

Merging Public & Private Best Practices in Creating a Premier Education Hub

Expanding Malaysian Education Internationally

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ODL is the application of ICTs to make education **accessible** to learners who are



Learners study
whenever they want
and from
wherever they
are in
the world.



ODL requires the communication of knowledge to students, by a teacher who is not physically there.



The final
award= Standard
programme
completed
on campus.



Examples of Universities - Incorporated

ODL



- University of California Los Angeles (UCLA)
- Cornell University
- University of Massachusetts, Boston
- Indiana University, Bloomington (IUB)
- University of Colorado, Denver
- John Hopkin's University
- University of Oxford
- University of Liverpool
- University of London
- Australian National University (ANU)
- Monash University

Market Growth for ODL



Distance Learning growth is about 34% annually.

(Clothey 2008; Kolowich 2009, Bohm, 2003)

Who are ODL Learners?

Most learners will be those who thought higher education was an **unattainable aspiration**.



They see higher education as **passport** to improve their **livelihoods**.

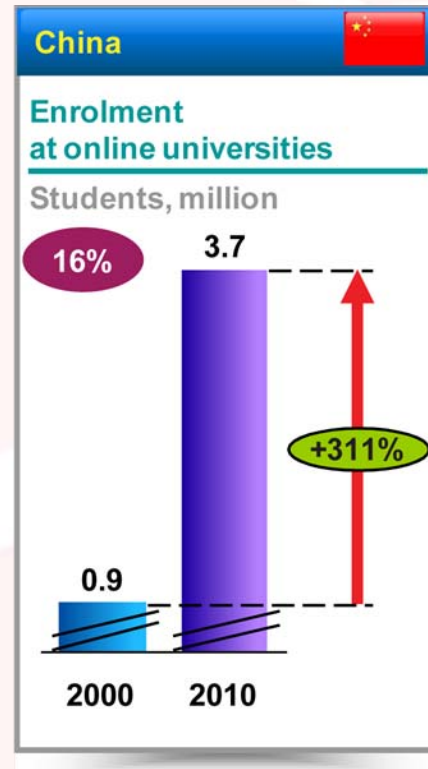
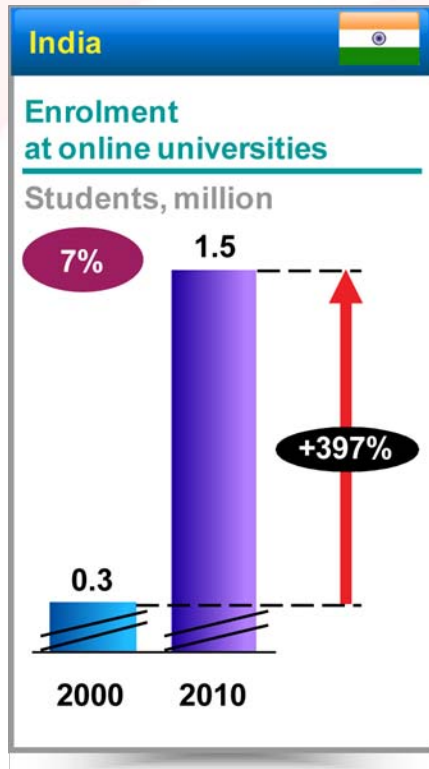
Where is the market growth?

- ❑ **Asia** = expected to account for **70%** of global demand in 2025.
- ❑ With **India, China and the Gulf Region** being the **main growthmarkets** and estimated to account for **50%** of the global demand for higher education in 2025.

