



WBS Wits
Business
School
Sculpting global leaders

Launching & Managing a Corporate University- Challenges & Benchmarks

Mark Peters

- ◆ **To deal with the shortening ‘shelf-life’ of knowledge within the organization.**
- ◆ **To harmonize employee training and development with that of the organization.**
- ◆ **To build intellectual capital within their organizations as well as through the business chain.**
- ◆ **To help recruit and retain the best and brightest employees.**
- ◆ **To improve employee performance and productivity.**
- ◆ **Build a pipeline.**

- ◆ **Demonstrates that an organization takes investment in training and development seriously – it's not just a cosmetic way of branding the training department.**
- ◆ **Offers a range of training and development programmes to different roles and levels within a company.**
- ◆ **Offers the ability to gain qualifications at various levels of educational attainment (certificates, diplomas, MBAs and even DBAs).**

- ◆ **Has close tailoring of educational content to both strategic and immediate topical needs of a particular organization.**
- ◆ **Encourages genuine partnerships between organizations and business schools, with the latter responsible for calling on wider expertise from beyond if needed.**
- ◆ **Features a range of delivery methods (fixed programmes, distance learning, consortium classes or single cohort classes).**
- ◆ **Has an ability to deliver consistent strategic training and development for a single organization across all its international units while also recognizing local needs.**

- ◆ **Accreditation of learning events/experiences.**
- ◆ **Capacity to deliver volume.**
- ◆ **Ladder of learning to MBA.**
- ◆ **Opportunity for DBA/PhD.**
- ◆ **Other engagement based qualifications.**
- ◆ **International contacts.**
- ◆ **Relationships with other business schools.**
- ◆ **Research capability.**

The criteria that might be used for the 'lead partner role' would be:

- ◆ **Range of offerings.**
- ◆ **Enthusiasm and commitment to the concept.**
- ◆ **Culture 'fit'.**
- ◆ **'People like us'**
- ◆ **Intellectual capital.**
- ◆ **Flexibility.**
- ◆ **Openness/gateway to other schools or learning providers.**