

All business for Stellenbosch University in new e-learning partnership

Digital education provider, MasterStart, is partnering with the University of Stellenbosch Business School Executive Development (USB-ED) to produce a range of online short courses aimed at enabling managers and business leaders to improve and expand their skillset.



“This relationship will allow USB-ED to harness the skills and experience that the MasterStart executive team has developed over the last fifteen years in the e-learning industry,” says Andrew Johnston, CEO of MasterStart. “We plan to work side-by-side with USB-ED to formulate an online course offering that will fulfil USB-ED’s mandate to upskill leaders and managers throughout Africa.”

Dr Tienie Ehlers, chief learning officer at USB-ED is equally positive about the collaboration and its potential for executives seeking a more flexible learning environment.

“In the current environment of executive education, it is critical for organisations like USB-ED to stay up-to-date with the latest delivery methods within the digital space,” says Dr Ehlers. “MasterStart has proven to us that their online mindset in the space of executive education is well-aligned with our vision of growing this channel. We will always treat our face-to-face customised executive education as priority, but will move more and more into the space of blended approaches, and this is where MasterStart gives us that critical edge.”

MasterStart was established in 2014, with the vision of providing aspiring entrepreneurs with the skills and knowledge to build their own businesses. The company rapidly expanded beyond its initial specialisation in e-commerce, and began offering a range of courses from a host of globally-accredited online education providers.

The expert-driven, fully-supported online short courses developed by MasterStart in partnership with USB-ED have been tailored for the busy professional to enable participants to learn and build on new skills while working.

The course offering is still expanding, but the following courses are already available:

- Project Management: Principles and Practices
- Operations Management
- Leadership
- Human Resources Management
- Fundamentals of Risk Management
- Financial Management Fundamentals
- Customer Centricity

Participants will receive a course certificate from Stellenbosch University upon successful completion.

For more information about MasterStart and available courses, visit www.masterstart.com.

For more, visit: <https://www.bizcommunity.com>