

Student Interaction Policy

East Bridge University (EBU), Paris

Document title	Student Interaction Policy
Reference	EBU-POL-SI-01
Applies to	MBA, Executive Doctorate, and M.Ed cohorts (online delivery)
Owner	Offices of Academic Quality and Student Support
Approved by	Academic Board
Effective date	1.0 April 2025
Next review date	Annually, or earlier if tools or workflow change

1. Purpose

This policy sets out how East Bridge University (EBU) enables, supports, and monitors meaningful interaction between students, and between students and faculty, across its online programmes. It establishes the University's commitment to structured engagement, defines the channels through which interaction takes place, and confirms the methods used to monitor participation. The policy supports EBU's quality assurance framework and its preparation for QS accreditation.

2. Scope

This policy applies to all students enrolled in the following online cohorts:

- Master of Business Administration (MBA)
- Executive Doctorate
- Master of Education (M.Ed)

It covers all interaction that takes place through the University's Learning Management System (LMS) and associated online learning environments. It applies to all academic staff, programme coordinators, and learning technology staff who design, deliver, or support these programmes.

3. Policy statement

EBU recognises that sustained interaction is central to the quality of online learning. As a fully online institution serving working professionals, the University provides dedicated digital spaces

for academic discussion, applies clear methods for monitoring participation, and designs its courses to encourage collaboration between students. Interaction is treated as a planned and evidence-based feature of every programme rather than an optional activity.

4. Definitions

Learning Management System (LMS): the University's online platform through which students access course materials, submit assessments, and interact with peers and faculty.

Discussion board: a dedicated, asynchronous online space within the LMS in which students post and respond to messages on course topics.

Engagement: the observable participation of a student in learning activities, including logins, contributions to discussion, submission of work, and involvement in collaborative tasks.

5. Interaction provisions

5.1 Online forum and discussion board

The University provides a dedicated online area in which students may discuss coursework, readings, upcoming assessments, and related academic matters. This space is provided through a discussion board that is embedded directly in the student LMS and is available to every cohort within scope.

The LMS discussion board is the official forum for asynchronous academic interaction, as it remains accessible to students and staff throughout the course and provides a durable record of participation.

5.2 Monitoring of student engagement

The University maintains both documented policy and practical tools for monitoring student participation and engagement. This document constitutes the written policy basis for monitoring, and the associated Standard Operating Procedure sets out how monitoring is carried out in practice.

Engagement is monitored using the following methods available within the LMS:

- Login and access analytics, which record student activity within the LMS
- Assignment and assessment submission records, which evidence ongoing academic work
- Participation in discussion boards and other learning activities (webinars and subject-matter discussions).

Where the available data indicates that a student has become inactive or is at risk of disengagement, the relevant programme coordinator or faculty member follows up with the student in line with the Standard Operating Procedure.

5.3 Online collaboration between students

The University designs its courses to enable collaboration between students and provides evidence of that collaboration in practice. Collaboration is supported through the following channels:

- Discussion boards in the LMS, which support group discussion and peer responses
- Webinar breakout sessions, in which students work together in smaller groups during live sessions

Collaborative activity may take the form of group activities, or breakout discussions across the MBA, Executive Doctorate, and M.Ed cohorts, where they have structured opportunities to learn from one another.

5.4 Alumni Portal

The University provides access to an online Alumni Portal that enables students and graduates to remain connected with the wider EBU community beyond the completion of their studies. The portal serves as a platform for professional networking, institutional updates, alumni achievements, and opportunities for continued engagement with the University.

The Alumni Portal supports ongoing interaction between current students, graduates, faculty members, and institutional representatives, helping to strengthen lifelong learning and professional collaboration within the EBU network.

5.5 Alumni Magazine

The University publishes an Alumni Magazine that showcases Graduation roll, student achievements, alumni success stories, research contributions, professional accomplishments, and developments across the EBU community.

The magazine serves as a platform through which students and graduates can share experiences, contribute articles, and remain informed about institutional activities. It also provides opportunities for engagement between alumni, current students, faculty members, and industry partners.

5.6 Global Alumni LinkedIn Community

The University maintains a dedicated global alumni community through LinkedIn to support professional networking and knowledge exchange among students, graduates, faculty members, and industry professionals.

The LinkedIn community provides opportunities for members to share career developments, professional insights, industry trends, and institutional updates. It also enables participants to expand their professional networks and engage with members of the broader EBU community across different regions and sectors.

5.7 Industry Briefing Sessions

The University periodically organises online Industry Briefing Sessions featuring guest speakers, Alumni leaders, industry practitioners, subject matter experts, and organisational leaders.

These sessions provide students and alumni with opportunities to engage with current developments in their respective fields, gain insights into emerging trends, and participate in discussions that connect academic learning with professional practice. Participation records may be retained as evidence of student engagement and professional development activities.

5.8 Online Networking Events

The University facilitates online networking events that bring together students, alumni, faculty members, and invited professionals from relevant industries.

These events are designed to encourage peer interaction, professional relationship-building, interdisciplinary collaboration, and the exchange of knowledge and experiences. Networking activities may include structured discussions, virtual meet-and-greet sessions, panel conversations, and collaborative engagement opportunities.

5.9 Annual Convocation

The University organises an Annual Convocation in various locations like Dubai & Bangkok to recognise and celebrate the academic achievements of graduating students. The event are conducted in person.

The Convocation provides students, alumni, faculty members, university leadership, and invited guests with an opportunity to engage in a shared academic community experience. In addition to the formal conferment of awards and qualifications, the event supports networking, institutional engagement, and the strengthening of alumni relationships with the University.

6. Roles and responsibilities

Role	Responsibility
Academic Audit Team	Maintains supporting evidence, and reviews the policy on a quarterly cycle.
Programme Coordinators	Ensure that discussion boards are active for their programmes, review engagement data, and initiate follow-up where students appear inactive.
Faculty and Module Tutors	Moderate discussion boards, set and assess collaborative activities, and encourage participation among students.
Learning Technology / LMS Administration	Maintain the LMS, ensure discussion boards and analytics are available and functioning, and provide engagement reports.
Student Support Services	Support students who are identified as disengaged and assist with access or technical difficulties.

Role	Responsibility
Alumni Relations Department	Coordinate alumni engagement activities, maintain alumni communication platforms, support networking and professional development initiatives, and facilitate ongoing interaction between students, graduates, faculty members, and the wider EBU community.

7. Monitoring, review, and evidence

The Academic Quality and Student Support Office retains records that demonstrate compliance with this policy, including discussion board activity, engagement analytics, webinar participation records, and examples of collaborative work. Where applicable, records may also include participation in networking events, industry briefing sessions, alumni engagement activities, Alumni Portal interactions, LinkedIn community engagement, alumni publications, and annual convocation events.

These records are maintained by the relevant University departments and made available for internal review, quality assurance activities, and external accreditation purposes. This policy is reviewed at least once every twelve months, or sooner if there is a material change to the University's systems, programmes, or student engagement framework.



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