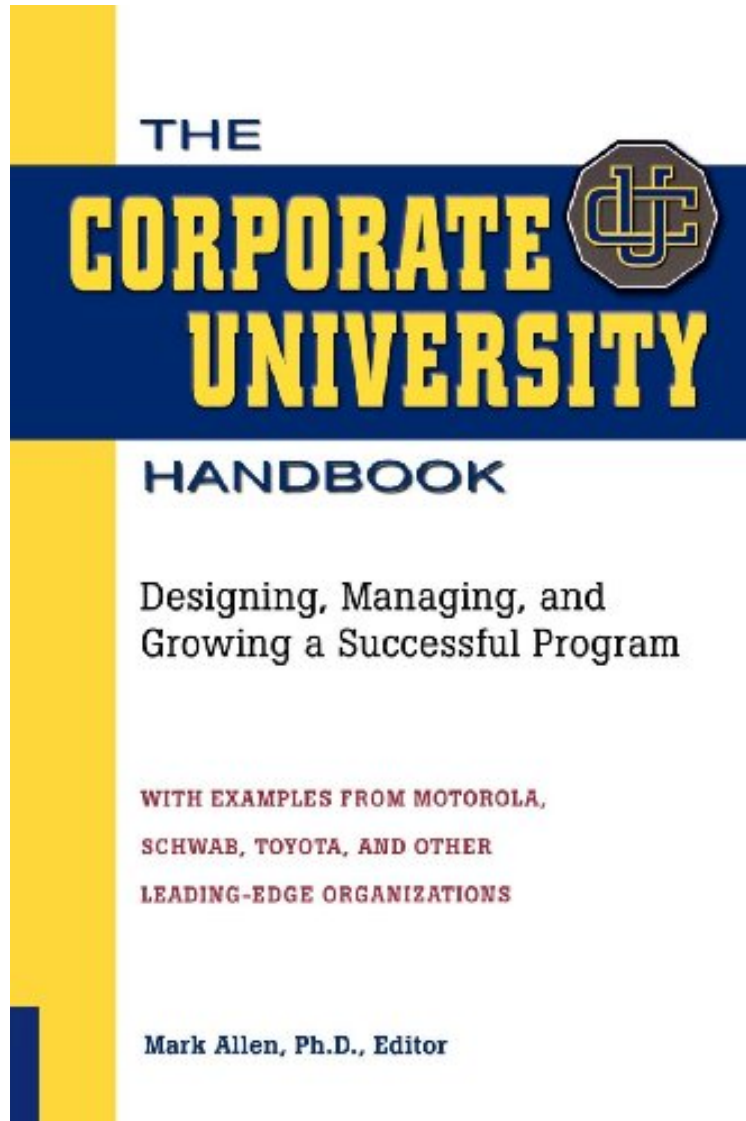


The Corporate University Handbook: Designing, Managing, and Growing a Successful Program

Mark Allen

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Once upon a time in the halls of academia, being a college graduate was enough. But now, corporations need their employees to have a more intense, ongoing academic and technical education, so they provide it themselves via corporate universities. Mark Allen and other experts from ten corporate universities, academic institutions and consultancies contributed chapters to *The Corporate University Handbook*, a practical, behind-the-scenes manual about designing and managing a corporate university. The goal goes beyond education: corporate universities must train employees and help corporations excel and prosper. This thorough, yet conversational, examination includes best practices, source notes and programs offered by specific companies including Motorola, Toyota, Sun Microsystems and Charles Schwab, in the U.S. and elsewhere. We from getAbstract assign this insightful book as an authoritative homework seminar for corporate university planners or managers.

Motorola. Sun Microsystems. Charles Schwab. Toyota. These global business leaders have bred excellence through innovative executive and management development organizations that go well beyond traditional job training. Known as corporate universities, these entities are essentially strategic partners of their sponsoring companies. Often working in conjunction with traditional educational institutions, they boast cream-of-the-crop faculty from the academic and business communities. Once the province of only the largest corporations, corporate universities are fast becoming the standard at smaller companies as well. This comprehensive handbook is a valuable resource for companies of all sizes who are considering (or already developing) enhanced professional learning programs. Featuring contributions from experts at ten different corporate universities, academic institutions, and consulting firms, the book addresses the three major components of corporate university success: organization, content, and processes. From structural and financial models to the role of technology, from curriculum development to evaluation approaches and measuring ROI, here is a wealth of information on this major development in professional education.

"is certainly a useful reference for organizations thinking of using the corporate university approach to meet business needs." -- TRAINING, October 2002
About the Author
Mark Allen, Ph.D. is the director of Executive Education at Pepperdine University's Graziadio School of Business and Management. He previously directed executive education programs at USC's Marshall School of Business.