



EDUCATION IS GETTING DISRUPTED



Fulcrum Digital Aims to Provide
One-Platform Solution,
Digital Acceleration
& Creativity

OUR VISION

Change is everywhere

- Enrolment demographics are changing
- Student expectations are changing
- Spend on student services and support are on the rise
- Competition is more intense, and global



Change in student demographic

Adult student enrollment has increased substantially in recent years, and is projected to climb faster than traditional-age (18 to 22 years) enrollments over the next decade and beyond.

Since the number of high school graduates began to decline in 2008, capturing the adult student market has become more important than ever.



Change in student expectations

- Students view themselves as customers and have high expectations for the service they receive before, during and after enrollment.
Students want education for employability and career advancement.
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- Due to ongoing need of students for upgrading knowledge and skills, an institution needs to plan for a lifelong relationship with the student—rather than a relationship that lasts the length of a degree program—and can significantly increase the customer lifetime value. Students view themselves as customers and have high expectations for the service they receive before, during and after enrollment.
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Change in market size and competitiveness

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Change in operational approach



- At both public and private institutions, spending on student services and institutional support has increased more rapidly than spending on instruction.
- Yet, it is critical for higher education institutions to provide individualized service to each current and prospective non-traditional student; however, it must be done in an efficient (and effective) manner.

**Convert the
challenge to an
opportunity**



Reach out to the world with your capability

- Expand your reach by offering an immersive learning experience and an AI-enabled chat bot
- Let faculty coach and engage with students no matter where they are
- Enrich learning through a network of industry collaboration, faculty and peer interactions
- Curate content and keep the learning current

Career Path

12% MBA Finance Ele...

27% Skills Match

MBA Core

1 Peers interested 0 Peers are acquiring 30 Peers have this role

Enhance 3 skills

- ↑ L2-Managerial Economics
- ↑ L2-Corporate Finance
- ↑ L2-Decision Analysis

Acquire 5 skills

- + L1-Marketing
- + L1-Organization Leadership
- + L1-Financial Accounting
- + L1-Strategic Management
- + L1-Operations Management

Estimated time and effort

150 Hours online learning

Expert coaching

Job training

Projects

DEVELOPMENT

Speak with 3 available coaches

Sujan Nath Marketing

Discuss with M Ankit Singh

Ankit Singh Started skilling program for above role

Does something else inspire you?

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Introduction

SMU Cox MBA Concentrations - Information Technology and Operations Management

Share

Ask questions

Notes

Circle

Reviews

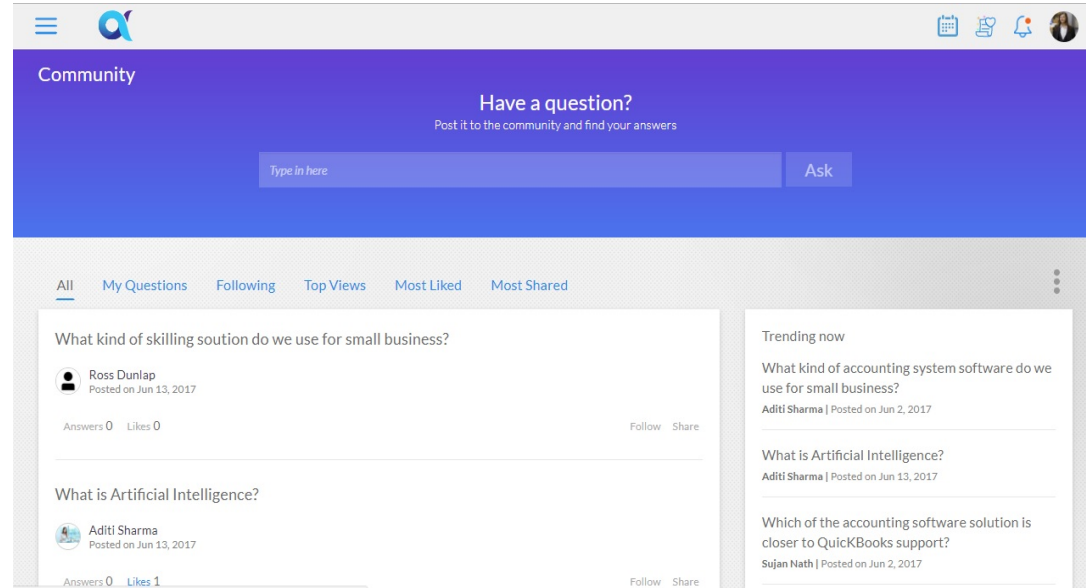
knowledge byte

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Reach out to the world with your capability

