentials Value

- **Benefit of MicroCredentials**
 - Filling a gap in the education landscape*
 - Reskilling and Upskilling Initiatives
 - Growth brought on by the pandemic**
- **Learner View**
 - Does this help me get a job?***
- **Employer View**
 - Do we hire based on MC?
 - Do we invest in our people with MC?

*Lang, J., and Giglietta, K. (2022).

**Tamoliune, Greenspon, Tereseviciene, Volungeviciene, Trepule, Dauksiene. (2023)

**Santandreu Calonge, D., Shah, M. A., Riggs, K., and Connor, M. (2019)

72%

of learners said having a micro-credential is an affordable way to gain skills in order to get a job

34%

of employers said their automated application tracking systems are not scanning for micro-credentials

Workshop Discussions

MicroCredentials Value in Modern Business

Is there a gap in how micro-credentials are valued by learners as opposed to by businesses ?

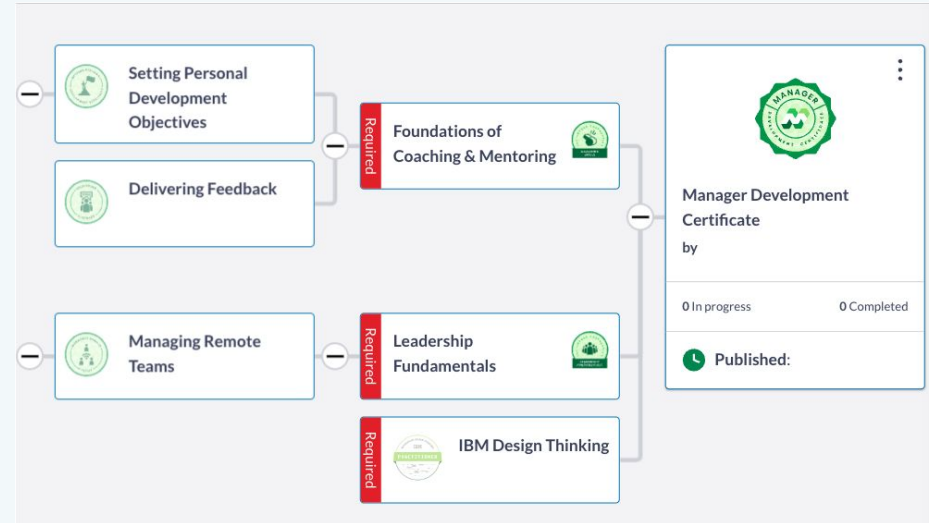
Does the microcredential provision fit for companies to invest in their workers more than for individuals to invest in themselves?

Would you hire someone without a degree but a relatable microcredential?

Why is stacking important

Pinnacle of business education

- **Microcredential vs MBA / Masters enrollment**
 - Cost vs Time & ROI
- **Stackability**
 - Learners know their work can eventually lead them to a bigger qualification
- **Are MC a way to actually grow enrollment**
 - Recruitment funnel
 - Marketing tool



