

## CORPORATE UNIVERSITY RESEARCH



Corporate University Research (CUR) helps organizations set up or improve their corporate universities or training departments – strategic investments in talent that drive competitive differentiation.

### Case Study:

A Thailand based agricultural firm developed hundreds of specialty seeds and plants for sale in more than 12 Asian, African and South American countries. They developed high-yield proprietary products that were sold to small and large farms alike - where customers spoke multiple languages and had varying degrees of formal education.

They wanted to create a corporate university that would allow them to develop custom training programs based on their unique product and market knowledge. They also needed low cost methods of communicating their products and product benefits to their customers. Strong internal and external education programs were essential to the rapid development, sales and deployment of new products that provided the maximum benefit to their customers.

To date, CUR has completed the following.

- Benchmarking assessment based on a 15-dimension model.
- Overall strategy development for the learning organization.
- Management of hiring process for new Director of learning.
- Curriculum design for a 100 course product knowledge series.
- Implementation support for a custom LMS development.

	N = 66	Mean	Mode	1	2	3	4	5
Planning & Alignment	3	3						
Brand	2.6	2						
Structure	2.2	3						
Advisory Boards	2.8	3						
Operating Budget	3.2	4						
Long-term Investments	2	2						
Core	2	3						
Custom	3	4						
Delivery	3.78	3						
Partnerships	4.7	4						
Learning Management	1.3	2						
Mobile	1.3	2						
E-campus	1.3	2						
Business	3.1	3						
Learning	1.65	3						

# 2014

## Client Case Example

### RESEARCH

Providing benchmark assessments, best practices, and research on market trends

### CONSULTING

Building strategy, curriculum & technology for world class organizations

### EDUCATION

Developing new skills for leading learning organizations

### For More Information

CORPU UNIVERSITY RESEARCH LTD.  
Sathorn Square  
37<sup>th</sup> Floor, 98 North Sathorn Road, Silom  
Bangrak, Bangkok 10500

E-MAIL  
pmcateer@corpuresearch.com

WEB  
www.corpuresearch.com