Social learning

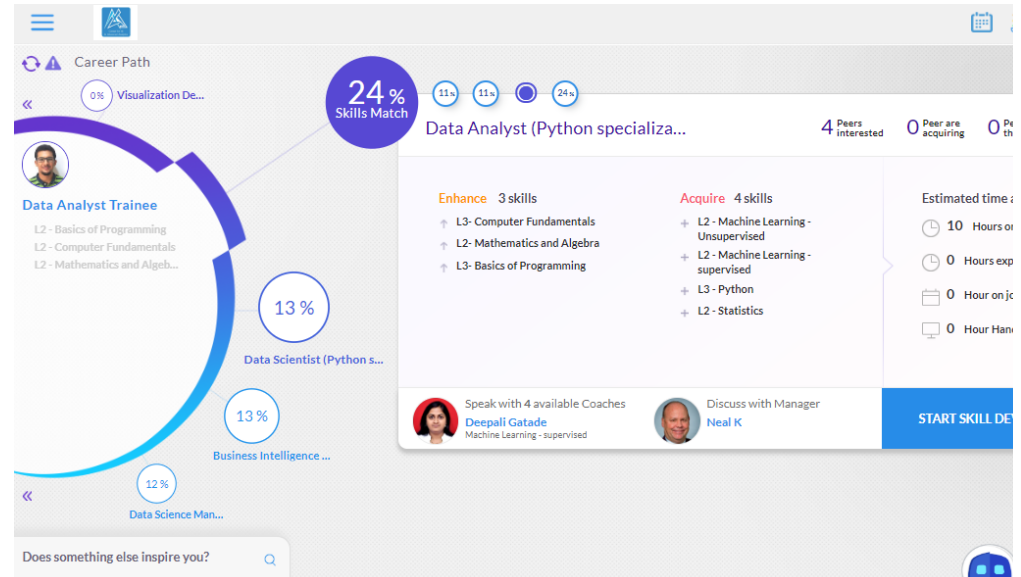
- Ask a question
- Like, follow or share a post
- Answer a question or post a resource
- Blog about experiences
- Contribute to the community
- Earn karma points and get rewarded for earning the most karma points

