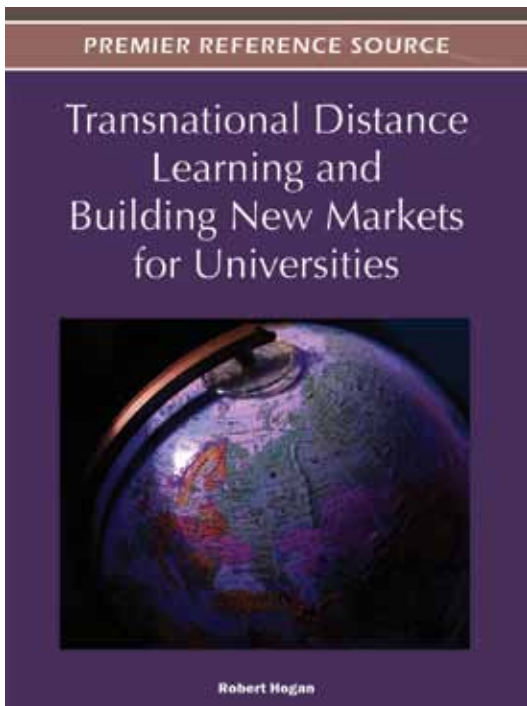


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Transnational Distance Learning and Building New Markets for Universities



Robert Hogan (University of the South Pacific, Fiji)

When online learning began more than two decades ago, many universities envisioned the creation of international student markets, but this has only recently become a reality. The emergence of a global economy, advances in technology, increased market competition, reduced funding, and the growing desire for degrees from internationally recognized universities have created opportunities that promote transnational degrees.

Transnational Distance Learning and Building New Markets for Universities presents the opportunities, methods, issues, and risks involved in extending university education across national borders. It is important to understand cultural, financial, and legal issues, as well as management approaches, academic delivery options, and business considerations needed to create quality programs that are marketable and cost effective in reaching emerging international markets. The purpose of the book is to review how to reach emerging international markets, increase access to education, and do so at a profit.

Topics Covered:

- Business Models for International Education
- Culture, Ethnicity, Gender, and Language
- Economic Opportunities and Risks of Transnational Education
- Educational Resources Needed for International Students
- Internationalizing Curriculum
- Managing and Assessing International Blended Programs
- New Markets for International Education
- Organization, Infrastructure, Student Support, and Staffing
- Planning Technology for Global Delivery
- The Digital Divide

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Robert Hogan was previously an Associate Professor in the School of Education at the University of the South Pacific. His areas of research include science education and e-learning. His most recent research was a \$100,000 grant supported by the World Health Organization to develop a blended and mobile learning chemistry course for the Pacific. Previously, Bob was Associate Vice President at Florence Darlington Technical College where he developed the online campus and wrote and received a \$450,000 FIPSE grant to develop online partnerships among eight colleges in France, Germany, Spain, the United States, and England. Dr. Hogan received his M.S. from New York University in physical oceanography, and his doctorate from the University of Central Florida in science education. Bob has also worked as a systems engineer for Lockheed Martin and a science editor for Harcourt Brace. He has a large number of publications in the field of distance learning and loves to scuba dive.



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