# Master in Creativity and Innovation: Enhancing accessibility through blended learning



The Edward de Bono Institute's **Master in Creativity and Innovation** has successfully transitioned from traditional daytime delivery to a blended learning model, making the programme more accessible to working professionals and students unable to attend regular on-campus sessions. Introduced in October 2024, this approach has revitalised the programme and contributed to increased student interest, with 18 new students joining in October 2025.

The model combines **two intensive teaching weeks on campus** with synchronous online sessions, held in the evenings between 17:00 and 19:00, and asynchronous learning activities that students can complete at their own pace. This flexible approach retains the programme's emphasis on experiential and collaborative learning, while enabling students to balance their studies with professional and personal commitments. Together, these elements foster ongoing engagement and meaningful connections between students and their lecturers, as well as among students themselves, throughout the academic year.

A key feature of the initiative is its **continuous student feedback mechanism**, with feedback collected following the first intensive week, midway through the first semester and at the end of the academic year. This enables the teaching team to identify and address emerging issues promptly, supported by regular staff discussions and Board of Studies meetings.

The initiative demonstrates how blended learning can enhance accessibility and flexibility without compromising student engagement, collaboration or the quality of the learning experience.

The transition forms part of a wider commitment to quality at the Edward de Bono Institute. Regular review meetings among staff as well as meetings with the Board of Studies ensure that action is taken as necessary in a timely manner.

*Through this Quality Mailshot Initiative, the QAC aims to disseminate good practices in learning, teaching and assessment that align with both national and European standards for quality in higher education. If you have an example of good practice which you would like to share, we invite you to submit it for consideration in reply to this email.*