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LINKEDIN LEARNING:

PILOTING LESSONS & CONTINUOUS IMPROVEMENT

- PROJECT MANAGER DEGREE APPRENTICESHIP

University of Cumbria Learning, Teaching & Enhancement Conference

Enhancing Digital Augmentation: Enhancing Digital Capabilities with the JISC Discovery Tool and LinkedIn Learning

18 June 2025 | Lancaster

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About

- Programme & Pilot
- LFE – Learning from Experience
- CI – Continuous Improvement

About the programme & partnership

- BSc (Hons) Project Management (BAE Systems PMDA)
- **Integrated Project Manager Degree Apprenticeship** – with alignment to **Association for Project Management** (APM)
- Closed **national** (England) programme with **co-delivery** partnership:
  - **BAE Systems (BAES)** – apprenticeship provider – placements, Stretch activities, Early Careers Skills Coaches, curriculum development
  - University of Cumbria (UoC) – contracted for **degree and End Point Assessment (EPA)**
- **Commenced 2022**, previously multiple degree providers, including UoC
- BAES - **strategic partner** for UoC – Learning, Teaching and Assessment agreement for a range of courses

Digital Context

- **Canvas** for aysnc online – BAES Early Careers' platform
- **WebEx** for live online - BAES's platform
- **Lancaster & Portsmouth** for live in place locations
- Learners have **multiple LinkedIn Learning (LiL) accounts**: UoC (student) & BAES (apprenticeship)
- Mixed level of **access/use to UoC systems** by learners
- Restrictions on employers' **laptops**
- **Multiple drivers**: BAES Early Careers also have strategy to increase uptake of LiL– evidence of career-long learning
- In-year request from employer to **review approach to live online learning**
- **Security restrictions/limited admin**:
  - Unable to embed LiL LTI in Canvas
  - Workarounds required for monitoring engagement

Apprentice Cohorts

2024/25	Cohort 1	Cohort 2	Cohort 3	Cohort 4	Cohort 5
Start	Sep 22	Sep 23	Sep 24	Sep 25	Sep 26
Graduate	July 27	July 28	July 29	July 30	July 31
Year of study	Third Year	Second Year	First Year	First	
Level	Level 5	Level 4/5	Level 4		
Starters	93	115	122	116*	TBC
Current	85	109	119		
	65 (N) 20 (S)	82 (N) 27 (S)	100 (N) 19 (S)	99 (N)* 17 (S)*	
SpLD / health	28 (33%)	24 (22%)	16 (13%)		

* provisional

This programme

- End 24/25: 314 apprentices actively studying
- End 25/26: approx. 430 apprentices
- At current rate: 500+ apprentices enrolled per year when fully operational

