

Case Study

Transforming Enterprise Training with GENAIE **The Salford Business School Experience**

Using GENAIE, Dr Ann Mulhaney, Associate Professor of Change Management, University of Salford built a suite of e-learning courses to deliver an eLearning platform for a funded project. GENAIE saved 80% of the time and associated development costs.

Background

Salford Business School, part of the University of Salford in the United Kingdom, is committed to delivering executive education and knowledge exchange. As part of an ambitious project under the Innovation Accelerator Centre for Digital Innovation initiative. The school developed an online platform, KnowDigital, aimed at delivering 24/7 access to high-quality, interactive courses specifically designed for business leaders and professionals in the North West region. This platform is geared towards enhancing the skills and competencies of regional businesses, fostering innovation, and providing a competitive edge in the digital age.

The Problem

To bring about digital transformation in businesses, KnowDigital aimed to create courses that enhanced innovation or provided a competitive advantage and explore how digitalisation enhances the industrial workplace.

The Salford Business School content development team had subject matter expertise. However, it was important to understand the current context and trends in businesses in the North West region and create engaging digital content with real-life examples for wider reach. The project needed a tool that could help create e-learning courses and allow subject matter experts to include their input to ensure the relevance of the content.

Objectives

The Salford Business School had the following priorities for this project:

- Create high-quality, interactive e-learning courses with the help of subject matter experts.
- Ensure that the courses meet the objectives of the businesspeople.
- Continuous improvement in course content based on user' feedback, changing industry standards and guidelines.

