

## BFUG MEETING

San Lawrenz, Gozo (Malta), 24-25 May 2017

### Thematic Discussion: Innovative Learning Methods in Higher Education

Presentation and Discussion

led by VanDyck Silveira, CEO at Financial Times | IE Corporate Learning Alliance

#### **Thematic Discussion**

The thematic discussion revolves around “Student Centred Learning”, “Life Long Learning” and “Digital Learning” which are important elements within the Bologna Process and the European Higher Education Area. The themes are discussed through a case study on how the concepts are implemented as core Learning Methods by the FT | IE Corporate Learning Alliance.

#### **Speaker**

VanDyck Silveira is the CEO of FT | IE Corporate Learning Alliance. He has extensive experience in executive education and corporate development and was previously IE Executive Education CEO. Prior to joining IE Business School and the FT|IE CLA, he served as CEO and President of Grupo Ibmecc, which focused on high-end education and ranked among the top universities in Brazil. VanDyck also has experience in investment banking having worked with Merrill Lynch, MTTTrust Webster Bank and Rothschild. He graduated with a PhD and MA in economics from the Claremont Graduate University in Los Angeles.

#### **Organisation**

FT | IE Corporate Learning Alliance was formed in 2015 by the Financial Times and IE Business School, in response to growing calls for more flexible, practical, relevant and timely corporate education.

FT | IE Corporate Learning Alliance identified three aspects of corporate learning that needed change:

- No single learning institution could respond to all challenges
- Learners wanted less academic theory and more customised learning, focusing on the real-world issues
- Rather than having to choose from pre-existing courses, learners needed programmes that were customised to their specific needs

The Financial Times and IE Business School realised that by combining and enhancing their different skills, they could create a unique learning proposition that met this demand. A corporate learning alliance was created consisting of:

- The Financial Times’ unrivalled global coverage, sector expertise, business intelligence and data
- IE Business School’s advanced learning technologies, entrepreneurial culture, international faculty and academic rigour
- A worldwide alliance of specialists in all relevant business-related fields