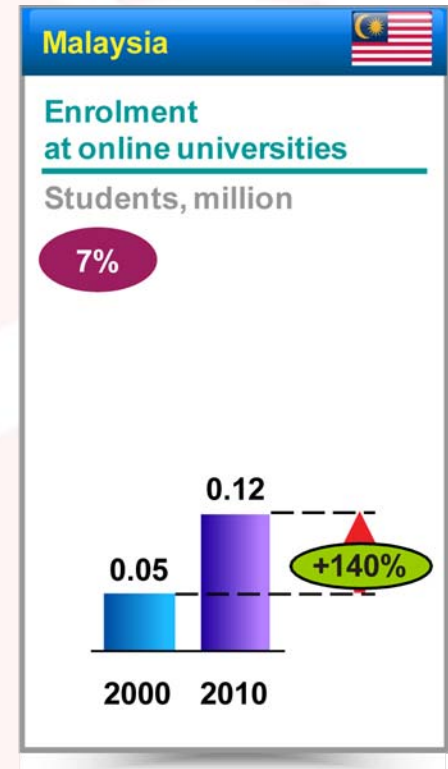
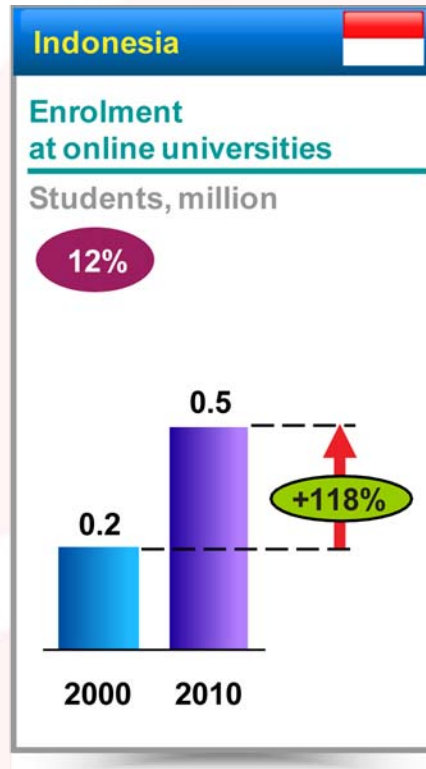
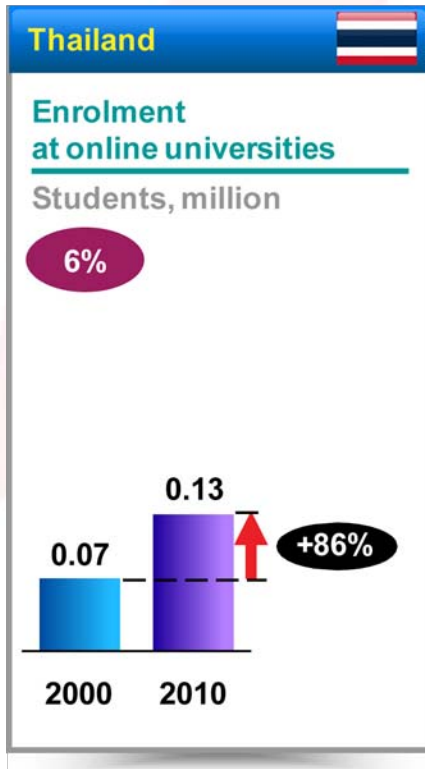


(Böhm, Anthony (2003) *Global Student Mobility 2025: Analysis of Global Competition and Market Share*, IDP Education Pty Ltd).

Enrollment in Online Universities



Enrollment in Distance Learning Universities



Economic Transformation Programme (ETP)

To transform Malaysia into a high income nation.

