EDGE Hotel School and beyond

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Kaplan is a global diversified education company - What started as one student and one instructor has become the world’s largest diversified education company.

• Over 1 million students each year
• Certificates through to Masters
• On-campus and online
• 600 locations in 30 countries
Kaplan also works with over 20 Universities around the world. We think we can work with Universities to achieve strategic goals....
The University of Essex is research intensive, inclusive, international and interdisciplinary.
The first Vice – Chancellor wanted Essex to be a daring University ........ There was an old hotel in the grounds......
The hospitality industry has a serious skills shortage

7% of UK jobs (1.6m) with high training costs per employee

UK HE provision is merged within business studies

32,000 new managers needed each year

Hotel chains recruiting from overseas schools

People 1st state of the nation report 2011
If someone comes up with the right programme employers want to help
There are around 450 hotel schools in the world delivering a great education.
... Many want their students to progress....
The Edge Foundation is an Educational Charity that promotes learning by doing
Sir Garry Hawkes, President of The Foundation has a lifetime in the hospitality industry and a passion to make it change.
EDGE Hotel School
The Edge Hotel School opens in April 2012

University operates a commercial hotel

Academic Practitioners teach and assess

Student Practitioners learn to run a hotel

Professional Practitioners guide and nurture

Students leave with an award from the University of Essex

The Edge Foundation and Patrons
EDGE Hotel School Online will fill a structural gap in hospitality education

Vocational student/Vocationally qualified in the industry

Typical hotel school

University graduate

Traditional university

Edge Hotel School
EDGE Hotel School Online will operate through a B2B partnership model

- Teach & Assess
- Content

- Recruit students
- Support learning

Edge Hotel School Online

Learning hubs (Hospitality schools or employers)

Kaplan

University of Essex

- Technology
- Learning architecture

- Award
- QA
University partners

Win: Win: Win situation

Mutual strategic objectives

Long term commercially sustainable relationship for both parties