



OPEN UNIVERSITY
UNIVERSITI TERBUKA
MALAYSIA

OU MALAYSIA: A NEW BUSINESS MODEL & ORGANIZATION

A Seminar on
CREATING NEW BUSINESS VALUE
IN INTERNATIONAL MARKET

JAKARTA

9TH OCTOBER 2003

Prof Dr Ansary Ahmed, DJN
Assoc. Prof. Dr Shaari A. Hamid
Prof. Dr. Hairudin Harun
Open University Malaysia

PRESENTATION OUTLINE

- 1. The New Business Scenario
- 2. The Impact on Business organization
- 3. OUM: A New Business & Organization

1. The New Business Scenario

■ Higher Education & HRT

- Refined service & products
- Increased in variety of services

■ Greater Participation of Women in Labour Market

- Less time for traditional shopping
- Networking Accessibility
- Increased Services

1. The New Business Scenario

■ Market Competition

- Lessening of regulatory Control
- Changing needs of customers
- Liberalization of Trade
- Widening of market/ Globalization

■ Development of ICT

- Increased in Computer Literacy
- Increased Accessibility
- Convergence of Education, Communication and Commerce

UTM



USM



UUM



UMS



UNIMAS



UPM



UPSI



UITM



UIA



UKM



UM



OU MALAYSIA



- ❑ Private University owned by a consortium of 11 Public Universities.
- ❑ Leveraging on the strengths of the shareholder universities
- ❑ Academic market driven and short term executive development training programmes
- ❑ Blended Pedagogy

2. The Impact on Business organization

- Effect on Business Practices
 - On-line business
 - Consumer related activities
 - ICT enabled management processes
- Effect on Forms of Business Organizations
 - Strategic partnership
 - Virtual Organizations
 - Network Organizations

PRESENT SCENARIO IN MALAYSIA

- ✦ Only 14% Of Workforce Have Degree Qualifications
- ✦ Only 20% Of School Leaving Children Can Enter Universities
- ✦ Moving Away From Low Skill Labour And Land Intensive Industry To High Skilled Labour Force And Capital Intensive Industry –MSC And Biovalley

☒ Learner-Centered

- ☒ *Learner-centered* University and not *faculty-centered*
- ☒ Country Wide learning Centers
- ☒ Small Classes
- ☒ Self -paced Learning
- ☒ Blended Delivery
- ☒ Learner Services Centre – Toll free Counseling line



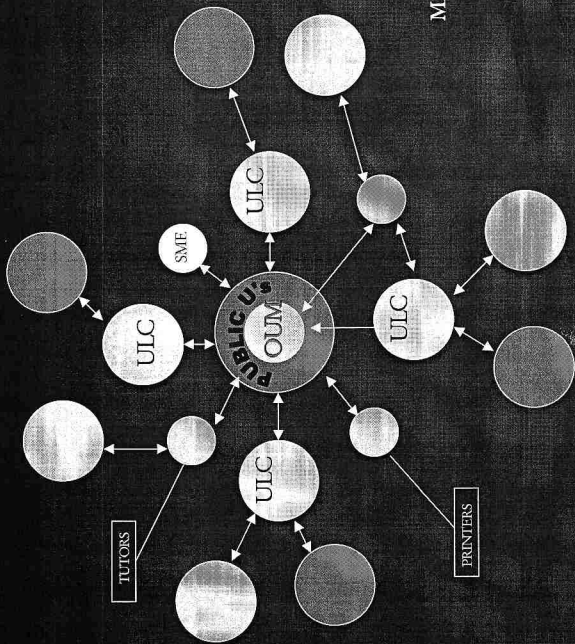
☒ Flexibility

- ☒ Choice of learning centres
- ☒ Choice of subjects
- ☒ Choice of learning Modes
- ☒ Choice of learning Exits

LEARNING CENTRES



OUM: A NETWORK ORGANIZATION



MARKET SEGMENTS



OPEN

PRIVATE INST.

PUBLIC INST.

ACADEMIC PRODUCTS on OFFER



OPEN UNIVERSITY
UNIVERSITI TERBUKA
MALAYSIA

- Diploma in Management
- Diploma in Information Technology
- Bachelor in Information Technology
- Bachelor in Business Administration
- Bachelor in Management
- Bachelor in Multimedia Communication
- Bachelor in Information Technology and Management
- Bachelors in Education (TESL, Science, Mathematics, Electrical, Mechanical and Civil Engineering)

ACADEMIC PRODUCTS on OFFER

- **Master in Management**
- **Master in Business Administration**
- **Master in Information Technology**
- **Master in Information Technology**
(with La Rochelle University, France)

INTERNATIONAL PROJECTS & CONSULTANCIES



⊠ OUM International:

- implemented a number of consultancies
- training programmes

⊠ Network of consultants:

- professional capabilities and competencies in education
- human resource development and training.

INTERNATIONAL PROJECTS via IPD (Career Dev. Program)



- Professional Development for Sri Lankan Teachers:
 - Advance Level Science and Mathematics,
 - Strategic Planning Capacity for Sri Lankan Educational Administrator

➤ Design and implement programmes for:

- the Republic of Maldives,
- Brunei Darussalam,
- Sri Lanka,
- Cambodia and
- Northern Territory, Australia.

