

University's approach is still mainly that of print-based, mass distance education. Early feedback on CD-ROM development shows that high-quality multimedia takes too long and is too expensive to be a viable alternative.

Open University Business School (OUBS) began offering the course, 'The Capable Manager', to twenty managers at the United Nations in New York in February 1998 as part of the first stage of an MBA degree. OUBS viewed the launch of the course as a competitive bid for a part of the distance learning business market. Competitors include Apollo Group in the U.S. and Online Education in Hong Kong. OUBS does not wish to offer the course in countries where tutored learning is available, which restricts its market.

In the private sector, British Telecom launched Solstra, a net-based training system that allows companies and colleges to interact with students.

4.3.1.5 Australia

In Australia, enrolment increased 39 per cent between May 1998. In contrast, on-campus enrolment increased only 12.4 per cent over the previous year. The Ministry of Higher Education predicts that foreign student enrolment will bring \$4.5 billion to the country by 2001. In anticipation of this, Australia will be spending \$21 million on an overseas marketing campaign over the next four years, and Australian Education International has been created as a generic promoter of Australian distance services. An example of an Australian distance education program can be found at Edith Cowan University.

Canada has experience in both single and dual mode institutions to deliver distance education. Canada's open universities include Athabasca, Télé-Université du Québec.

Traditional universities and colleges can offer highly interactive education at a distance and still provide on-campus facilities that are costly and difficult for single-mode distance education institutions to provide. In the most common type, traditional institutions deliver courses using a variety of media to off-campus students through their external, continuing studies departments or through special programs. Some Canadian examples include the University of Waterloo. Which is primarily involved in correspondence delivery. Ryerson Polytechnic Institute created an Open College section in the early 1970s. In British Columbia (BC), North Island College was