Project Management Courses

- 1,000+ project management students

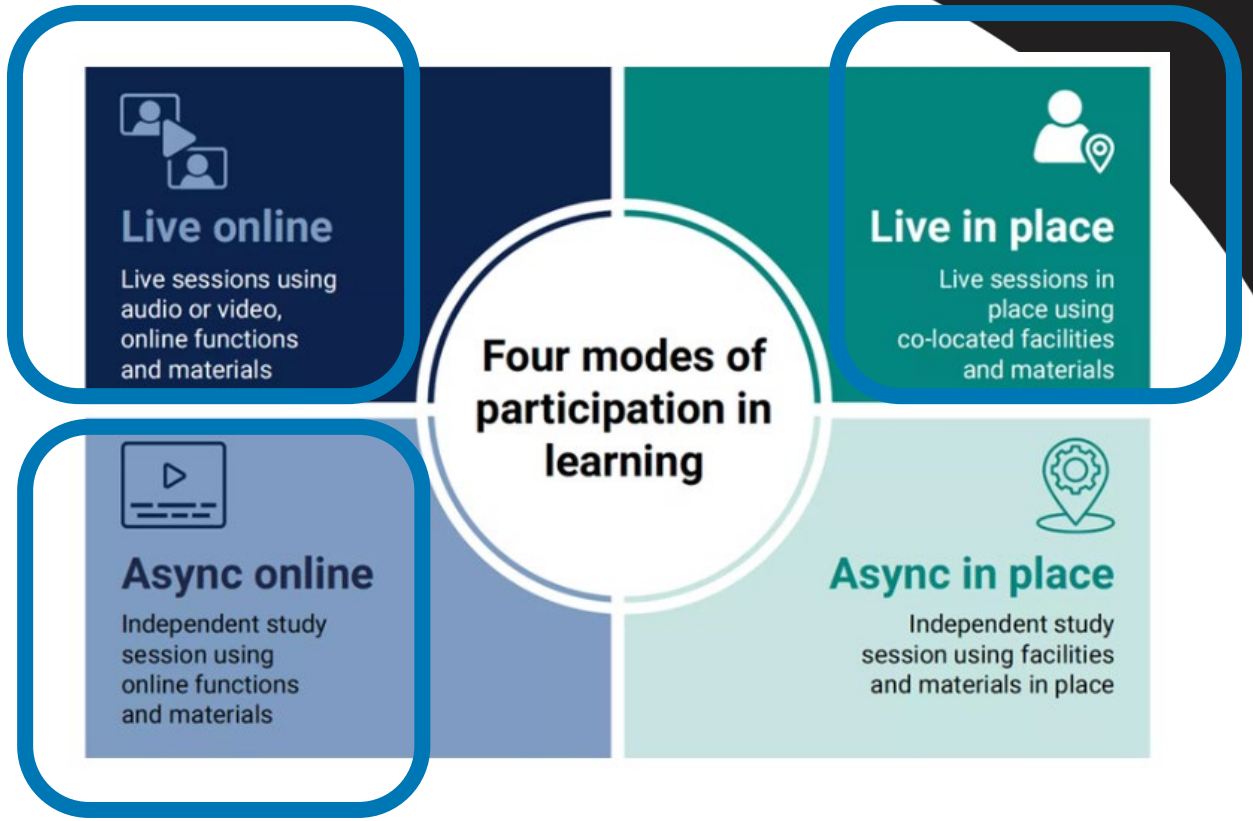
Rationale – Why?

- UoC strategy - increased use of resources & engagement (Learning, Teaching & Assessment Plan).
- Project Management
  - Some prior use use, made sense to increase use
  - Responding to employer requirements for more independent online learning
  - Awareness of resource investment to create new high-quality resources
  - Getting ahead and FOMO
- Included in UoC pilot: scale and complexity of delivery.
- Success factors? Number of users, return users, completion of course, watched a video, completed quiz, hours, some engagement…
- Established approach to online learning, underpinned by Universal Design for Learning (UDL) principles – before session | during session | post session.
- Supplement content, to enrich the learning.
- Needs to be additional – not central – otherwise risk of rejection.
- Continuous reinforcement of the ‘why’ for each activity.

Participation – When/Where/How Much?

- **Live online** – evidence of engagement, but some dissatisfaction in evaluation surveys
- **Async online** – limited engagement
- **Live in place** – tested for parity between locations, but not well received

- Variable guidance, volume and 'chunks' of learning – what is an agreed *reasonable* expected level?
- Variable evidence of learning – e.g. e-portfolio, certificate submission, quizzes, engagement stats
- 'Recommend' or 'Assign' – resources/activities at a cohort level



JISC - Beyond blended: rethinking curriculum and learning design
https://www.jisc.ac.uk/guides/beyond-blended-rethinking-curriculum-and-learning-design

Programme 24/25

LinkedIn Learning – in pilot

LinkedIn Learning – engagement, outside of pilot

No LinkedIn Learning engagement

Module not delivered

University of CUMBRIA

Year 1

HPRO4101
Principles of Project Management
100% UoC
3 campus : 3 online

HPRO4102
Academic & Professional Skills
80% UoC : 20% BAES
2-day block Lancaster
3 campus : 3 online

HPRO4103
Stakeholder Engagement
100% UoC
3 campus : 3 online

HPRO4104
Project Planning & Resource Management
100% UoC
3 campus : 3 online

Year 2

HPRO4105
Project Finance Management
100% UoC
3 campus : 3 online

HPRO4106
Projects in Action
20% UoC : 80% BAES
2-day block Lancaster
3 campus : 3 online

HPRO5101
Business Operations & Supply Chains
100% UoC
2 campus : 4 online

HPRO5102
Project Teams
100% UoC
2-day block Ambleside
2 campus : 4 online

Year 3

HPRO5103
Legal, Ethical & Sustainability Issues
80% UoC : 20% BAES
2 campus : 4 online

