



FOUNDER: Edible Blooms' Kelly Jamieson with AIB's Paul Wappett. Picture: EMMA BRASIER/AAP

AIB's new chief executive Paul Wappett says that teaming up with entrepreneurs like Edible Blooms founder Kelly Jamieson is one more pathway to keeping its online business education courses relevant. SA-BASED Australian Institute of Business is

making education more accessible and relevant to its students by contemporary industry partnerships, including one with Edible Blooms founder Kelly Jamieson.

Ms Jamieson has grown her online gifts business across Melbourne, Sydney, Brisbane and Perth, and internationally in Auckland, NZ, since setting it up in 2005.

An inaugural industry guest lecturer with AIB on entrepreneurship since last year, she is now in the midst of also taking her business into the UK, rebranded as Gift Rebellion.

“The guest lecturer position uses technology to deliver prerecorded interview content for AIB students,” she said. “From time to time AIB invite their guest lecturers to attend student events and networking opportunities as well.”

AIB also recently teamed up with Audi Australia and its chief human resources officer Zena Boakes as another lecturer. These partnerships are what AIB students need to connect their education with real application, said Paul Wappett, the new chief executive of AIB.

“We introduced industry guest lecturers to enable our students to learn from some of Australia’s and the world’s most innovative and successful business leaders,” he said.

Privately-owned AIB is the largest MBA provider in Australia, with more than 16,000 students and graduates across 90 countries, employing more than 200 staff.

“Our students traditionally have been working adults, time-poor, many who haven’t done university before and feel they want to change their lives.

“Education is big part of that change ... universities don’t feel like a good fit for them and we want to make it better in terms of accessibility and relevance.”

Despite the MBA program being the most affordable at less than \$30,000, its curriculum was still contemporary, being designed by academics with strong industry links.