



Transnational Distance Learning and Building New Markets for Universities (Premier Reference Source)

Robert Hogan

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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.

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