HPRO5104
Project Control & Risk Management
100% UoC
2 campus : 4 online

HPRO5105
Leading and Managing Change Projects
100% UoC
2 campus : 4 online

HPRO5106
Projects in Contemporary Organisations
20% UoC : 80% BAES
2-day block Lancaster
2 campus : 4 online

Year 4

HPRO6102
Strategic Planning & the Business Case
100% UoC
1 campus : 5 online

HPRO6103
Effective Leadership & Governance
100% UoC
1 campus : 5 online

HPRO6104
Contemporary Project Management Office
100% UoC
1 campus : 5 online

HPRO6105
Professional Development
100% UoC
6 online

Year 5

HPRO6101
PMDA End Point Assessment

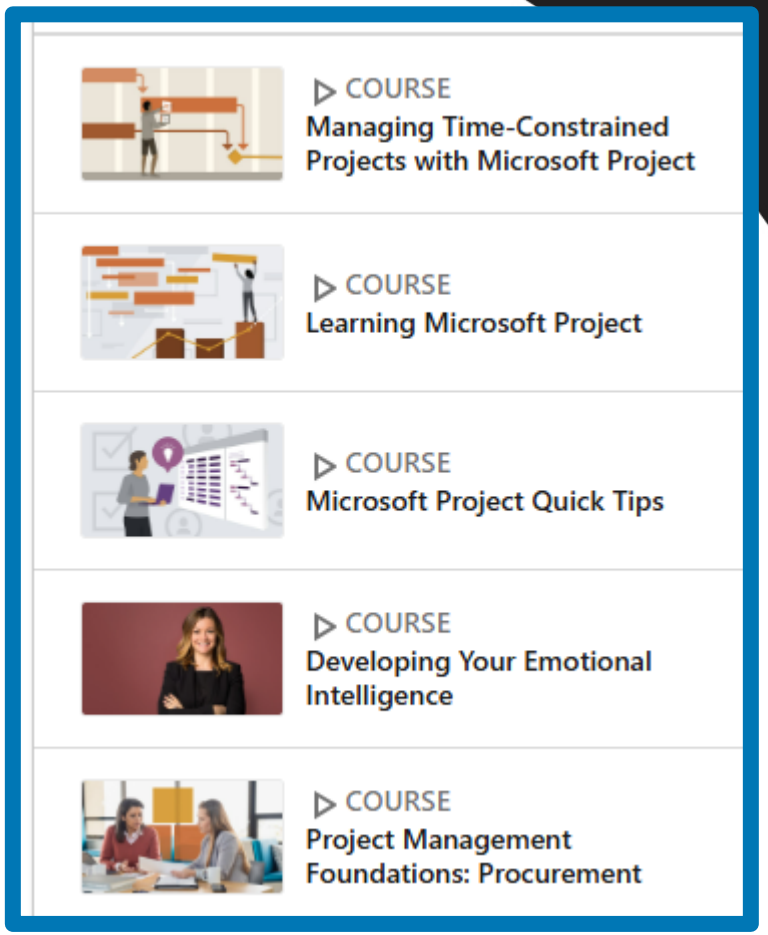
BSc (Hons) Project Management (BAE Systems PMDA)

320 credits:
#16 20-credit modules
#25 assessments
#7 sessions (days) per module
#33 days live/async in-place
#63 days live/async online
#4 two-day blocks
#2 modules 20% BAES delivery
#2 modules 80% BAES delivery
15% credits delivered by BAES

40 credits:
#1 40-credit module
Delivery to be agreed

Curriculum design – What/How?

- Focused on topic (knowledge) areas
- Mix of content and resources:
  - Videos
  - Courses
  - Curated courses
- Selecting content and resources requires time investment
- Created formative assessments (e.g. quizzes) to check for completion and understanding



LiL Permissions & Roles – Who?