MARKET RESPONSE



OPEN UNIVERSITY
UNIVERSITI TERBUKA
MALAYSIA

- ❖ Over 15, 000 Students registered in Diploma and Bachelor Program
- ❖ Over 150% per annum growth rate
- ❖ Over 7,000 trainees
- ❖ Over 150 students registering for Masters Program
- ❖ Low attrition rates (only 5% in some program)
- ❖ Increasing demand for academic and training Program from Public and Private Sectors

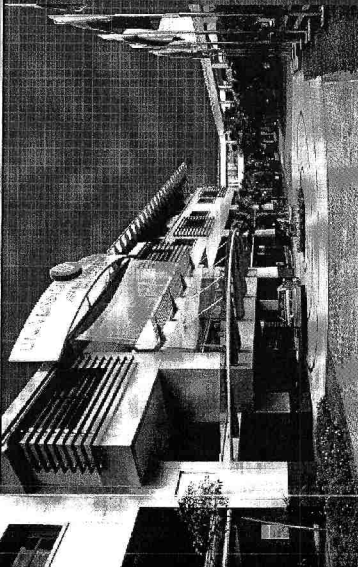
Implications to Major Sectors

- **Education Industry**
 - The Model of ODL
 - Viability of ODL
 - Optimal Utilization of Public Resources
 - Public Resources run operationally in Private Sector style

- **Business Sectors**
 - The Model for new Business
 - New Market
 - Bottom line through low-cost operation

- **Intellectual & Human Capital**
 - The Model Human Capital Investment
 - Re-skilling & Re-tooling
 - Lifelong Learning

OUM: A New Business & Organization



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THE MARKET

- ❖ 90% of students are working adults
- ❖ 50% of students in 26-40 age group
- ❖ Un-served needs in rural and remote places
- ❖ Invitations from several countries to open branch campuses

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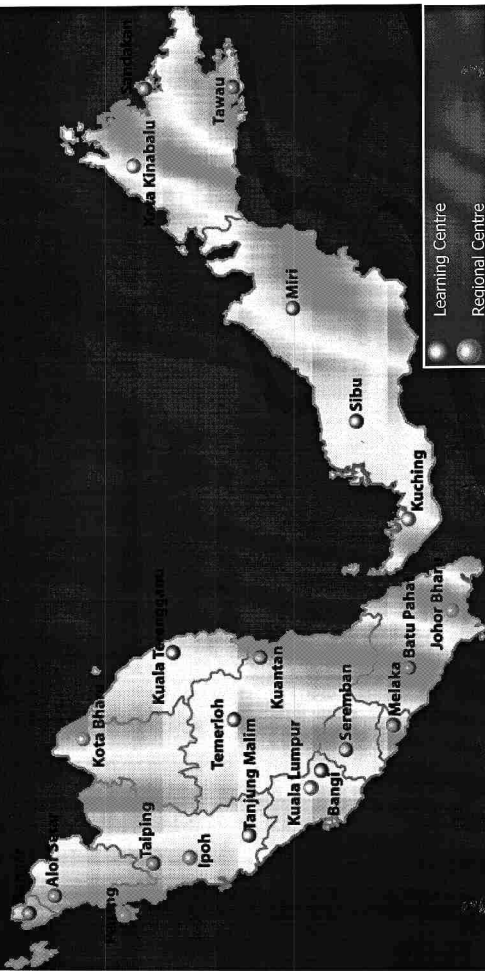
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Choice of subjects

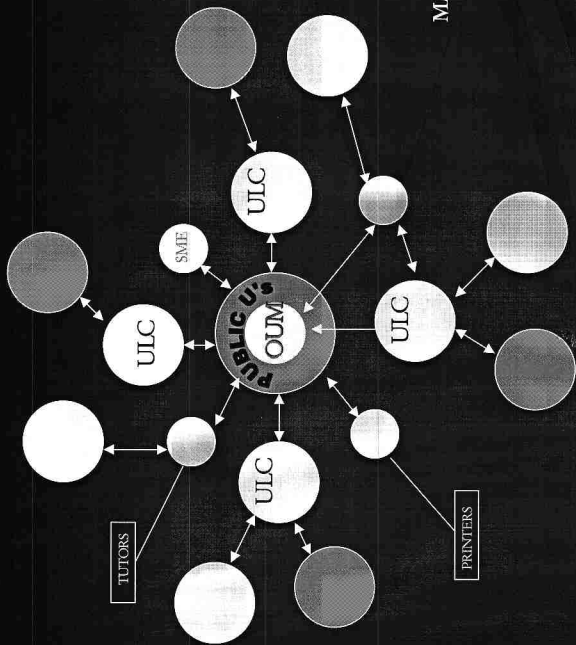
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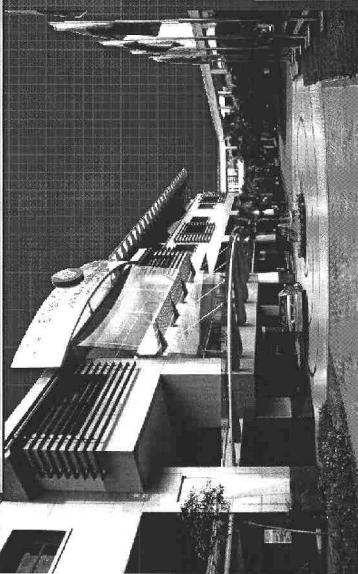
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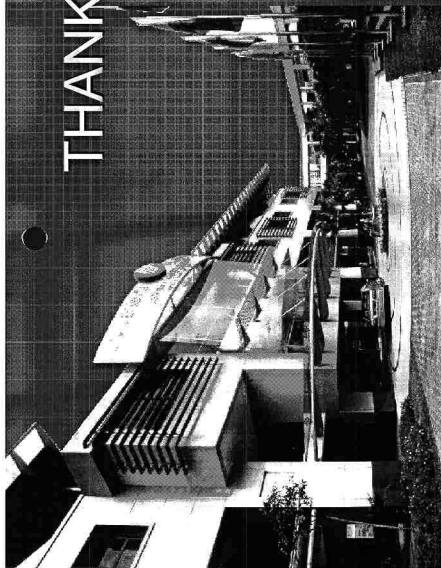


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THANK YOU



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