

Skill-Pill and Pearson create a Mobile MBA for iPads and iPhones

London: April 21, 2010: Skill-Pill M-Learning [SPML] and Pearson Education, one of the world's largest business publishers, today announce they will team up to deliver a groundbreaking **Mobile MBA**.

The MBA will feature text by leading business authors alongside leading-edge videos produced by SPML. The content will be produced as a hard-copy book as well as an application or widget for the iPad, iPhone and other mobile devices, such as BlackBerrys. The content will provide users with an interactive mix of high-end animated videos and practical text, with diagnostic and assessment tools.



The content will feature the following areas:

1. Marketing
2. Accounting
3. Finance and Maths
4. Strategy
5. Managing Change and Projects
6. Sales, Negotiations and Persuasion
7. Organisational Design
8. Managing the Organisation
9. Law, Ethics and Compliance
10. Managing a Team
11. Personal Skills
12. Managing Peers
13. Business Insights
14. Daily Skills: Management Survival and Success



The *Mobile MBA* will apply the most immediate elements of MBA thinking to the realities of day-to-day business life. It is due to be launched at the end of 2010.

Gerry Griffin, the founder and director of SPML, is delighted with the project. “This is a genuinely groundbreaking way of bringing practical aspects of the MBA programme to business executives in the work environment. It could be used by MBA graduates wishing to apply their studies in a practical environment or, just as easily, by professionals who want to improve their business skills but don’t have the time to take an MBA course.”

Richard Stagg, Editorial Director at Pearson, is enthusiastic about the *Mobile MBA*’s use of new technologies. “Pearson believes that new portable devices such as the iPad and the iPhone are revolutionising the way people are interacting, sharing information and learning. We’re delighted to be involved in this project. The *Mobile MBA* is another key step in the evolution of bringing high-impact learning and management tools to ever-busier professionals”.

Notes:

Pearson Education is Europe’s largest publisher of business books, for executives and students, and publishes under the Financial Time Prentice Hall, Prentice Hall Business and Wharton School Publishing imprints.

Skill-Pill is a leading mobile learning company that delivers concise marketing or training videos to mobile devices, such as phones, iPods or BlackBerrys. Each skill-pill comprises up to two minutes of rich media content. Skill-Pill produces customised pills for clients, and also allows them access to an extensive library of generic content. The library has 5 categories; Leadership, Management, Sales, Personal Skills and English Language Skills.

For more information:

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