

PUNCH *Higher* **EDUCATION**

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Odade/Oxford Brookes varsity partner to run certificate programmes

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ODADE Consulting, the strategic arm of Odade Publishers, Lagos, has entered into collaboration with the Oxford Brookes University Business School, London, to run the foreign institution's Project Management certificates.

Other programmes under the collaboration include Strategy, Coaching and Performance Management. Trainees will receive certificates of Oxford Brookes University at the completion of each programme.

Under this arrangement, Odade Consulting is the first training firm to enter any of such arrangement with the university in Africa.

The Managing Director, Odade Publishers, Prince Adeyemi Adefulu, who made this disclosure at a press briefing in Lagos on Monday, said that the educational consulting firm decided to enter into the partnership as a way of helping Nigerians desirous of foreign education but lacked the resources.

Odade Consulting specializes in providing world-class professional and customised training in the areas of law, tax,

accounting, library and business that addresses the various needs of the country. Oxford Brookes University Business School is renowned for offering accounting education online and correspondence courses in different part of the world especially in Latin America and Asia.

He said, "Having looked at the Nigerian environment, we observed grey areas where there is need to develop the proficiency of the Nigerian professionals.

And to provide Nigerians who cannot travel abroad, either because of the challenge of securing visas, money and time constraint but who still desire to acquire foreign education the opportunity to work and study."

Also to assist companies who cannot send their employees overseas for relevant training that is of world class standard."

Speaking on the nature of publishing in the country, Adefulu bemoaned the effect of piracy on publishing business in the country.

He said pirates are the number one enemy of creative works.

"But one strategy we have adopted here (Odade

Publishers) to stem the tide of piracy is by printing our books with the highest quality materials that cannot be easily duplicated by pirates. This informed our decision to produce books and other materials from South Africa, and

Europe," he added.

He commended the Federal Government for abrogating duties on imported books, saying this would make books cheaper and more readily available.

Also, the President,

Nigerian-British Chambers of Commerce, Senator Dipo Odujinrin, who is also a director of Odade, expressed the need for specialisation in the publishing landscape.

According to him, it is not uncommon to see an

individual in the country performing the multiple roles of a writer, editor, reviewer, publisher and marketer all at the same time. He decried this attitude saying it would diminish creativity and promote loss of focus.