- Mixed approach to team roles
- New LiL permissions granted during pilot
- Informal approach to development
- Full staff team buy-in
- Co-delivery considerations

User – all need to be registered to use LiL
Curator – can create/share custom learning paths | obtain insights on content performance | access/edit/delete content they have created
Sub admin – can create/edit/delete groups | can create/edit/delete custom content/learning paths/collections | can view engagement levels at specified level

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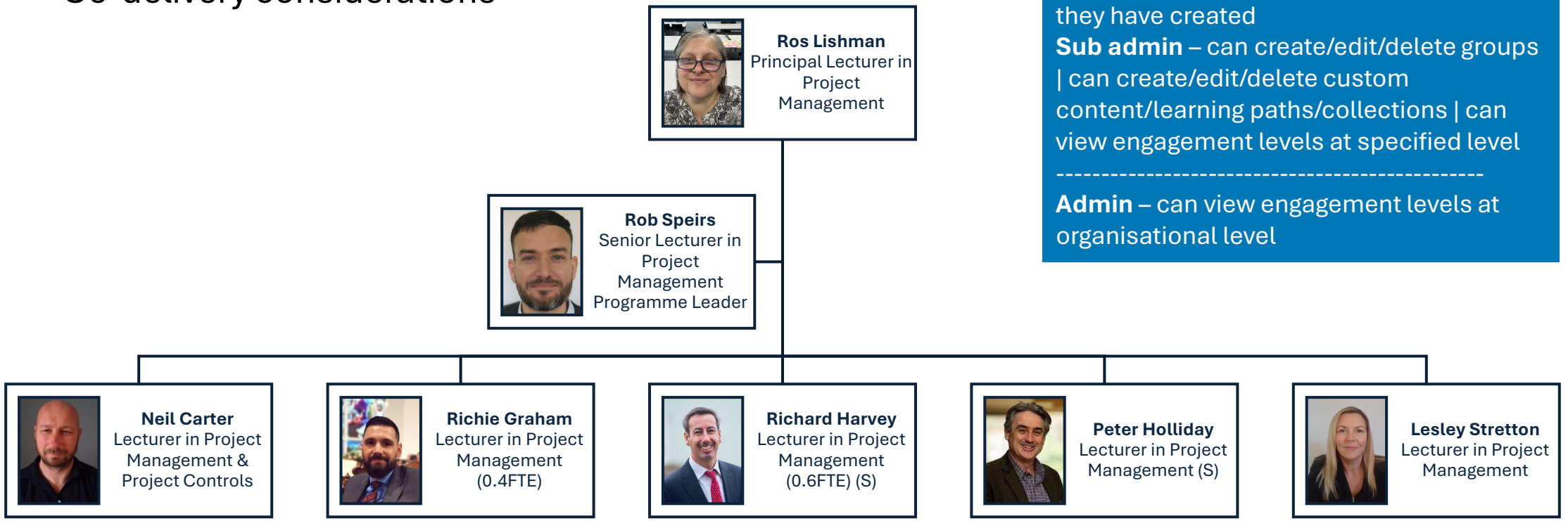
Admin – can view engagement levels at organisational level



Learning From Experience (LFE)

University of CUMBRIA

PRE PILOT

PILOT

Module	LinkedIn Learning Resources	Mode of Participation	Notes
HPRO4106 Projects in Action	Project Management Foundations: Small Projects (course)	**Async online** Post session suggested activity	• No tracking • Suggested activity in 23/24 as well
HPRO5103 Legal, Ethical and Sustainability Issues	Business and sustainability (course)	**Live online** Co-delivery in session activity – set by BAES	• No easy tracking – certificate upload task • Account confusion
HPRO5105 Leading and Managing Change Projects	Lean Principles for Environmental Sustainability (video) | Organisational Culture (curated collection) | Transformational Leadership (curated collection)	**Live online** **Live in place** In session activities	• LFE in module: curation, groups and tracking gradually introduced • Bespoke quizzes to check for understanding • 'Completed': 13/86 (15%) | 25/86 (29%) • Mixed views from apprentices
HPRO5101 Business Operations and Supply Chains	Implement successful procurement (course)	**Live online** In session activity	• 'Completed': 39/112 (35%)
HPRO4103 Stakeholder Engagement	Developing Emotional Intelligence (course)	**Live online** In session activity	• 'Completed': 22/120 (18%)
HPRO5102 Project Teams	Tools for successful project teams (course) | How to use effective communication in the workplace (course) | What motivates team members (course) | Why some teams work and others don't (course) | Human Resource Management - exam content overview (course) | How organizational structure affects projects (course)	**Live online** **Async online** In session activities and post session suggested activities	• No direct tracking – not linked to groups • Learning checked through activities (e-portfolios) demonstrates high engagement • Sharing on some resource links incorrectly redirecting
HPRO4104 Project Planning and Resource Management	Saving time in Project (course) | Learn Microsoft Project (course) | Managing Time Constrained Projects (course)	**Async online** Post session suggested activities	• 'Completed': 12/120 (10%) | 5/120 (4%) | 4/120 (3%)