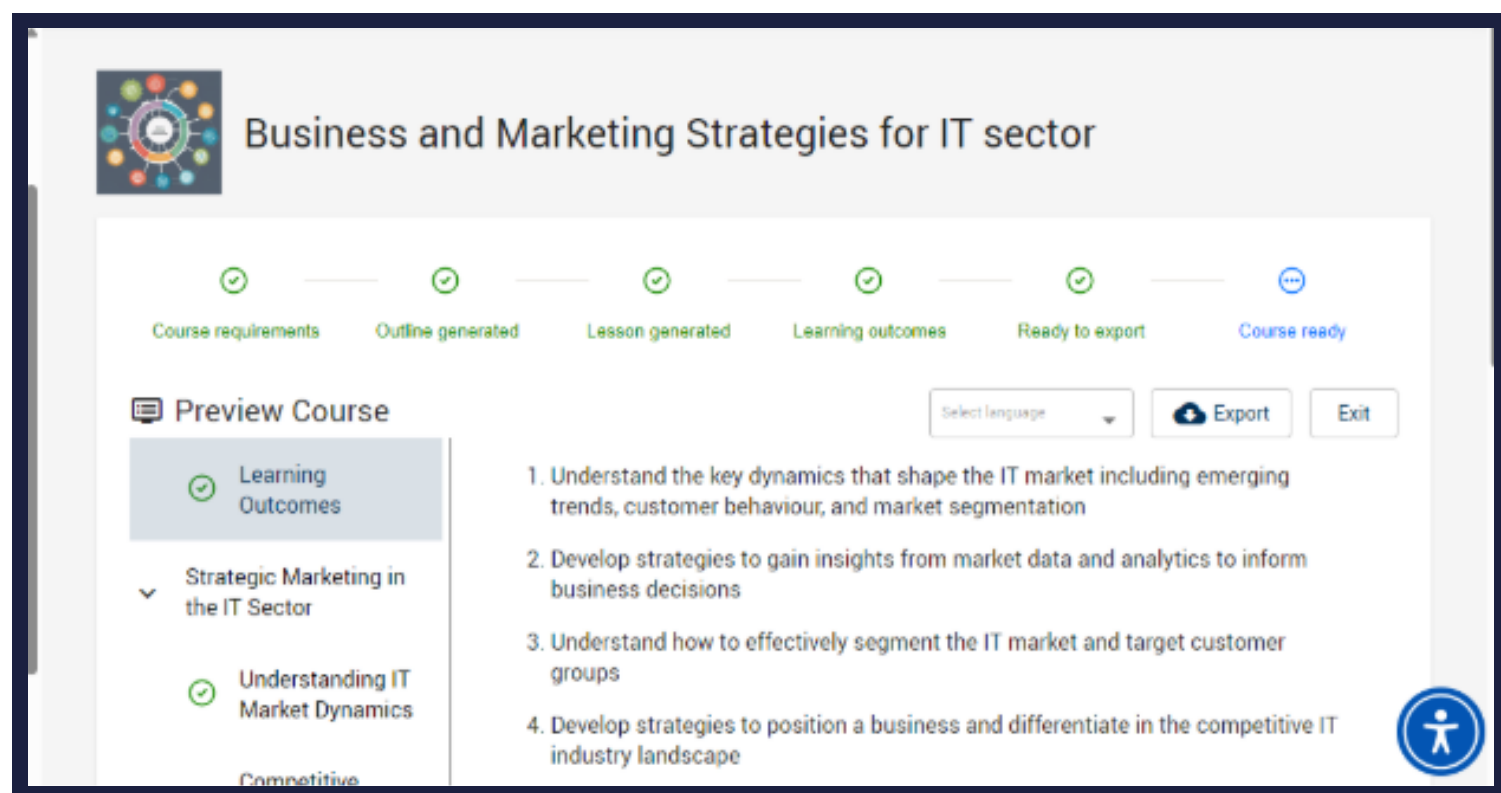
The Solution

Meganexus provided GENAIE (Generative AI course generation tool) to Salford Business School for use within the KnowDigital platform. It supports professionals to dynamically build courses, lessons and resources using generative artificial intelligence.

GENAIE significantly accelerates development and supports efficient and cost-effective delivery of courses. All content can be provided in multiple languages and levels with supporting voiceovers.

The Salford team used GENAIE to create:

- Learning Outcomes
- Course Outline
- Module Content
- Images
- Activities
- Audio
- Quizzes for self-assessment



Learning outcomes generated by GENAIE

Baseline and Benchmarks

The KnowDigital benchmark was to create 40 unique courses for upskilling business leaders and employees. As per Chapman's 2010 study, 1 hour of e-learning requires about 79 hours of development work. Considering this, the baseline target for developing 40 courses by traditional instructional designing method was 3160 hours. To reduce these efforts and accelerate the process, KnowDigital adopted GENAIE.

Methodology

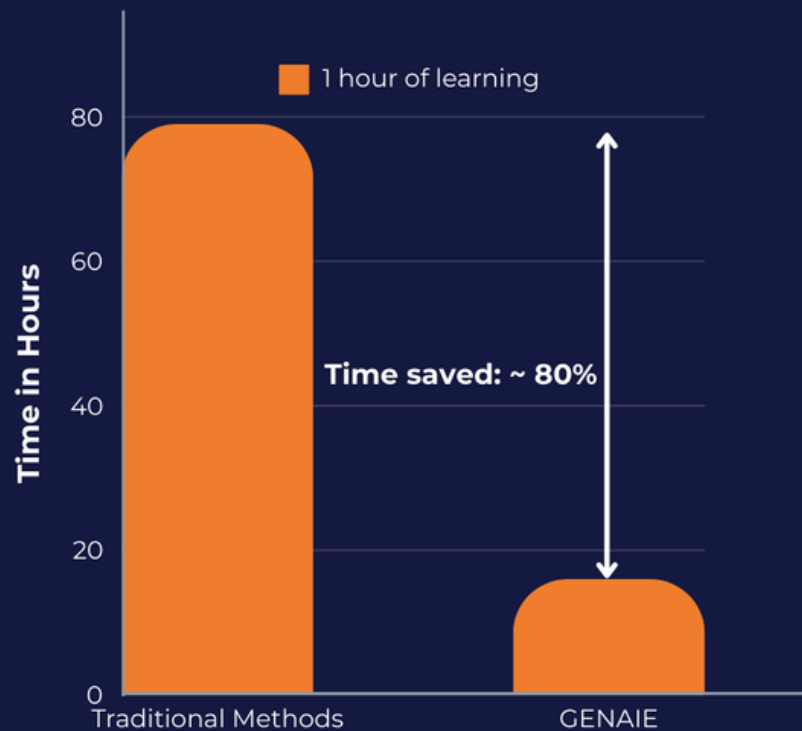
To create courses that are relevant to different businesses in the North West region, the Salford subject matter experts (Experts) held co-design workshops with industry and stakeholders to identify their needs. It included fundamentals of cyber security, how to exploit artificial intelligence (AI) using machine learning, how to gain an understanding of how immersive technologies such as virtual and augmented reality can enhance innovation or provide competitive advantage and exploring how digitalisation can enhance the industrial workplace.