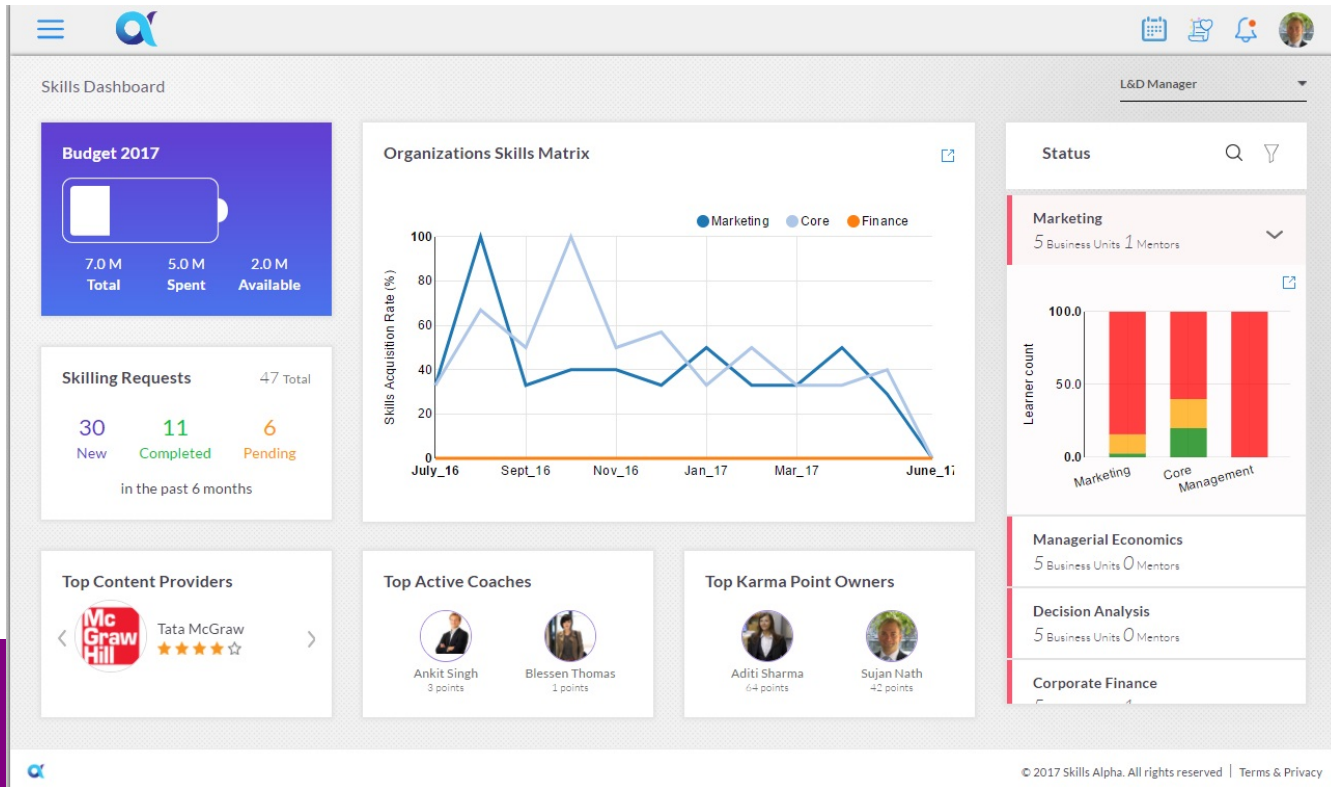


The screenshot displays a web interface for a community forum. At the top, there is a navigation bar with a menu icon, a logo, and utility icons for calendar, glasses, notifications, and a profile picture. Below this is a blue header section with the word "Community" on the left and a central prompt "Have a question?" with the subtext "Post it to the community and find your answers". A search bar with the placeholder "Type in here" and an "Ask" button is positioned below the header. The main content area features a horizontal menu with options: "All", "My Questions", "Following", "Top Views", "Most Liked", and "Most Shared". The "All" option is selected. The main content is divided into two columns. The left column shows a question: "What kind of skilling soutuion do we use for small business?" posted by Ross Dunlap on Jun 13, 2017, with 0 answers and 0 likes. Below it is another question: "What is Artificial Intelligence?" posted by Aditi Sharma on Jun 13, 2017, with 0 answers and 1 like. The right column is titled "Trending now" and lists two questions: "What kind of accounting system software do we use for small business?" by Aditi Sharma (Jun 2, 2017) and "Which of the accounting software solution is closer to QuickBooks support?" by Sujan Nath (Jun 2, 2017).

Lifelong engagement not just LMS

- Give context to your learning content by connecting them to Careers
- Give students personalised learning experiences using the Navigator
- Pro-actively recommend courses to fill learning gaps
- Motivate students to continue their learning lifelong by mapping different roles in the career progression
- Pro-actively create courses for skills that students are aspiring to





