A Blended Learning Approach: Integrating an App and Live Classes

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“Blended learning is an approach to education that combines online educational materials and opportunities for interaction online with traditional place-based classroom methods.” (wikipedia)
DIFFERENT BLENDED LEARNING OPTIONS

- In-house language classes in combination with an app
- Online live classes in combination with an app
- Flipped classroom: use the app to prepare for class
A COMBINATION OF APP AND CLASSROOM

- Together with the Swiss Hotel Management School, we crafted a blended learning approach
- Students learning English, French, Spanish and German
- A lot of instruction is covered by the app → more speaking and practice in class
THE BEST OF BOTH WORLDS

- Spaced repetition of vocab (AI), actively using vocab in class
- Teacher can recommend lessons to help students keep up
- In-class exams are based on lessons in the app
- Speaking skill is hardest to train, but “speaking” with an app can lower barriers for beginners
“Based on Babbel’s method and its content, our previous classroom language program, and our goals, we created a custom learning methodology that combines the best of both worlds and gets students to the next level.”

Jeroen Greven, Academic Director, SHMS
Case study results after one semester:

- 90% of all students actively use Babbel
- 15,000 lessons completed within the first semester
- Positive feedback from students and teachers alike

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