Once a course was generated by GENAIE, the subject matter expert with specialised knowledge made edits and updates to refine the content for relevancy. While GENAIE took care of current standards and trends, Subject Matter Experts enriched the learning material by adding additional learning resources, images, and videos. After thorough review and approval by designated experts within Salford Business School, the training materials were published as SCORM files to deploy on the KnowDigital Learning Management Platform (LXP).

Outputs and Outcomes

From initiation on 2nd January 2024 to the launch of the platform on March 31st the KnowDigital team created 13 online courses at Key Stage Level 4 using GENAIE. Salford University's Subject Matter Experts have greatly benefited from GENAIE's ease and efficiency of course creation, reducing the development time by 80% compared to traditional methods. With GENAIE, KnowDigital created more engaging and quality content than traditional methods across diverse subject areas. The KnowDigital team reported:

- ✓ With GENAIE's rapid course generation ability, KnowDigital's Learning and Development team generated 1 hour of e-learning in approximately 2 days, cutting the development time by 80%.
- ✓ The team customised content so all courses were attested to be compliant with KnowDigital branding guidelines.
- ✓ The KnowDigital team deployed the SCORM files onto their Learning Experience Platform (LXP) allowing 24/7 accessibility to delegates.



"The collaboration between the Centre for Digital Innovation (KnowDigital) and Meganexus, utilising GENAIE software, represents a significant step forward in integrating cutting-edge technology within executive education and knowledge exchange environments. This partnership has harnessed the power of GENAIE's advanced content development capabilities to enhance the educational experiences of the KnowDigital platform."

**- Mandy Parkinson,
Professor of Business Innovation, The University of Salford.**

Conclusions

GENAIE helped Salford's subject matter experts create engaging KnowDigital eLearning material. It offered -

- **Rapid Content Development:** GENAIE created high-quality courses in a fraction of the time needed by traditional course writing methods, thus saving time and money.
- **High-Quality Content:** a "Human-In-The-Loop" (Subject Matter Experts) allowed for adding real-life examples, and additional learning resources, ensuring the courses were relevant to targeted businesspeople.
- **Personalisation of Content:** Course content was fully editable before publication, which ensured the e-learning content met KnowDigital branding guidelines.
- **Effortless Compliance and Dynamic Learning:** GENAIE seamlessly integrated curriculum and government specifications into courses, ensuring compliance while enriching the learning experience with diverse resources in keeping with regulations.
- **Interactive and Engaging:** The courses were enriched with interactive quizzes, flashcards, and immersive multimedia content, including video creation.
- **Versatility for Audience:** Subject Matter Experts published the courses in various formats ensuring that all individuals can be reached, including HTML5, PDF, MP4 and SCORM.
- **Multi-language support for a wider audience:** GENAIE enabled the translation of courses into multiple languages, making it accessible to business leaders and employees with different language needs across the North West region.

References

- **A Chapman Alliance Research Study:** September 10 2010, <https://shorturl.at/LG1ag>
- **AI for Social Good paper, Treleaven, Philip and Brown, Daniel, AI for Social Good** (March 4, 2024). **Available at SSRN:** <https://ssrn.com/abstract=4746471> or <http://dx.doi.org/10.2139/ssrn.4746471>
- **GENAIE by Meganexus | Generative AI for Education & Training**

THANK YOU



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