



Developing Digital Learning Solutions for Global Business Leaders



Oppida

- **Client:** AsiaLink Business School
- **Program:** Doing Business in Asia
- **Location:** Australia
- **LMS:** Thinkific

Oppida partnered with Asialink Business to transform their Foundation Level country content into curated, self-paced digital learning solutions. By leveraging Thinkific, Oppida developed eight engaging online courses tailored for time-poor business leaders, exporters, SMEs, and government entities. This collaboration ensured that Australian businesses could develop critical knowledge and practical skills for operating in Asia, supporting Asialink Business's mission of fostering economic engagement with the region.



About AsiaLink Business

Asialink Business is Australia's leading centre for building Asia capability, helping businesses and leaders succeed in the fast-changing Asian markets. Through training, research, and advisory services, Asialink Business equips Australian organisations with practical knowledge and insights to strengthen their engagement with Asia.

The challenge

Asialink Business needed to develop digital courses that catered to a diverse audience, including business leaders from various sectors such as exporters, SMEs, professional services, and government bodies. The challenge was to create bite-sized, flexible learning modules that fit into the busy schedules of professionals while remaining engaging and effective. Additionally, the courses had to uphold pedagogical best practices, ensuring high-quality content that aligned with Asialink Business's reputation for excellence. Oppida was engaged to structure and design the content into an interactive format while ensuring seamless platform implementation and learner experience.

The solution

The eight designed courses were successfully delivered on time, ensuring a seamless learning experience for professionals across multiple sectors. The content was aligned with best-practice learning principles, maintaining Asialink Business's reputation for high-quality education. The integration of interactive elements and professional media assets created an engaging and practical digital learning experience. The optimised Thinkific platform enhanced accessibility and ease of use for all learners. Additionally, the project strengthened Asialink Business's internal capability in digital learning delivery, establishing a sustainable foundation for future course development.



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