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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
Specialisations
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

MBA Courses

Provider

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
Is preparing to offer online courses to universities
O+O
Online to Onsite

Chinese universities
Professor Yan Jin
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
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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