

B I E N V E N U E

a reimagined business model at

LE CORDON BLEU AUSTRALIA

OPENLEARNING MICRO-CREDENTIALS
SYMPOSIUM 2020

NOVEMBER | 2020





GLOBAL SNAPSHOT

In 2020 Le Cordon Bleu celebrated 125 years as a leading global culinary arts and hospitality management educator.

35
Schools

Today, our international network includes 35 schools in 20 countries

20,000/yr
Graduates

Over 20,000 students from 130 nationalities graduate annually.



CURRENT BUSINESS MODEL

– the risk

- Dual-sector higher education provider
- Higher Education degrees in gastronomy, hospitality and management
- Unique partnership model with TAFEs and Universities
- Culinary arts offers French & Australian vocational qualifications
- > 90% of students international
- Until 2020, no online learning – all teaching on-campus
- Response to COVID-19 – rapid pivot to online and blended mixed online and industry placement

ONLINE DELIVERY

of non-accredited short courses

- Experiment-in-depth
- In-house and external talent
- Trialled internationally
- Steep learning curve but well received
- Train-the-trainer model



HIGHER EDUCATION

degrees delivered online for first time in 2020

- Synchronous at undergraduate level
- Asynchronous postgraduate
- Minimising dependence on third parties
- Developing new, more dynamic learning resources



CUISINE & PATISSERIE

delivered online

- Separation of theory and practical
 - Theory online
 - Practical with in-country partners
- Internationalisation of curriculum, i.e., multiple locations for course elements integrated by moderation governance model
- Trainers and lecturers from around the world. Previously all local
- Student now taught and assessed globally
- New value proposition created by necessity now a new business model
- Creation of national and international student passport methodology to increase mobility, flexibility, employment opportunities



UNDERGRADUATE & GRADUATE CERTIFICATES

delivered online

- 13 accredited June 2020
- Delivered from July
- 4 Study periods in H2 2020
- Significant increase in domestic students: >80%

MICRO-CREDENTIALS

New methodology developed

- Adapted European Credit & Accumulation Transfer System (ECTS) to create a new credit point model for micro-credentials
- 'Lego' analogue to disaggregate and recombine course elements retaining learning outcomes and assessments



PARTNERSHIP
Openlearning



OPPORTUNITIES

01.

LEARNERS

Want flexibility | Apply current skills and knowledge |
Learn at own pace | See value in short- and micro-courses
| Attracted to micro-credentials as way of starting and
tracking learning journey | Professional relevance

02.

EMPLOYERS

Want job-ready employees | Prefer upskilling employees
with on-demand training options | Customised solutions for
their business needs | Reduce training opportunity costs
(such as travel- and down-time)

03.

INDUSTRY

Everchanging | Micro-credentials provides learners with the
right education at the right time to meet industry needs |
Increasing emphasis on continuing professional development
| Growing acceptance of online learning

RESHAPING LE CORDON BLEU AUSTRALIA'S *BUSINESS MODEL*

→ **01.**

Commitment

to change, reinvention and
blended internationalised
learning



02.

Innovation

Expanding and
diversifying offerings
and target markets



03.

Emphasis

on flexible, accessible
modularised learning for
more broader audiences



04.

Ensuring

continued sustainability
and longevity – another
125 years



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