Continuous Improvement – next steps

Curriculum review with employer – mapping topics, participation modes, volume, etc

Review approaches and responsibility for evidencing engagement and understanding

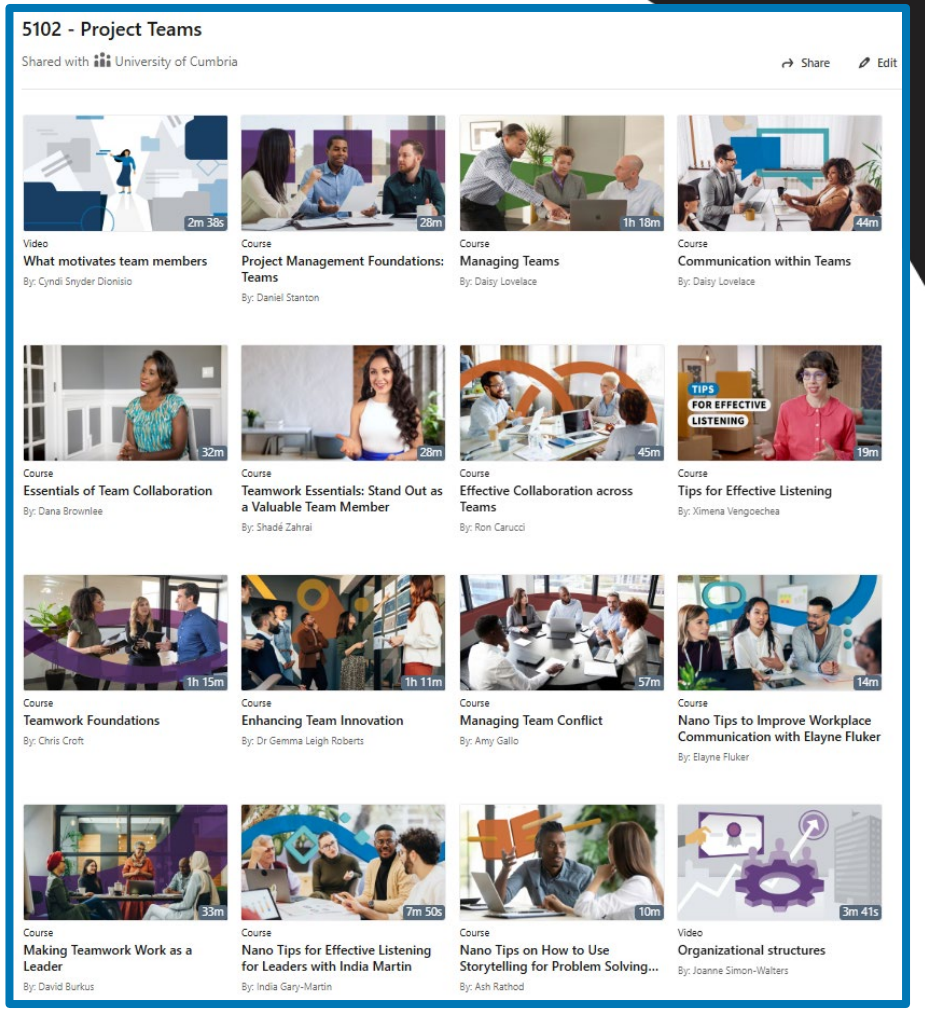
Discuss priorities, ‘success factors’ and training needs with employer

Discuss and agree LiL apprentice/student user account with employer

Review LiL staff permissions and roles

LFE and CPD for staff

Embed checks within programme quality assurance

Create guidance for students on PMDA Hub (Canvas pages) – how to and **why**

Share with wider project management teaching team – benefits for staff and students