competitive advantage" (Hitt, 1997, p. 221). McDonald's as they state on their website, "trains so many people each year that we've surpassed the U.S. Army as the nation's largest training organization". Another example, Hilton University is organized into seven Faculties, and they want to "embrace all aspects of their business".

According to the **1999 Survey of Corporate University Future Directions,** "By the early 1980s, there were 400 corporate universities in the U.S. The real growth occurred, however, in the 1990s, when that number increased sharply to 1,600, including 40 percent of Fortune 500 companies. Assuming the current pace of growth, the number of corporate universities will exceed the number of traditional universities by the year 2010, if not sooner" (http://www.aacsb.edu/publications/printnewsline/NL1999/spcorporat.asp).

A FLEXIBLE DEFINITION IS NEEDED

There aren't clear definitions of "corporate education" and "corporate college". Thompson cited that Nash and Hawthorne defined a corporate college as a "degree-granting institution established by an entity whose major mission is something other than education" (Thompson, 2000, p. 322). We have many types of education and maybe the last one is called "corporate education". According to the results of the Thompson Job Impact Study, "blended learning approach of e-learning, on-line instruction, simulations, texts, mentor-instructor support, and live classroom-based training has the power to increase employee productivity significantly" (Thompson, 2003, p. 47). Corporate education nowadays goes hand in hand with IT technology and e-learning to create new models of education. Now the question is how will local institutions compete with multimillion dollar interactive courses that feature the world's leading content experts, instructors, designers, and programmers (Graham, 2002)?

Corporate universities are described by the Henley Management College (2000) in this way: "a corporate university is formed when a corporation seeks to relate its training and development strategies to its business strategy by co-ordination and integration and by the development of intellectual capital within the organization in pursuit of its corporate aims and objectives. The corporate university may be physically located or operate virtually" (www.bbk.ac.uk)?

Jeanne Meister, president of Corporate University Xchange, defines a corporate university as "a portal within a company through which all education takes place - an organization's strategic hub for educating employees, customers, and suppliers...(linking) an organization's strategies to the learning goals of its audiences". Unlike training departments, which tend to be reactive, fragmented, and decentralized, she says a corporate university "pulls all learning in an organization together - the centralized umbrella for strategically relevant