

## Demand on the rise for distance MBA programs

The higher education market is demanding more flexible learning models leaving traditional business schools struggling for enrolments, says Andrew MacDonald, head of APESMA Management Education.



MacDonald who is responsible for Australia's largest MBA program — offered via distance learning through the Association of Professional Engineers, Scientists and Managers, Australia (APESMA) and jointly conferred with LaTrobe University, said while business schools offering on-campus programs were doing it tough, the distance learning sector was growing.

Last year, APESMA awarded MBAs to 269 students, confirming its status as the leading provider of postgraduate management education programs and the largest provider of MBAs in the country. An additional 94 students received the Graduate Certificate or Diploma from the same study stream — most of whom will progress to the MBA qualification through the sequenced learning pathway, an important feature of the APESMA postgraduate management studies program.

The new graduates join more than 10 000 former APESMA graduates from more than fifty countries who have benefited from APESMA's flexible distance learning postgraduate programs.

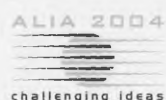
MacDonald said that distance learning formats had evolved to the point that many commentators now agreed this option was superior to traditional 'talk and chalk' methods offered by the 'bricks and mortar' institutions.

'The strength of distance-based learning is its applied nature and the many benefits derived by bringing the learning to the preferred environment of the student,' he said.

ALIA members are eligible for discount rates for APESMA Management Education Courses. See <http://alia.org.au/education/cpd/services.html> for details. ■

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