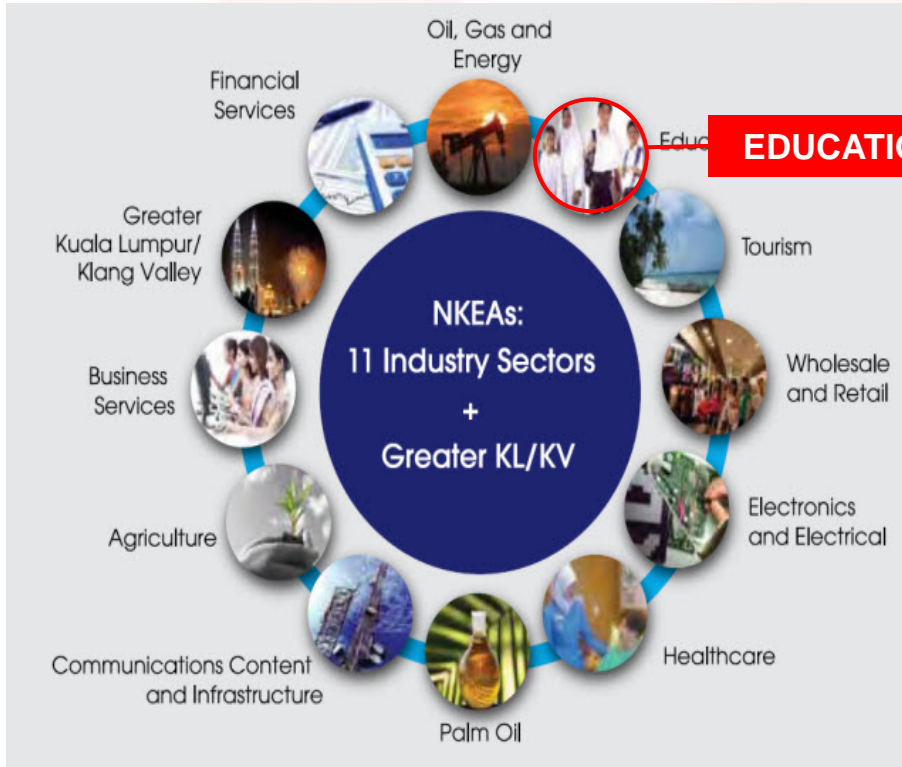


**ECONOMIC
TRANSFORMATION
PROGRAMME**

Driven by PEMANDU

**Anchored by 12 National
Key Economic Areas
(NKEAs).**

Entry Point Projects (EPPs)



**Comprises of 14
Entry Point
Projects (EPPs)**

What is EPPs?

**Projects to raise
overall education
standards**

**Deliver significant
results within
10-year timeframe**

EPP 6

**Expansion of international distance
education**





Asia e-University
(AeU), established to
spearhead
e-education in Asia

is endorsed by 31
member countries of
the Asia Cooperation
Dialogue (ACD).

Target Market

Target Countries

Market Situation

Market Strategy

	<u>Target Countries</u>	<u>Market Situation</u>	<u>Market Strategy</u>
1 Priority	 India	Huge and fast growing market, Limited rivalry, no local language adv.	Mass market, discount
	 Indonesia	Small but fast growing market, Limited rivalry, local language adv.	Mass market, low price
2 Priority	 China	Huge and fast growing market, Intense rivalry, local language adv.	Selected segments, market price
3 Priority	 Vietnam	Small and emerging markets, Limited rivalry, local language adv.	Mass market, market price
	 Thailand		
4 Priority	 Selected African countries	Small and emerging markets, Easy access, difficult to operate, no local language adv.	Mass market, Above market prices
	 Selected Central Asian countries	Well developed market, Difficult access, no local language adv.	Niche markets, Market prices
	 GCC countries		Niche markets, market prices

Malaysia Education Online (MEdO)



