



The Open University joins CrossKnowledge in a strategic partnership

IN BRIEF



The Open University

With around 150,000 undergraduate and more than 30,000 postgraduate students, the Open University (OU) is the United Kingdom's only university dedicated to distance learning.

The Open University Centre for Continuing Professional Development (OUCCPD) is the central focus for work-related professional development at the Open University. It aims to develop products to meet the demands of corporate clients and professional associations.

Therefore, OUCCPD blends high quality materials, personal tuition and work-based learning, to embed development directly into workplace practice. The Centre for Continuing Professional Development is itself a part of an institution that offers courses and qualifications in 360 subjects and has so far helped to develop the skills and knowledge of more than two million people. Its clients include Airbus, DHL, IKEA, Roche Diagnostics, NHS Trusts, Addaction ...

► OUCCPD, the central focus for work-related professional development at the Open University, have joined forces with CrossKnowledge, the European leader in developing management knowledge and leadership skills using new technologies, to introduce a unique offering in the field of management training.

In combining their strengths, the Open University and CrossKnowledge have created an unrivalled, state-of-the-art proposition on corporate management distance training, integrating Open University Business School tutors, learning activities and learning materials with CrossKnowledge modules and Essentials.

The Open University Business School is accredited internationally by the European Foundation for Management Development, through its EQUIS programme; by the Association to Advance Collegiate Schools of Business (AACSB); and by the Association of MBAs (AMBA). The School is one of only 21 business schools worldwide to have achieved all three accreditations.

The Offer

The first subject to become available in the new short CPD courses is Becoming an Effective Project Manager and is joined by:

- Supply Chain Management

- Strategy and Corporate Social Responsibility
- Management Coaching
- Communication Skills

Whatever the topic, the principle is to provide learners with tools and techniques so relevant that they can apply them directly to their work, to make "learning while you work" so flexible that the border between studying and working becomes insignificant. Managers are able to learn at their own speed, to allow them to match their study with the pace of the projects and activities that they are working on.

Adaptable schedules, action oriented learning, and some 30 hours of learning per course... Every trainee receives expert personal feedback, support and tuition, and an Open University certificate on completing the course.

"The Open University is working with CrossKnowledge because of the synergy arising from our two organisations' success in, and

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“Education does not stop with getting a degree. In a fast-moving economy you cannot afford to rely on the degree you got some time ago – you must keep updating your knowledge”

Charles Edwards,
Director CCPD, Open University



commitment to, using new media technologies to deliver high quality and applied learning that has an impact on performance and

practice. CrossKnowledge’s interactive content and our supported open learning methodology is creating a powerful learning experience that will appeal to many companies seeking flexible, applied development solutions and to many individuals pursuing their own Continuing Professional Development.”

Charles Edwards, Director CCPD,
Open University

The Open University and CrossKnowledge have strived hard to create an inclusive learning environment and accessible curriculum which includes a high quality integrated online learning experience.

“Since the year 2000, CrossKnowledge has emerged as Europe’s premier provider of leadership and management learning through e-learning, serving many of the world’s most highly regarded multinational companies. Our established partnerships with some of the leading cross border training companies, including Mercuri, Cegos, Krauthammer and BCon, have enabled us to provide the best in class blended learning solutions combining quality e-learning and face to face training.”

“A partnership with OU, the world’s most recognised and pre-eminent pure distance learning provider, now

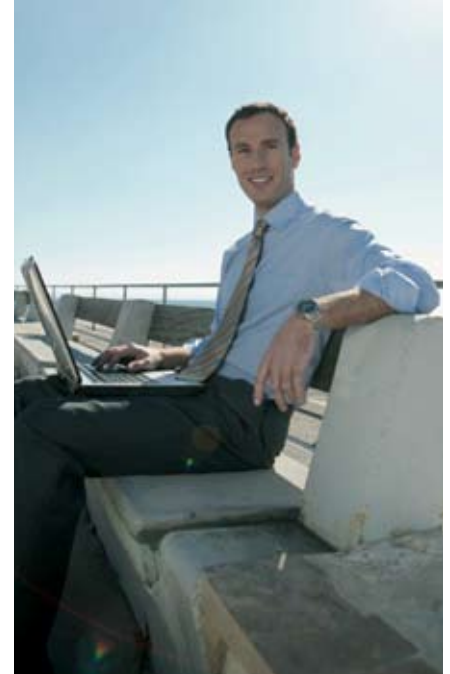
enables OU and CrossKnowledge to offer our respective clients the best in quality, tutor supported, practice-based training, fulfilling a growing demand for that bridge between coaching and training.”

Neil Hinwood, Director UK,
CrossKnowledge

A work-related programme recognised among HR departments

The fact that thousands of Open University students have their courses funded by their employers attests to the fact that the programmes’ excellence and value are recognised among professionals.

If your organisation wants to set up specific training tailored to meet its particular needs, the Open University and CrossKnowledge can work with you to customise the content and teaching in order to adapt it to parti-



cular goals and requirements. Want to add a workshop to the course? Additional learning materials bespoke to your company or organisation? No problem! ●●●

CrossKnowledge

CrossKnowledge is Europe’s premier solutions provider for developing management knowledge and leadership skills using new technologies. Relying on its own range of e-learning products and upon the expertise of its education methodology team, CrossKnowledge advises and accompanies major companies in defining and implementing their human resources training projects.

In six years, the company has worked with over 1,000,000 learners in 45 countries, offering a mix of 100% e-learning, blended learning and distance training programmes. With more than 300 multimedia CrossKnowledge modules in up to 6 languages, the CrossKnowledge Catalogue covers a broad range of management and leadership topics – from finance, strategy, marketing, human resources through to the soft skills.