Corporate University and Training Academy Management Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD3243_294999

Course Introduction / Overview:

This comprehensive course provides a strategic roadmap for designing, launching, and managing world-class corporate universities and internal training academies. In today's competitive landscape, organizations must cultivate internal talent and build a robust learning culture to stay ahead. This program moves beyond traditional training functions to explore the corporate university as a strategic asset directly aligned with business objectives. Drawing on foundational concepts from experts like Jeanne C. Meister, author of "Corporate Universities: Lessons in Building a World-Class Work Force," participants will learn to create a powerful engine for organizational development, leadership cultivation, and performance improvement. This course offered by BIG BEN Training Center is meticulously designed to equip professionals with the skills to build a business case, design impactful curricula, manage learning technologies, and measure the true return on investment of their learning initiatives. We will cover everything from governance models and stakeholder management to the integration of digital learning and fostering a culture of continuous improvement, ensuring your corporate academy becomes a cornerstone of your organization's success.

Target Audience / This training course is suitable for:

- Chief Learning Officers (CLOs).
- Learning and Development (L&D) Managers and Directors.
- Human Resources (HR) Directors and VPs.
- Talent Management and Organizational Development Professionals.
- Corporate Training Managers and Coordinators.
- Executives responsible for strategic workforce planning.
- Consultants specializing in corporate education and training.

Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Talent Management.
- Organizational Development.
- Strategic Planning.
- Operations and Departmental Leadership.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic business case for establishing a corporate university.
- Align learning and development initiatives with core business objectives.
- Design a comprehensive and scalable curriculum for an internal academy.
- Implement effective blended learning models combining digital and in-person training.
- Establish a robust governance structure for a corporate university.
- Select and manage appropriate learning technologies and platforms (LMS).
- Develop key performance indicators (KPIs) to measure training effectiveness.
- Calculate the return on investment (ROI) of learning programs.
- Market internal training programs effectively to drive employee engagement.
- Foster a sustainable learning culture throughout the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring participants can immediately apply their learning in a real-world context. We move beyond theoretical lectures to a hands-on approach centered on experiential learning. The course incorporates in-depth case studies of successful corporate universities, allowing participants to analyze real challenges and solutions. Group workshops and team-based projects will be used extensively to simulate the process of designing and planning a training academy, fostering peer-to-peer learning and diverse perspectives. Interactive sessions, facilitated discussions, and problem-solving exercises will encourage active participation and critical thinking. Participants will receive constructive feedback from the instructor and peers throughout the program. This dynamic and engaging learning environment ensures a deep understanding of corporate university management, equipping attendees not just with knowledge, but with the practical skills and confidence to lead impactful learning initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: Strategic Foundations of the Corporate University

- Defining the modern corporate university and internal training academy.
- The historical evolution of corporate learning.
- Aligning L&D strategy with overall business goals and vision.
- Conducting a needs analysis to identify strategic learning priorities.
- Building a compelling business case and securing executive buy-in.
- Stakeholder analysis and management for L&D initiatives.
- Establishing the mission, vision, and charter for your learning academy.

Unit Two: Curriculum Design and Program Development

- Principles of adult learning theory and instructional design.
- Developing competency frameworks to guide curriculum development.
- Designing blended learning journeys and pathways.
- Creating engaging content for various delivery formats (e-learning, VILT, in-person).
- Integrating microlearning, social learning, and gamification.
- Designing flagship programs for leadership and high-potential employees.
- Curating external content and managing vendor relationships.

Unit three: Operational Management and Implementation

- Selecting, implementing, and managing a Learning Management System (LMS).
- Building and managing a learning ecosystem.
- Developing and managing the L&D budget and resources.
- Faculty management: Sourcing, developing, and certifying internal trainers.
- Marketing and communication strategies to promote internal programs.
- Logistics of program scheduling, registration, and delivery.
- Ensuring a seamless and positive learner experience.

Unit Four: Governance, Measurement, and Business Impact

- Establishing a governance model and an advisory council.
- Defining key performance indicators (KPIs) for the corporate university.
- Applying the Kirkpatrick Model for training evaluation.
- Methods for calculating the Return on Investment (ROI) of training.
- Developing dashboards and reporting for senior leadership.
- Using data analytics to drive continuous improvement in L&D.
- Demonstrating the strategic value of the learning function to the business.

Unit Five: The Future-Ready Learning Organization

- Fostering a culture of continuous learning and curiosity.
- The role of the corporate university in digital transformation.
- Leveraging AI and machine learning in corporate education.
- Strategies for upskilling and reskilling the workforce for the future.
- Connecting learning initiatives to succession planning and talent mobility.
- Building a global corporate university for a distributed workforce.
- Developing a long-term strategic roadmap for the corporate academy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As automation and AI reshape job roles, how must a corporate university evolve from a knowledge repository to an engine of continuous human adaptation and reskilling?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategic business perspective on corporate learning, rather than focusing narrowly on instructional design or training delivery. While other programs may teach the tactical elements of creating a course, this training course emphasizes the integration of the corporate university as a core strategic asset that drives business performance, innovation, and cultural transformation. We dedicate significant focus to the crucial, yet often overlooked, areas of governance, stakeholder management, financial justification, and measuring true business impact through ROI and advanced analytics. The curriculum is forward-looking, directly addressing the challenges of digital transformation, the future of work, and the need for continuous reskilling. Participants will not just learn how to build a training program; they will learn how to build a sustainable learning ecosystem that aligns with executive-level priorities and creates a clear competitive advantage for their organization. The emphasis on practical case studies and strategic planning frameworks ensures that attendees leave with a comprehensive and actionable roadmap.