Content Development



Programme Management

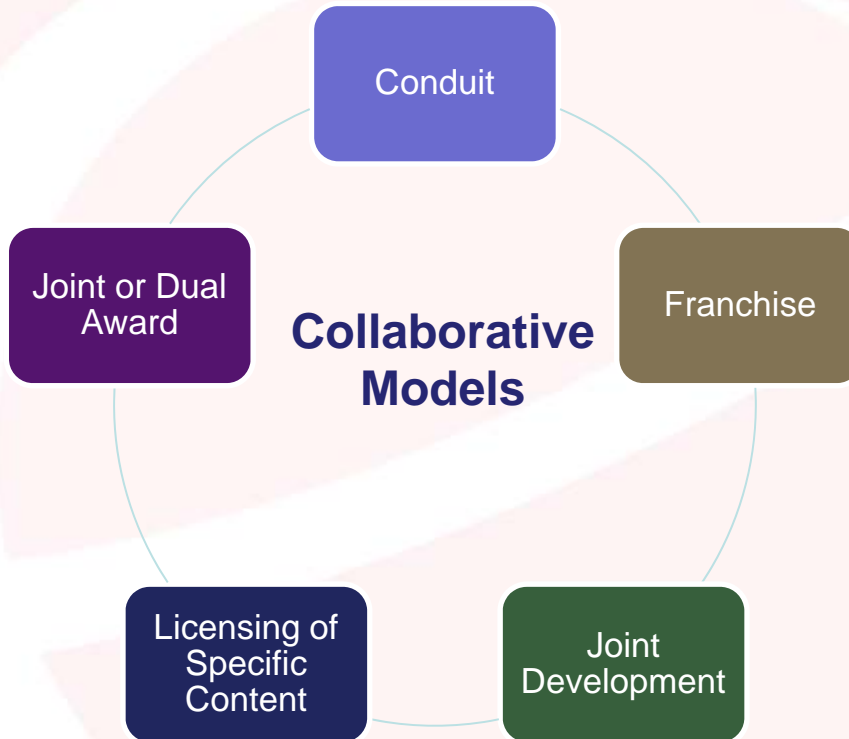


Programme Aggregation

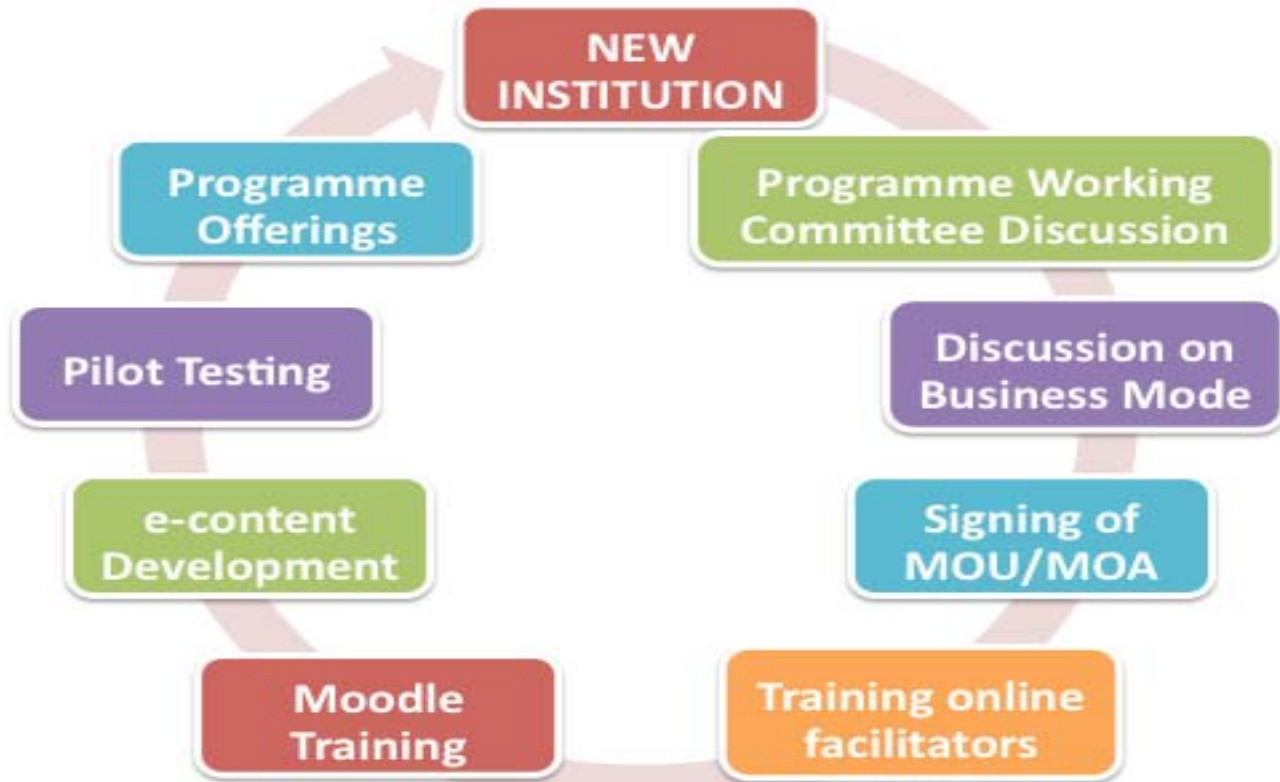


Content Delivery

5 Collaborative Models



Mobilisation



What's in it for me?



Opportunities to:

Offer **alternative mode** of delivering their programmes

Give option for a **mix** of online and on-campus courses

Use the online content for **f2f delivery**

Penetrate the growing international tertiary education market
– new revenue stream, International branding



