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2015 Summit - 2015-11-20

**The New Landscape of Internet+ Education—
the integration and innovation of
online and offline education**

Importing Courses: A Developing Trend
Education Masters

Stamenka Uvalić-Trumbić & Sir John Daniel

Partnerships: Two types

- Ready-made courses



ACADEMIC
PARTNERSHIPS™



Specialisations



Specialization Certificates



A Specialization Certificate
can be earned on average
in four weeks.

Provider university

develops the Specialisation

commissioned by

The Company

which manages its offering
to students of the

Host University

Example of Use

University of Johannesburg MBA with a Specialization in International Business from the University of South Carolina



Host



UNIVERSITY OF
SOUTH CAROLINA

Provider



MBA Courses

Specialization in
International Business

Why offer courses in host universities?

- Captive audience for marketing
- Economies of scale
- Host backs the credential

This model is new!

Advantages:

- Host universities can offer short, online, work-related courses without making big investments in staff and systems.
- Low cost & low fees because 100% electronic course management



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Is preparing to offer online
courses to universities

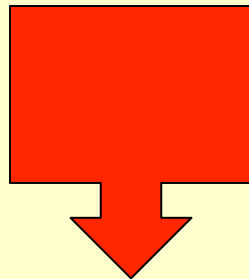
O+O

Online to Onsite



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Chinese universities



Professor Yan Jin

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the receiving universities
are expected to adapt the
online course to their own
teaching needs

Betty
Crocker

CARROT

Cake Mix



Serves
8-12

Just Add
3 Eggs, Oil & Icing

Serving Suggestions
Visit
bettycrocker.com
for more ideas



Academics have a
strong sense of
possessing the courses
that they teach.

This favours O+O

Specialisations:

**Easier to operate at
scale**

2

**Innovations
to watch!!**

=

THANK
YOU



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For text & slides:
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