

Creating a Seamless Experience Between Classroom and Online Learning – With Babbel Professional



of all students actively use Babbel

15.000

lessons completed within first semester

Top 3 Reasons To Use Babbel

- ✓ Easy to combine with classroom lessons to create a technology-enhanced learning experience
- ✓ Suitable learning tool for diverse needs
- ✓ Industry-specific courses

The Challenge

The Swiss Hotel Management School (SHMS) offers a number of hotel, event, and spa management programs to students from all over the world. Language learning is essential for the school to prepare students for their careers. SHMS wanted to make their classroom-based courses a more effective technology-enhanced learning experience and developed a custom blended learning program, combining classroom lessons and online learning with Babbel.

“Based on Babbel’s method and content, our previous classroom language program, and our goals, we created a custom learning methodology that combines the best of both worlds.”



Jeroen Greven,
Academic Director,
SHMS

Why Babbel?

The flexibility of Babbel allowed the school to create a lesson plan integrating Babbel lessons and creating a seamless experience between classroom and online learning.

One of the main benefits is that students now have more time to actually speak and revise material during the classroom lessons, as a large part of the instruction is taken over by Babbel. Moreover, students appreciate that they now have a fun tool to use whenever suits them, as well as 14 languages and a wide variety of courses to choose from. Greven makes the observation:

“By implementing Babbel, language learning took a leap in terms of importance. Language learning is more alive than it’s ever been.”



Summary

By combining classroom-based sessions with Babbel’s digital learning solution, SHMS is able to offer their students an optimal language learning experience, meeting the needs of the diverse student body.