



# LEADERSHIP SCHOOL

Preparing Higher Education leaders to become the change makers of the university of tomorrow

## ENABLING ONLINE LEARNING IN HIGHER EDUCATION

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Rajay Naik- KEYPATH EDUCATION



Co-funded by the  
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# Demand for online degrees from universities is growing



## GOOGLE SEES GLOBAL OPPORTUNITY FOR UK'S H.E.

"Growth in searches for online learning has outpaced the growth in traditional university searches for the past three years."

2014: Online Education up 11% vs. Traditional down 5%



## VALUE OF U.K. EDUCATION EXPORT TO REACH £21.5bn

- The Global Education market is estimated to be worth £3trn annually (GSV 2012)
- BIS Research predicts increasing opportunity for UK institutions to export, estimating an export value of £21.5bn by 2020



## THE ECONOMIST: ONLINE ENABLEMENT IS KEY

- The main area of focus for institutions surveyed over the next five years, is in "integrating online learning tools into degrees"
- Main way to attract students in five years will be through "building online, hybrid and/or flipped classrooms"

(Source: Economist Intelligence Unit 2014)





# The institution retains academic control

Keypath provides the necessary funding and operational resources while ensuring the use of best practices and processes and enabling services.

The university maintains academic quality and control in this white-labelled model.

## COURSE CONTENT

The university provides the academic content for courses. The university also owns the intellectual property (IP) of the courses we design. Therefore, the university are able to use and adapt these for on-campus learners and blended learning.

Owned and signed off by the university before it goes on the VLE.

## TEACHING

In the discovery process we identify the level of synchronous versus asynchronous learning, the module structure and other factors. We make this efficient and effective for students and the university.

The university has control over teaching and awards the degree.

## MARKETING

We fund and deliver all marketing for the courses. This is fully consistent with the university brand standards and guidelines. We are experts in targeting campaigns to individuals with the necessary English proficiency, ability to pay and prior-attainment.

The university approves the marketing plan and benefits from the wider enhancement of its global brand.

## ADMISSIONS

Keypath is responsible for all aspects until students are enrolled. We verify funding, prior-attainment and all other requirements. The university has full control over who is admitted onto the course.

The university formally accepts and enrolls the learner.

## TUITION

We inform the fee level but it is ultimately the university's decision. The student pays the university and Keypath invoices for its proportion of the revenue share following the withdrawal deadline for each intake.

The institution sets tuition fees and is paid directly by the student.



# Delivered 150+ Academic programmes across 40 university partners





**Rajay Naik**

[rajay.naik@keypath.uk.com](mailto:rajay.naik@keypath.uk.com)



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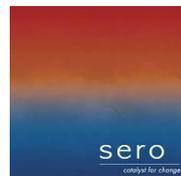
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