



# Developing engaging video-based career modules for MBS online MBA



Oppida

- **Client:** Melbourne Business School (MBS) OMBA
- **Location:** Australia
- **Platform:** Canvas
- **Sector:** Private Provider

Oppida partnered with Melbourne Business School (MBS) to create five video-based career modules for their Online MBA (OMBA) program. These modules, featuring insights from the MBS careers team, were designed to support the career development journeys of MBA students.

The project required careful coordination of content creation and filming to ensure a high-quality learning experience accessible through Canvas, the school's learning management system.



# About MBS OMBA

Melbourne Business School (MBS), founded in 1955, is the graduate business and economics school of the University of Melbourne, recognised as one of the leading business schools in the Asia-Pacific region. MBS offers a range of MBA programs, including full-time, part-time, executive, and online MBAs. The school also provides executive education and custom solutions for organisations, aiming to foster professional development through innovative learning and strong business connections.

## The challenge

MBS required the creation of five career-focused video modules for its new Online MBA (OMBA) cohort. The content needed to be relevant and accessible for students, allowing them to engage with it at their convenience, as part of their personalised career development journey.

The challenge lay in coordinating the filming of the MBS careers team on-site, managing the schedules of multiple subject matter experts (SMEs), and ensuring the quality and timeliness of the video production.

# The solution

Oppida collaborated with Melbourne Business School (MBS) OMBA to design a series of video-based career modules for their Online MBA program. The project focused on creating content that was flexible and accessible, allowing students to engage with the material at their convenience.

- **Career module development:** Oppida worked with the MBS careers team to design five career-focused video modules. Each module was structured to provide practical career development tools that aligned with students' personal and professional growth.
- **Rich media production:** Oppida filmed and produced high-quality videos on location at MBS, incorporating insights from career experts. This media was complemented with infographics and quizzes to ensure a well-rounded learning experience.
- **Content delivery and LMS support:** The modules were uploaded to Canvas LMS, allowing students to access the content as needed. Oppida ensured that the content was easily navigable and flexible, catering to the busy schedules of MBA students.

# The results

The revamped EMPA program successfully launched in its The successful collaboration between Oppida and MBS resulted in the delivery of five well-produced, video-based career modules tailored to the needs of the OMBA students. The modules, accessible through Canvas, provided a flexible and user-friendly resource for students to engage with at their own pace, supporting their career development.

Additionally, the content's high production value and relevance ensured that it could be reused in other MBA programs, maximising the impact of the project.





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