

# Business Standard

## Easy Educate will train executives online

**Shruti Dev | Hyderabad January 29, 2007** Last Updated at 00:00 IST

Hyderabad-based Easy Educate, a higher-learning products services company, in association with eCornell, established and wholly-owned by Cornell University, is offering online programmes designed for executives and students.

The company recently tied up with Jawaharlal Nehru Technology University in Hyderabad to offer the latter's students the advantage of eCornell courses. It is also in talks with Hindustan Petroleum Corporation Limited, BPCL and Visakhapatnam Steel to offer online executive education to their employees.

"We are the only authorised partner of eCornell in India, Bangladesh, Sri Lanka, Nepal and Bhutan," says its director Madhusudhan Bandreddy.

The company plans to offer a Global Bridge course from 2008. "Our software developers are already working along with 15 deans of different schools in the US. This programme will evaluate the course syllabi of popular universities, identify the gap and address them so that the prerequisites are waived, and students can take up courses offered by US universities."

Easy Educate has also tied up with Myers University, Ohio, for its Custom Bridge programme to enable students seeking admission into Myers' 11-month MBA course get the perquisites waived.

It is also working towards offering courses in insurance and retail marketing along with Cornell University.

"Youngsters in age 18-24 are entering the job market and faculty resources are already a huge problem. We would like to provide an alternative by way on online education," he points out.