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
Blended Pedagogy

development training programmes
Academic market driven and short term executive
holder universities
Leveraging on the strengths of the share
II Public Universities.
Private University owned by a consortium of

OU MALAYSIA

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TERBUKA
2. The Impact on Business Organization

- Effect on Business Practices
- Strategic partnerships
- Virtual Organizations
- Network Organizations

- On-line business
- Consumer related activities
- ICT enabled management processes
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
ACADEMIC PRODUCTS on OFFER

- 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)
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

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 programs)
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
3. OUM: A New Business & Organization
THE MARKET

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

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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

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