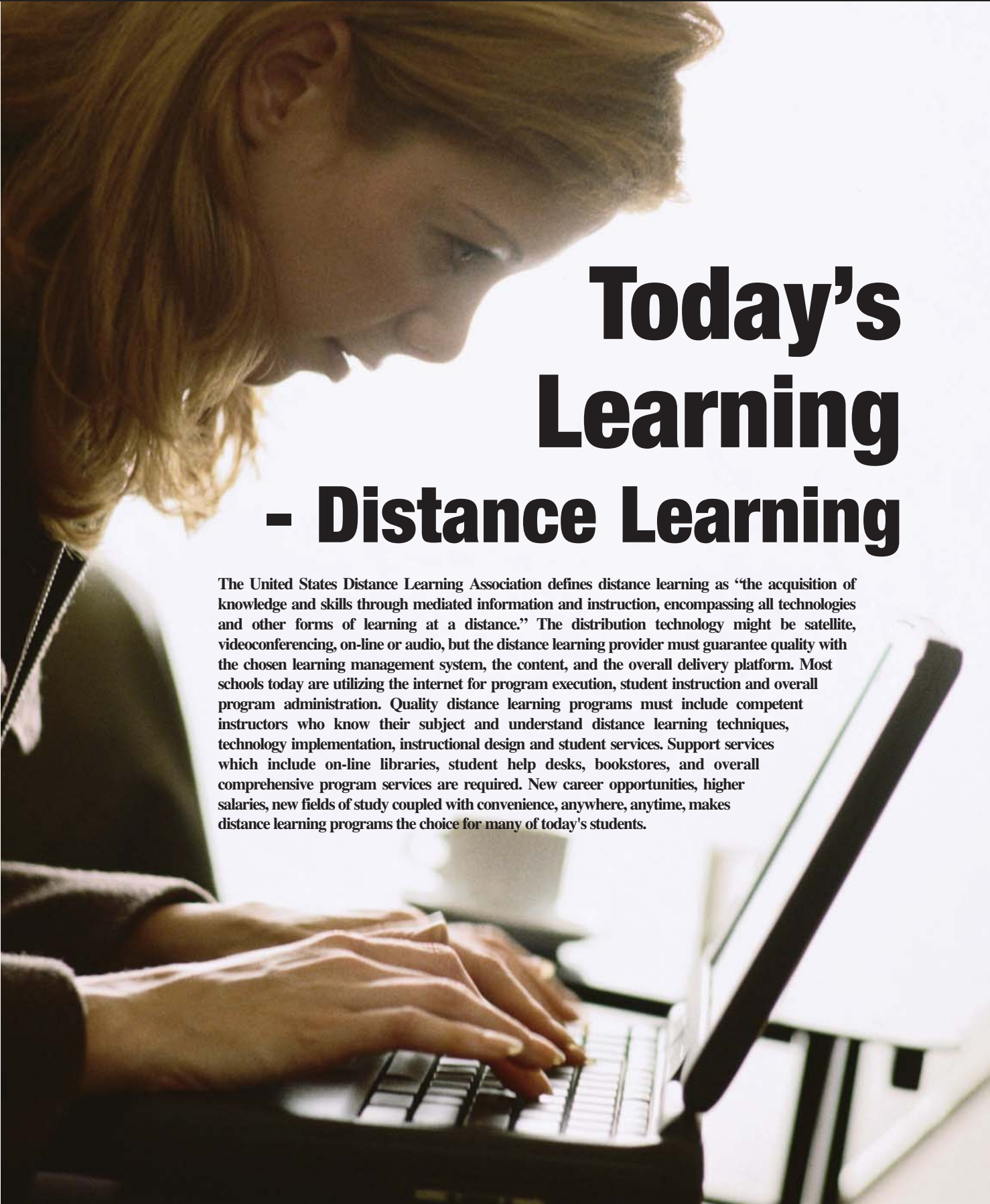


DISTANCE LEARNING FEATURE



Today's Learning - Distance Learning

The United States Distance Learning Association defines distance learning as “the acquisition of knowledge and skills through mediated information and instruction, encompassing all technologies and other forms of learning at a distance.” The distribution technology might be satellite, videoconferencing, on-line or audio, but the distance learning provider must guarantee quality with the chosen learning management system, the content, and the overall delivery platform. Most schools today are utilizing the internet for program execution, student instruction and overall program administration. Quality distance learning programs must include competent instructors who know their subject and understand distance learning techniques, technology implementation, instructional design and student services. Support services which include on-line libraries, student help desks, bookstores, and overall comprehensive program services are required. New career opportunities, higher salaries, new fields of study coupled with convenience, anywhere, anytime, makes distance learning programs the choice for many of today's students.

DISTANCE LEARNING FEATURE

EDINBURGH BUSINESS SCHOOL, HERIOT-WATT UNIVERSITY

Edinburgh Business School's innovative MBA programme is one of the largest in the world has generated over 7000 graduates and has students in over 140 countries.

In a competitive and volatile market, it is well worth asking how a British university has achieved such a prominent global position.

Professor Keith Lumsden, Director of Edinburgh Business School at Heriot-Watt University, said that the programme's international success was indicative of its capacity to meet or exceed exacting demands in different markets, many of which are regionally specific and unique.

Professor Lumsden believes that much of the programme's global appeal is a result of Edinburgh Business School's successful application of cutting-edge communications technology in both the delivery and teaching of the courses. "Originally based on printed courses and computer simulations, the School invested early in web technology without compromising the underpinning teaching strategy. Every course in the programme now has a website offering extra content, sophisticated interactive learning capabilities and direct access to the Faculty via web-boards," he said.

"The programme is also rigorous. The Faculty developed the pedagogy of the MBA over a 15 year period, based on research into how students learn – stripping out non-effective teaching methods, and judging students by their output," added Professor Lumsden.

Edinburgh Business School is dedicated to providing executive education that combines academic excellence with comprehensive learning materials and the freedom for students to choose when, where and how they study. It is this highly flexible approach that

has led Edinburgh Business School to achieve global success.

NEWPORT INTERNATIONAL UNIVERSITY (NIU)

Newport International University (NIU), began as part of Newport University, which was founded in 1976 in California. In 2001 Newport International University became a separate institution and was registered in the State of Wyoming. In keeping with its original purpose, NIU fosters an interest in global learning and has affiliations with leading study centres around the world.

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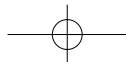
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DISTANCE LEARNING FEATURE

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