Abstract

Bridge-eLearning is a consortium aiming to bring together human resources professionals from large companies and experts from training organizations (internationally recognized business and engineering schools). The consortium provides a framework that enables its partners to share best practices in e-learning for management and technology, and to share e-learning content of a high technological and educational quality, innovative online learning experiences and approaches, and e-learning opportunities and needs. The basis of the project's business model is the development of a shared catalog of e-learning courses enriched by partners over the years. Bridge-eLearning is administered by a steering committee, together with the e-learning committee at the operational and functional level. This chapter presents the objectives and functioning of Bridge-eLearning, the achievements of the first year of existence and the perspectives for the next years.
Presentation of Bridge-eLearning

Bridge-eLearning is a consortium aiming to bring together human resources professionals from large companies and experts from training organizations (internationally recognized business and engineering schools). The consortium provides a framework enabling its partners to share best practices in e-learning for the management and technology fields and, to share e-learning content of a high technological and educational quality, innovative online learning experiences and approaches, and e-learning opportunities and needs. Bridge-eLearning’s main objectives are to

- Share knowledge and know-how in the field of online learning;
- Capitalize individual achievements for the benefit of all; and
- Share future developments of e-learning content in the fields of both management and engineering.

The consortium comprises seven founding members, each corresponding to one of three profiles: academic partner (École de Management de Lyon, Institut National des Sciences Appliquées de Lyon, École Polytechnique de Montréal and École des sciences de la gestion de l’Université du Québec à Montréal), corporate member (Alcan, Bell and Mouvement des caisses Desjardins) and technology partner (Technomedia Training Inc.). A brief description of each partner is provided at the end of this chapter.

The development of a shared catalog of e-learning courses enriched by partners over the years, with new partners joining the consortium along the way, is the basis of the project’s business model. When joining Bridge-eLearning, partners agree to contribute online courses to the catalog every year. The courses fall within the two following categories: developed courses and contributed courses.

**Developed courses** are online training courses created specially for Bridge-eLearning. The themes of such courses are defined at the beginning of the year by the consortium’s steering committee, while the courses themselves are developed by the academic partners in collaboration with the corporate members. Academic partners are required to develop 3 hours of bilingual (French-English) content each year. The durations specified are the time required for a learner with an average learning speed to cover and complete all of the content in a satisfactory manner.

**Contributed courses** are not developed specifically for Bridge-eLearning. They are taken from partner catalogs and imported as-is into the consortium’s shared catalog. The annual contribution of each academic and corporate partner must represent 3 hours of bilingual (French-English) content or 6 hours of French-language content.
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