A black and white photograph of a large, multi-story building with a prominent curved glass facade. The building is set against a cloudy sky. In the foreground, there is a large red rectangular area containing white text.

# CAPDM CASE STUDY

Edinburgh Napier University

Global Online Education

*- A New World Class*



# Exec Summary

Edinburgh Napier University's Global Online programmes are delivered to students around the world, offering them an opportunity to gain an internationally recognised business degree wherever they are or whatever their circumstances. The courses are extremely flexible in delivery, designed to meet career goals, and able to fit around personal and professional commitments.

Global Online has helped to create an internationally recognised brand for the University, and to create the necessary transformational change within the institution by engaging both academic staff and students.

Edinburgh Napier turned to CAPDM to design and build the Global Online brand and programmes.



# 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.

Edinburgh Napier is an international university, home to students from over 100 countries. It is also a leader in transnational education, for example it is the largest UK provider of higher education in Hong Kong.

In its Strategy 2020 vision, it is committed to building on this reputation and to internationalising its work.

Edinburgh Napier partnered with 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 were essential in enabling the university to grow its internationally-based student community while ensuring effective integration and high satisfaction.**



# Challenges

There were many challenges to initiating and developing Global Online. Online learning is a new concept for most universities, so it was important to have CAPDM's overall capabilities to address the business, cultural, resource and technical barriers that could stand in the way of achieving the vision.

The joint aim was to develop a brand, and hence a programme identity, for Global Online. In order to effect a transformational change, and hence sustainability, it was also essential to adopt a well-founded and consistent approach to the development. This was achieved through the digital strategy that CAPDM brought in, allowing the University to adopt a scalable and repeatable methodology – one that embraced the need for quality.

The actual production capabilities, including guidance of the academic staff involved, were lacking within the institution so these also had to be identified and resourced externally through CAPDM.



# Help

CAPDM's extensive experience was used to ensure that

- Global Online was built on a coherent and well-founded digital strategy - for content development, management and delivery
- a scalable and repeatable development methodology was employed to create consistent outputs and the Global Online brand.

CAPDM brokered licensing agreements with many of the top education publishers on behalf of the University. The key content needs were provided through use of electronically mastered texts thereby guaranteeing a high level of content quality.

CAPDM integrated this content into the institution's own materials for a seamless overall delivery – and hence a rewarding student experience.



# Results

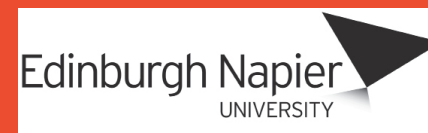
Global Online is now a reality and a business supporting over 1,000 students worldwide.

CAPDM guidance ensured that the university properly engaged its academic staff, developed an engaging student experience, and produced its first, contented internationally-based graduates.

The University now has a coherent content domain and repository, but including standard texts from some of the big publishers.

Global Online is scalable, will be extended to include further postgraduate and undergraduate programmes, and is flexible with respect to meeting the future changes of academia and its students' needs.

Global Online would not have been achieved without CAPDM's experience, vision and capabilities.



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