

Working in Partnership NetLearning Inc



The Open
University

The Partner

Online corporate trainer NetLearning Inc has offered online continuing professional development courses (CPD) for the Japanese corporate sector since 1998. The organisation has supported almost 3 million students from 3,000 corporate clients, including Glaxo Smith Kline, Canon, Microsoft, Coca-Cola (Japan), Mitsubishi, Nissan and Hitachi.

The Project

NetLearning Inc and The Open University have formed a partnership to promote the Master of Business Administration qualification (MBA) in Japan from November 2010. NetLearning will act as a representative in the market, concentrating on marketing and advertising the programme locally, managing local logistics and providing immediate student support. Students will be directly registered with the Open University, with the OU retaining all responsibility for quality and for the provision and delivery of all content, including tuition.

The option to study part time and predominantly on-line is particularly attractive to the corporate sector, as students can continue to work, applying new skills and insights as soon as they are learned. Studying in English is also valued in Japan, as a key language for doing business internationally.

The Aim

- To recruit 50 registered students onto the MBA programme in 2010/11 rising to a new intake of 150 students per year by 2015/16
- To meet demand in Japan for an English-medium MBA from a quality international institution

The Benefits

Although a range of MBAs are available in Japan, The Open University Business School is the first to offer a triple-accredited MBA. The MBA programme, taught in English, will enable students in Japan to develop business networks, acquire management expertise through practice based learning, and engage with international students/alumni throughout their studies, including at residential schools in Europe.

Contact

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