

learning solutions for each job family within the corporation" ([http://itmmatters.com.ph.colbumn/talisayon\\_06112001.html](http://itmmatters.com.ph.colbumn/talisayon_06112001.html)).

## DIFFERENT EXAMPLES OF CORPORATE EDUCATION

Courses offered by corporations range from postgraduate level management to technical courses. Corporations like IKEA

have even founded their own business colleges. These are known as "corporate colleges." Another example is Motorola University. Motorola says, "we've built upon this experience and continue focusing our efforts on advancing the six sigma methodology to bring you the most powerful six sigma training available". These educational efforts potentially could threaten the health, and devalue the worth of, higher education. The new approach is a mix of education and training but training weighs in stronger.

There are several corporate university models in practice ([http://itmmatters.com.ph./column/talisayon\\_06112001.html](http://itmmatters.com.ph./column/talisayon_06112001.html)):

- fully operated by the corporation;
- collaboration with a university or business school, e.g. Sun University (of Sun Microsystems) and University of California at Sta Cruz Corporate Training Department; British Aerospace with Oxford and Cambridge; and Daimler Chrysler with Harvard, Insead and Hongkong University. About two-thirds of corporate universities surveyed in 1999 had such alliances;
  - run by corporate learning consulting companies for corporations, e.g. Corporate University, Corporate University Enterprise, CyberU, etc.;
  - operated by a university for client corporations, e.g. Boston University Corporate Education Center (BUCEC) and Melbourne University Private; and
  - consortia among several corporations, e.g. Talent Alliance (among AT&T, DuPont, GTE and Johnson & Johnson) and LearnShare (among General Motors, Owens Corning and 3M).

Intel Corp. wanted to customize the curriculum. "A number of corporations have come to Babson Interactive. In one example, Babson, along with Cenquest, an e-learning company with expertise in creating online courses, developed a one of-a-kind company-customized MBA degree program for Intel Corp. By combining the foundational and theoretical knowledge included in a Babson graduate degree with the strategic intent of the company, the program provided Intel with a completely new employee education option" (Moore, <http://www.campus-technology.com/article.asp?id=6135>). Even In an attempt to make corporate education a business discipline, the National Association for Business Teacher Education (NABTE) commissioned a task force to develop a model curriculum for a master's degree in training and development (Moore, 2004).