INTRODUCTION

The Business of Borderless Education (or, BBE) grew out of the findings of an earlier Australian study, New Media and Borderless Education, which was commissioned by the Federal Department of Employment, Education, Training and Youth Affairs in 1996. The first study concluded that, contrary to the fears of vice-chancellors and the dire predictions of management gurus like Peter Drucker, major media and telecommunications companies were not interested in developing educational ‘content’ leading to formal qualifications as such; but that they were intent on securing carriage of content through higher education providers.

1 S. Cunningham, Y. Ryan, L. Stedman, S. Tapsall, K. Bagdon, T. Flew, and P. Coaldrake, The Business of Borderless Education (Canberra: Department of Education, Training and Youth Affairs, 2000). This study was commissioned under the Evaluations and Investigations Program.
2 S. Cunningham, S. Tapsall, Y. Ryan, L. Stedman, K. Bagdon, and T. Flew, New Media and Borderless Education (Canberra: Department of Employment, Education, Training and Youth Affairs, 1998). This study was commissioned under the Evaluations and Investigations Program.