Assign courses and track the progress of skills of various students groups

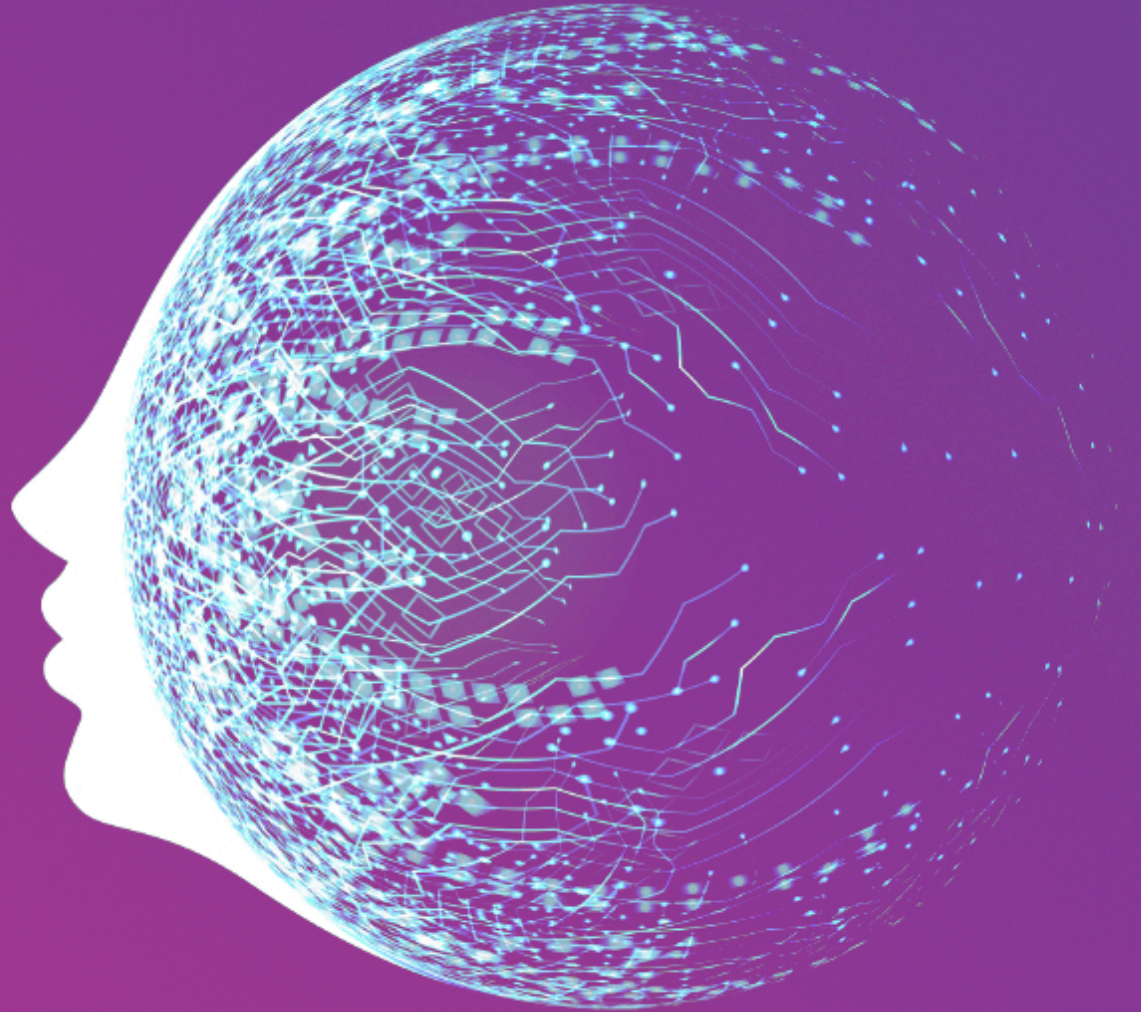
The screenshot displays a 'Skills Inventory' dashboard. At the top, there is a navigation bar with a menu icon, a logo, and utility icons for calendar, document, notifications, and profile. Below the navigation bar, the title 'Skills' is underlined. The main section is titled 'Skills Inventory' and includes a search bar and a filter icon. A '+ Add' button is located in the top right corner of the main section. The skills are organized into two categories: 'Core' and 'Marketing'. Each skill is represented by a card showing the skill name, the number of Business Units, and the number of Mentors.

Category	Skill Name	Business Units	Mentors
Core	Corporate Finance	5	1
	Hedge Funds	1	0
	Supply Chain Strategy and Management	1	0
	Integrity, Responsibility and Good Governance in Business	1	0
	Decision Analysis	5	0
	Managerial Accounting	1	0
	Sustainable Development	1	0
	IT Enabled Supply Chains – A C-level Perspective	1	0
	Financial Accounting	5	0
	Mergers and Acquisitions	1	0
Technology Management	1	0	
Meditation and Leadership	1	0	
Marketing	Managerial Economics	5	0
	Valuation Techniques in Finance	1	0
	Applied Marketing Research and Analytics		
	Negotiating in Business	1	0

Keep track of your skills inventory and monetize it.



**Be
Future
Ready!**





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