

Corporate universities fill a need, not adequately met, by the traditional universities. Some advantages of the corporate university are (http://itmatters.com.ph/column/talisayon_06112001.html):

- responsiveness to the corporation's shifting strategies, personnel policies and business performance targets;
- short development cycles and just-in-time delivery of programs or courses;
- availability of corporate executives as resource persons especially in critical areas such as corporate values and vision;
- best positioned for addressing follow-up and sustainability requirements;
- implementor of knowledge management interventions, e.g. knowledge networking via their intranet;
- vehicle for change management (General Electric's Management Development Institute at Crotonville, New York was the vehicle for CEO Jack Welch's corporate-wide initiatives such as his Workout Program); and
- can align engagements of any external business consultants, vendor trainers or business schools to corporate requirements.

For example, Guiding principles of the Toshiba e-University are:

- offering a place to train and an opportunity to learn the corporate objectives and global standards.
- training each employee to be independent and self-regulating and bring his or her abilities and potentials to full play.
- Toshiba Solutions Corporation inherits all that is best (DNA) in Toshiba Corporation, and seeks to create a vibrant corporate culture in which all employees can strive for personal excellence.

Accepting that the only sustainable source of competitive advantage is an organization's ability to learn faster than its rivals, corporate education offers a new way to prepare individuals for these changes. The business world has developed the corporate university model to deliver training. They are adapting higher education models to the way they operate and this trend has resulted in new opportunities for higher education (Moare, 2004, p. 342). While the firms are "adapting higher education models to the way they operate", the question is how traditional universities will be affected by these changes.

Corporate universities have a potential to exceed the number of traditional institutions by 2010. If, within the 13 year period before 2001, more than 100 higher education colleges in the United States have closed and the number of corporate universities has ballooned from 400 to more than 2000, then why not?

Even the author who defines the evolution of corporate colleges as "unfilled prophecy" accepts that, "at the same time, there is a widespread corporate dissatisfaction with the knowledge and skills of the graduates of the public educational system", and as a result, this "has led to corporate efforts to provide remedial education" (Thompson, 200, p. 322).