

t-MBA Digital

with students for students

t-MBA Digital Brief Description

t-MBA Digital is an online, gamified, personalized version of the t-MBA model. It is personalized so that each user* takes an enneagram personality test at the beginning of the process. With the results of the test, t-MBA then allocates each user a personality type from their findings. In turn, this produces a customized, gamified* learning curriculum for each individual user. The program is gamified because users complete learning through stories, badge earning, leadership points, endorsements, peer graded case studies and projects as well as video lectures by t-MBA Experts and reference videos. Through this personalized and gamified learning system, t-MBA Digital is able to increase student engagement, interest, motivation, participation, and encourage innovating, sharing, and competing

The term **user within this proposal refers to the student. **Power user** is the term used for the teacher and or staff that the school will determined to be the main point of contact with t-MBA and the responsible person for following the relevant process within the school to deliver t-MBA Digital.*

****Gamification** is the act of using video game thinking and mechanics on an unrelated platform with the aim of having fun, keeping students engaged, motivated and competitive.*

Content per level

Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Human Resources	Marketing	Money and Finance	Entrepreneurship and Innovation	Management and Organization	International Relations
Economics		Management			

Benefits for students

- It facilitates greater creativity and innovation as ideas, resources, knowledge, understanding and skills can be shared easily, regardless of the location. Also, as students are more exposed to other students' ideas, there is room for new, innovative ideas to be created;
- Self-paced learning modules allow students to work at their own pace;
- Class work can be scheduled around school and family;
- Students may have the option to select learning materials that meet their level of knowledge and interests;
- t-MBA Digital provides a consistent message. It eliminates the problems associated with different instructors teaching different material on the same subject;
- t-MBA Digital can lead to increased retention and a stronger grasp on the subject. This is because of the many elements that are combined in t-MBA Digital to reinforce the message, such as video, audio, quizzes, projects, case studies and interaction. There is also the ability to revisit or replay sections of the lecture that might not have been clear the first time around;
- Students can study anywhere they have access to a computer, mobile, or tablet with Internet connection;
- It can accommodate different learning styles and facilitate learning through a variety of activities;
- Develops knowledge of the Internet and computers skills that will help learners throughout their lives and careers;
- Successfully completing online or computer-based courses builds self-knowledge and self-confidence and encourages students to take responsibility for their learning;
- Learners can test out of or skim over materials already mastered and concentrate efforts in mastering areas containing new information and/or skills.

Rewards

After completion of ALL six levels the students will receive an Edexcel accredited t-MBA Digital diploma. The graduation will take place in Istanbul every year during the t-MBA Summit week. The event will be exclusive for t-MBA Digital graduates and the top 3 leaders of the leadership board of t-MBA Digital on the respective schools.