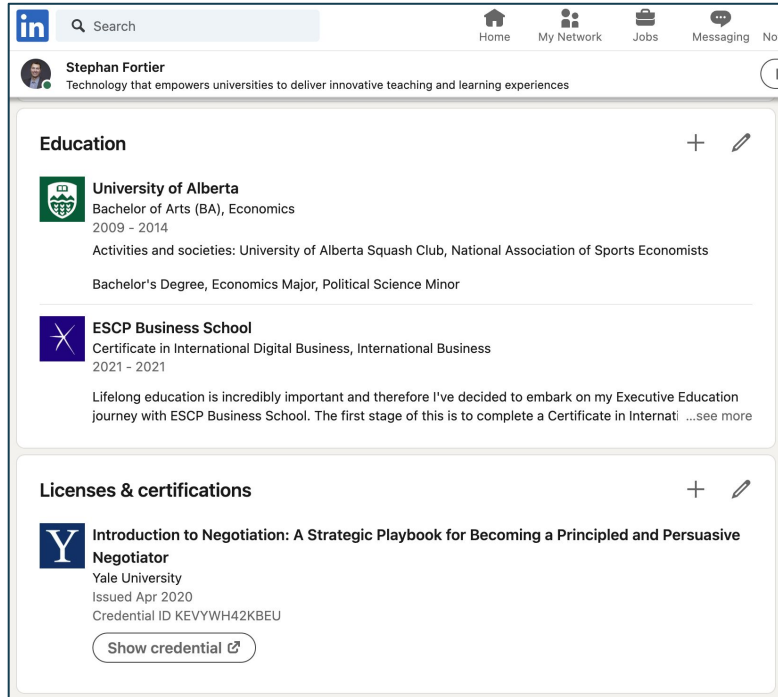
Workshop Discussions

The Importance of Stacking

Is your institution offering a progression route between a microcredential and a higher qualification?

Are microcredentials a good recruitment route? Does your institution measure conversion?

Accreditation & Verification



The screenshot shows a LinkedIn profile for Stephan Fortier. The profile header includes the name and a tagline: "Technology that empowers universities to deliver innovative teaching and learning experiences". Below the header, there are two main sections: "Education" and "Licenses & certifications".

Education

- University of Alberta**
Bachelor of Arts (BA), Economics
2009 - 2014
Activities and societies: University of Alberta Squash Club, National Association of Sports Economists
Bachelor's Degree, Economics Major, Political Science Minor
- ESCP Business School**
Certificate in International Digital Business, International Business
2021 - 2021
Lifelong education is incredibly important and therefore I've decided to embark on my Executive Education journey with ESCP Business School. The first stage of this is to complete a Certificate in Internati ...see more

Licenses & certifications

- Y** Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator
Yale University
Issued Apr 2020
Credential ID KEVYWH42KBEU
[Show credential](#)

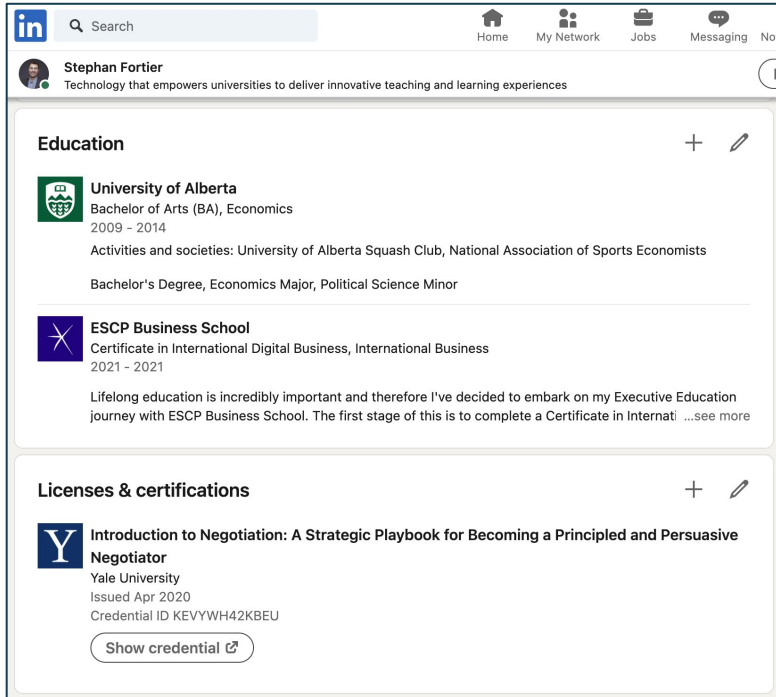
SPOT THE DIFFERENCE

Accreditation & Verification

School*	<input type="text" value="University of Alberta"/>
Degree	<input type="text" value="Bachelor of Commerce - BCom"/>
Field of study	<input type="text" value="Applied Economics"/>
Start date	<input type="text" value="Month"/> <input type="text" value="2009"/>
End date (or expected)	<input type="text" value="Month"/> <input type="text" value="2014"/>
Grade	<input type="text" value="1st Class Honours"/>
Activities and societies	<input type="text" value="Led a university wide initiative on using statistical regression trends in tuition costs, resulting in a cap on increases over 24 months."/> <small>137/500</small>
Description	<input type="text" value="Double Major: Econometric Analysis, Statistics"/> <small>400/500</small>

