

## **Abstract**

*Now we are living in a world with a full speed of changes, from social-culture, economic, politics and technology. Everything changes fast and so do people, they adapt very quickly. In the business area, professionals are accused of new skills and implementing knew knowledge to make an innovative breakthrough business solution.*

*In the education industry, our proposal is to find a new opportunity which can capture a new market that has not been touch by the traditional education format. We also try to find solutions for professionals who need to upgrade their knowledge and skills but have some obstacles and also to meet the company's employee's requirements in terms of employee qualifications.*

*We realize that the current speed of change in globalizing world has a far reaching impact on those who are reaching their career. New ways of thinking and new perspectives are necessary to take on the challenges of the future. Our objective is to produce innovative solutions in education industry, which will be beneficial not only to professions, but also universities, lecturers and corporates.*

*The study is limited to create a business model for online learning education for professionals. The study will describe about how to develop a university with IT based and online learning systems, the marketing plan, the human resources that suits the characteristic of the university and also the feasibility study.*

**Keywords:** *online learning; MM program; technology.*