

# THE AWARDS 2021

## Technological or Digital Innovation of the Year

<b>Institution name</b>	Heriot-Watt University
<b>Submission title or project name</b>	Edinburgh Business School Online MBA
<b>Nominee/key personnel</b>	Edinburgh Business School academics Heriot-Watt Online digital education team Heriot-Watt Online IT team Heriot-Watt Online student engagement team
<b>URL</b>	<a href="https://vimeo.com/358045820">https://vimeo.com/358045820</a>
<b>Submission</b>	<p>In September 2019 the completion of a three-year innovation project transformed Edinburgh Business School's online MBA, one of the world's most flexible and accessible online programmes.</p> <p>Through research with students, holistic curriculum design, creative digital pedagogy and technological innovation, an in-house team created high-quality online modules and a brand-new learning platform. The platform provides a highly customised student experience that fosters collaboration across diverse global cohorts as well as a unique offline mode that addresses global digital divides.</p> <p>Five thousand online students in 158 countries are now studying the new programme, which has achieved record-breaking student-satisfaction ratings. The recruitment of new online students and course sales have increased significantly since September 2019, student retention has improved, and running costs have also been reduced.</p> <p>This project provides an example of large-scale digital education that pushes technological boundaries while enhancing sustainability and broadening global access to education.</p>