SPOT THE DIFFERENCE

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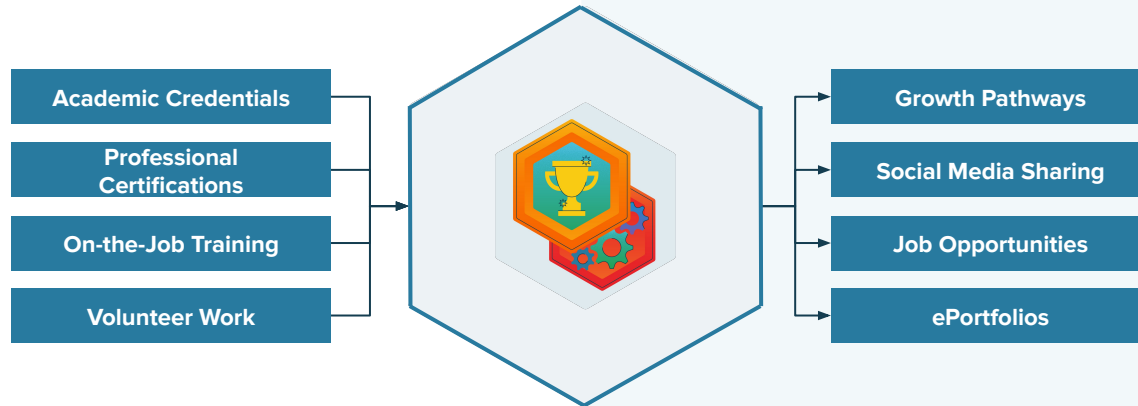
- **Sharing on LinkedIn / Resumes**
 - Education vs “Licenses & Certifications”
- **Digital Credentials**
 - Valuable for institutions
 - Ensures quality
 - Valuable for employers
 - Ensures skill
- **Learner Friendly**
 - Demonstrate abilities
 - Able to link to a portfolio of work

Accreditation & Verification

- Digital Badges
 - Open Badge Standard
 - Verifiable
 - Portable
 - Stackable

There are **521,070 total badges** worldwide that individuals can earn. To date, there have been **74,780,775 badges** already issued.

1EdTech Badge Count 2022



Workshop Discussions

Accreditation & Verification

Do you have any digital credentials, did you share them on LinkedIn or elsewhere?

How do you ensure that the value in your qualifications is held to a high standard?

Are your students asking for a student portfolio to showcase their achievements?

Are employers asking for “verified skills”?

Competitive Advantage

Private Providers are launching in business education

- **MC offer a way to be competitive against these new entrants to the market**
 - Flexible MBA
 - Quantic / Framework / Start Ups
 - Bootcamps
 - Start-Up Founders / Accelerators
 - Apprenticeships
 - Multiverse

Mini MBA, Mark Ritson

★★★★★ Average: 5 stars (based on 14 reviews)

Become the best marketer you can be. The Mini MBA in Marketing is an MBA level, CPD accredited course that gives you the tools and expertise to supercharge your career. On-demand modules based on Mark Ritson's award winning MBA teaching form the basis for applied, world class learning. Designed for marketers of all backgrounds, nationalities and educational levels, over 90% of our alumni complete the course feeling more inspired, confident and effective as a result of taking the Mini MBA in Marketing.

[Find out more about this course](#)

Junior/entry level, Manager, Senior

£1595 +VAT

Online



"I'm looking for all those entrepreneurial tools and methods and apply them to the reality of a big corporation"



Emma Scott
UNIVERSITY OF DERBY
Business Solutions Team Lead, Nestlé

"Quantic offers a flexible, engaging and memorable approach to pursuing an MBA. There's enormous opportunity to grow with this comprehensive programme and regular networking with students across all sectors!"

Workshop Discussions

Competitive Advantage of MicroCredentials

How seriously does your institution look at these upstart or alternative providers of business education?

What is something you feel they do well that business schools could improve upon?

Do you feel microcredentials is well suited for the global and emerging markets?

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