PEDAGOGIC VALUE PROPOSITIONS

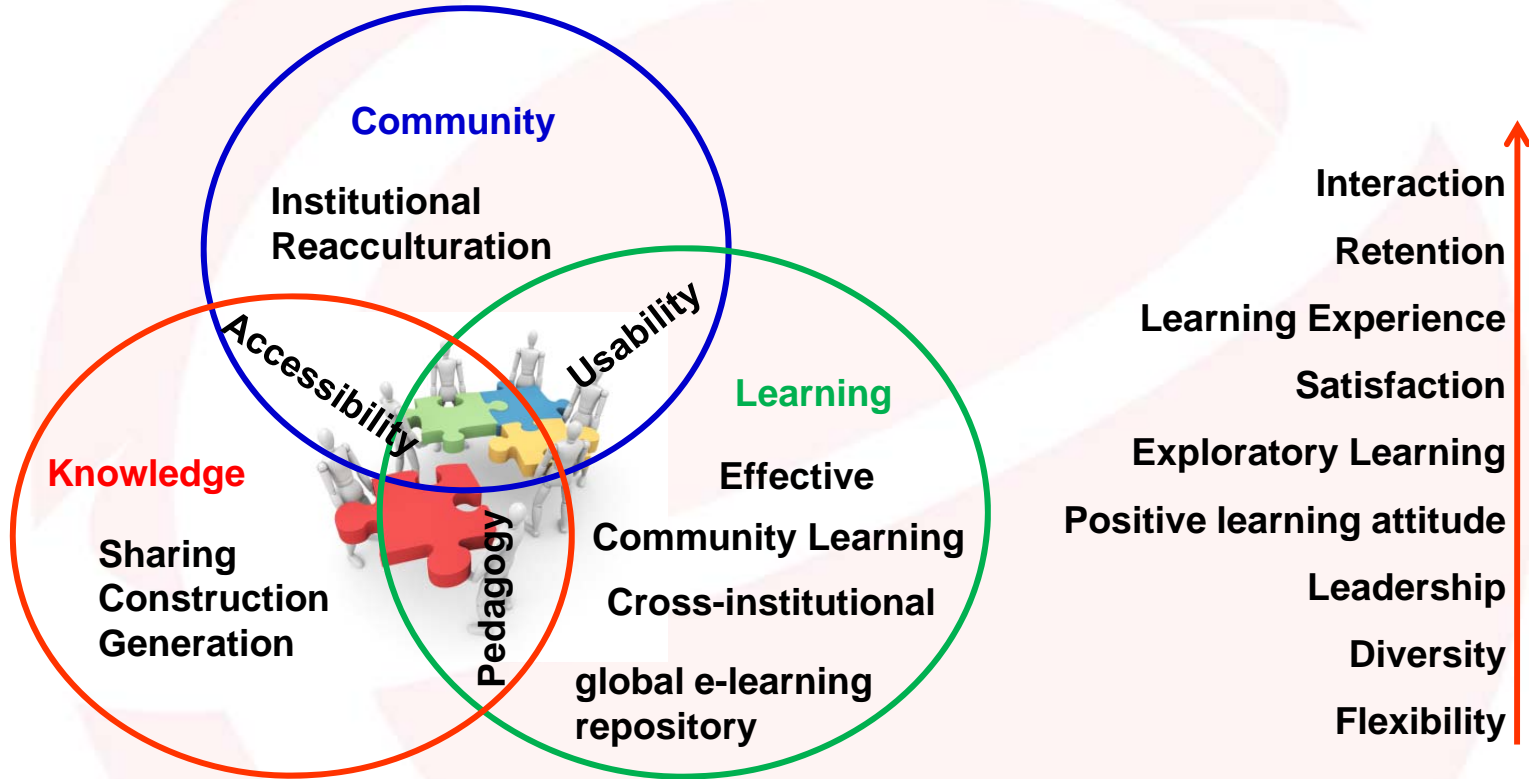


Limited Time/Space
Face to Face
National
Single Mode delivery



Quality
International
Global
Anytime
Online/ blended
World class
Learning community
Open
Anywhere
Community
Collaboration





Programmes to be offered

Bachelor in Business Administration

Bachelor in Business Management (Islamic Finance)

Bachelor in Education (TESL)

Bachelor in Hospitality & Tourism Management

Bachelor in ICT

Certificate in Insurance

Certified Islamic Financial Planner



Programmes to be offered

Master in Business Administration

Master in Business Administration (BOS)

Master in Computer Science (Information Security & Assurance)

Masters in Construction Technology & Management

Master in Education

Master in Dakwah & Islamic Management – by Research

Master in Human Capital Management

Master in International Tourism and Hospitality

Master in ICT

**Master in Quran & Sunnah Studies –
by Research**



Programmes to be offered

PhD in Business

PhD in Education

PhD in Computer Science

PhD in Dakwah & Islamic Management

PhD in ICT

Phd in Quran & Sunnah Studies



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Expanding International Distance learning

MEdO is an online learning platform for the delivery of education programmes leveraging on the collective expertise of Malaysian higher education institutions



Our Programmes

We provide a wide range of programmes, to meet your different needs and interest. qualified academics in their respective field. Select your favourite programme. . .

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ECONOMIC
TRANSFORMATION
PROGRAMME



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PLATO

“Someday, in the distant future, our grandchildren's grandchildren will develop **a new equivalent of our classrooms**

They will spend many hours in front of boxes with fires glowing within.

Thank You

Prof. Dato' Dr. Ansary Ahmed

President/CEO

www.aeu.edu.my