

CAPDM CASE STUDY



University West of Scotland

Global Reach - One World

Transnational Online Education



CAPDM are a trusted partner of UWS delivering leading edge online learning solutions in a variety of subject areas.

Tom Duff
Head of London Campus, University of West of Scotland



Exec Summary

The internationalisation of the University is seen as a vital means of achieving the aspirations of its Global Reach strategy, providing a springboard for all its learners to contribute globally. Critical measures of success include:

- developing UWS as a global brand
- internationalising student body, staff & University culture
- internationalising the student experience
- developing strong strategic partnerships.

There is also a key requirement to offer UWS degrees through transnational & online arrangements to a target of 3,000 off-shore enrolled students by the end of the decade.

The One World MBA has helped to create an internationally recognised brand for the University, introducing the necessary transformational change, through staff development, to ensure that the University can meet its international ambitions.

As part of its commitment to strong partnerships supporting its Global Reach ambitions, CAPDM has worked closely with UWS and its staff to design and build the One World MBA brand and programme.



About

CAPDM have more than two decades of experience of developing sustainable businesses in online distance learning for its partners in academia and professional associations.

UWS has set itself an ambitious Global Reach Enabling Plan to create UWS as a global brand offering flexible and innovative approaches to learning. The University has a commitment to providing an internationalised curriculum, with all programmes being revised to meet that international need. UWS degrees and professional development will be offered through a range of off-shore arrangements, with the University looking to develop strong strategic partnerships to help build its global brand.

UWS has chosen CAPDM to help build up its strategic offering to grow partnerships at home and in targeted regions of the world, and to support transnational higher education delivery and the international accessibility of its programmes. CAPDM are enabling the university to grow its internationally-based student community while ensuring effective integration and high satisfaction.



Challenges

Universities have many cultural, resource and technical barriers that stand in the way of meeting the requirements of developing a business in online distance learning. This involves having a portfolio of fully-developed course modules and effecting a transformational, i.e. lasting, change that ensures the sustainability of the effort.

Partnering helps to overcome these barriers, including for the design and development of an engaging online pedagogy and the resulting courses and programmes. CAPDM were able to provide that expertise to the University, to build a contemporary, innovative and stimulating student experience, and a scalability of production and delivery.

CAPDM worked closely with the academic and technical support staff of the University, to guide them in production, launch and operation, but also to transfer their experience into the University in order to enable it to apply the lessons learned to other academic areas.



Help

CAPDM builds on a solid foundation that will support tomorrow's needs as well as today's. Our extensive experience has been used to build the one World MBA on:

- a coherent and well-founded digital strategy for content development, management & delivery, to enable UWS to benefit from licensing arrangements with the major publishers to deliver their content to all UWS irrespective of location, circumstances and restrictions
- the back of a scalable and repeatable development methodology to create consistent outputs, an engaging & highly supported student experience, and a quality of delivery that is the same for all students – whatever their mode of study.

CAPDM's work also involved guiding and supporting many academics in the development of support materials that completed the set of learning materials for the course modules within the MBA programme. This is of particular significance to UWS for the development of its London and other off-shore campuses, but also ensures that its four domestic campuses teach the MBA to all students from the same high quality base.



Results

The One World MBA is now a reality and supports domestic students, London campus cohorts, students studying through partners in Malaysia and the Seychelles, and individual learners across the world. CAPDM fully engaged with the academic staff of the University who have developed an engaging and high quality student experience. The University now has a coherent content domain for the MBA, incorporating recognised texts from a number of the big publishers.

The development methodology is scalable and repeatable, and has a cost base significantly lower than would be the case if wholly produced in-house. This proven approach has also been used to develop other programmes and courses – in Family Health and Sport - in other schools

The One World MBA quickly passed its break-even point, and within its first two years of operation generated income in excess of seven figures from hundreds of new student enrolments. This helped the University on its way to achieving the ambitious targets set in its strategic Global Reach plan.



The new UWS Online MBA World is delivered in partnership with Olympia College in Malaysia, across its 4 campuses in Kuala Lumpur, Penang, Petaling Jaya, Johor Bahru.

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