

Blackboard Learn™ for Corporations



Learning That Drives Business Impact

Today, it is more important than ever for learning programs to align with business goals. CLOs and training executives must focus on cultivating employee skills and knowledge directly related to business performance. Whether the learning organization's internal customer is the head of the manufacturing, sales, or customer service, helping them achieve their goals such as lowering costs, improving customer service, or increasing revenues is the key to having an Impact on Business™.

In order to meet these challenges, you need more than traditional learning technologies used for compliance. Blackboard Learn is a platform that transforms learning and drives business behavior. By delivering learning programs that keep your workforce actively engaged, you will see retention soar. And employees can leverage that knowledge to immediately begin driving business results. Blackboard Learn brings engagement and assessment activities together in a single open platform that spans course delivery, community engagement, content management and assessment.

Engagement

Providing learning programs with workplace-relevant content is critical to your competitive advantage. But effectively engaging employees to retain that content is easier said than done. Blackboard Learn enables you to easily create and deliver custom content that can be quickly updated and re-deployed as processes, products, or standards change. It includes collaboration tools that combine formal instruction with collaboration and structured social interaction to produce a continuous learning environment.

Assessment

It is challenging to build a learning culture where learning programs are in-synch with corporate business goals. Completion rates are easily measured, but how do you assess learning outcomes in more meaningful ways? With a broad suite of tools including portfolios, testing, and surveys, Blackboard Learn supports the entire cycle of assessment and evaluation with multiple measures of employee progress.

Openness

Even the most effective learning technology needs to be tailored to fit your needs. With our open architecture, Blackboard Learn can be extended through integration with your other vital corporate systems to give your employees a seamless and personalized learning experience. And with the support of our active developer community, you have access to over 100 Blackboard Building Blocks™ (many at no cost) that enable you to add functionality or integrate other products.

BLACKBOARD LEARN CAPABILITIES

Course Delivery Made Easy

You need to provide your instructors and subject matter experts with the easy to use tools they need to instruct effectively. That is why our course delivery solution is at the heart of Blackboard Learn. More than just enabling an online learning environment, instructors have the ability to create powerful content using a variety of intuitive and familiar Web-based applications.

Social Learning That Moves the Needle

Learning and collaboration are closely related activities that enable your workforce to maximize their knowledge retention and translate that knowledge into business impact. Our online learning environment provides structured social interactions such as file exchange areas and discussion boards that can be monitored and measured.

Leveraging Content Management

It's critical for you to maintain your focus on high quality instruction and employee engagement by ensuring all instructors have access to exemplary content. Our central, Web-based system harnesses the collective wisdom of your instructors, facilitators, and subject matter experts so they'll keep content current and share it easily and effectively.

Building Community Engagement

Traditional means of delivering learning both inside and outside of the classroom often involve multiple systems with multiple logins. Our community engagement technology allows you to leverage online communities for beyond-the-class learning experiences.

