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EU-Asia e-Learning 2003



MOA with the Ministry of Entrepreneur Development



Centre for Graduate Studies



Certificate Presentation Ceremony for International Students









BRIDGING the DIGITAL DIVIDE between the "Information-rich" & "Information-poor"

19 May 2003



 Exchanging of MOU documents between President YBhg. Tan Sri and Prof. On Christian Eskanazi

With the explosion of information technology and increasing growth of high technology sectors in the region that paves the way to unlimited opportunities in the contemporary workplace has come a growing demand for information technology expertise.

Together with the world-renowned

Together with the world-renowned Université de La Rochelle, France, OU Malaysia is offering members of the public Master of Information Technology in September 2003 - an education partnership to be regarded as part of an international collaborative endeavour which will deliver significant benefits to both institutions

A Memorandum of Understanding was signed between President YBhg. Tan Sri Dato Dr. Hj. Abdullah Sanusi Ahmad and President of Université de La Rochelle. Dr. Christian Eskenazi. in which both parties have agreed in a joint development of modules, research, publications, meetings, and conferences. This programme will involve teaching by professors and individuals with expertise in the Information Technology industry from both OU Malaysia and Université de La Rochelle.

In his opening speech, President YBhg. Tan Sri had said the collaboration between the University and Université de La Rochelle would ensure young Malaysians who would soon take the helm of various businesses have equitable access to knowledge and access to wealth in the Information Technology area. Thus, it would help minimise the 'digital divide', i.e., the growing gap between the information-rich and the information-poor which is seen as a threat to our social and economic prosperity.



 Prof. Dr. Christian Eskenazi, President of Université de La Rochelle



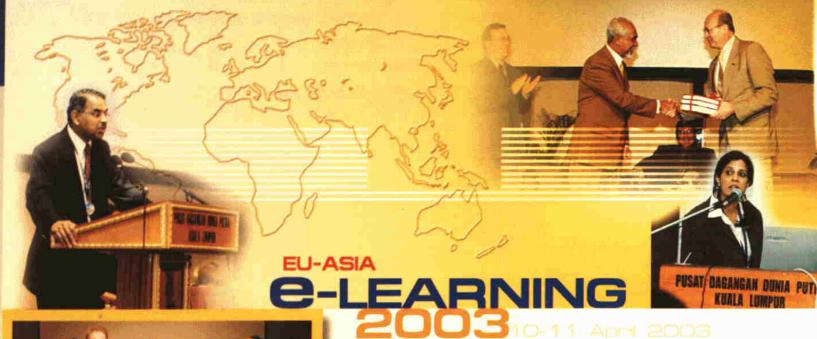
Exchanging viewpoints - President YBhg.
 Tan Sri and HE Jacques Lapouge.
 Ambassador of France in Malaysia



Getting familiarised with OU Malaysia's e-learning system



The signing ceremony that sealed an education partnership between OU Malaysia and Université de La Rochalle









The EU-ASIA e-Learning 2003 conference was held recently at the Putra World Trade Centre, Kuala Lumpur. YB Datuk Tan Chai Ho, Deputy Minister of Energy, Communications and Multimedia launched the 3-day conference.

Tan stated that the country's continuous ICT development was necessary as the emergence of the Internet and the opportunities for open and distance learning has become a substantial part of the world today. He added that the market for e-learning is expanding quickly.

The fast development of e-learning as a viable alternative to traditional learning methods has become inevitable, given the widespread acceptance of the Internet as a vehicle for communication and information retrieval, said Tan-

The conference, which drew more than 200 local and 60 foreign delegates representing 20 countries such as the United States. United Kingdom and Germany, was jointly organised by three EU-Asia partners, i.e., METEOR Sdn Bhd, University of Limerick, Ireland and Heriott-Watt University. United Kingdom and supported by Asia IT&C, European Commission (EC) to promote Information Technology and Communication (IT&C) between Europe and Asia.

With OU Malaysia as one of the sponsors of this first business matching event on e-learning ever held in Malaysia, the conference aimed to enhance the growth of e-learning in both Europe and Asia for the education and corporate training industry where participants were exposed to European role models for development of e-learning. The symposium was also intended to increase the European IT&C presence in Asia as well as to stimulate the adoption of regulatory approaches and IT&C standards which are compatible with European ones.

Notable local and foreign speakers from distinguished organisations were invited to deliver talks and conduct workshops for the participants comprising primarily academicians, publishers, training providers, and entrepreneurs from small and medium enterprises in education. Among the keynote speakers were YBhg. Dato' Ambrin bin Buang (Secretary General, Ministry of Education). YBhg, Tan Sri Dato Dr. Hj. Abdullah Sanusi Ahmad (President / Vice Chancellor, OU Malaysia), Mr. Mick Blood (Head of International Business Development Learndirect, Ufi Ltd., UK) and Prof. Roy Leitch (Chief Executive Officer, Interactive University and Deputy Vice Chancellor, Heriot-Watt University, UK).

In addition to the updates on current and future directions of elearning as an industry, the conference also served as a bilateral bridge between e-learning solution providers, technology vendors, thought-leaders, consultants, educationists, media developers and regulators of the European Union and Asia in establishing strategic business relationships.



Celebrating the first graduating class of CCRO

The Career Certificate in Retail Operations (CCRO) graduation ceremony held recently at OU Malaysia started off with a bang. The event saw the Open University Malaysia President's Prize Award and the Jaya Jusco Managing Director's Prize Award presented to the programme's top students, Eugene Lee Yew Wai and Mohd Zahid Othman amidst thunderous applause.

Lee, 19, from Perak was elated to have won the President's Prize Award. He confessed that being announced as the recipient for the award was no surprise to him as he had worked hard for it. While, the Managing Director's Prize Award went to Mohd Zahid, a 21-year-old from Johor Baru.

The President's Prize Award is given to a candidate who has passed in all subjects with high distinction for each semester and earned a CGPA of 360 or better while the Managing Director's Prize Award is presented to a candidate who has earned the highest evaluation rating by his or her superior and achieved maximum efficiency towards personal and career development in on and off the job training at Jaya Jusco Stores Bhd.

The ceremony opened with prayers followed by Jaya Jusco Stores' anthem Present at the graduation were President YBhg. Tan Sri Dato Dr. Hj. Abdullah Sanusi Ahmad, Jaya Jusco Bhd Managing Director, Mr. Soichi Okazaki, Executive Director, Mr. Masato Yokoyama and senior management staff of OU Malaysia and Jaya Jusco Stores Bhd.

In his speech. President YBhg. Tan Sri stated that the balanced training approach adopted by the University would help produce well-rounded students who will not only excel in their studies but also flourish as competent, productive and knowledgeable individuals. He further reiterated the importance of building an innovative and multi-skilled workforce in any organisation as this will contribute significantly to the future development and success of the company.

The graduation ceremony also saw 89 other CCRO students being presented with their certificates, marking their achievement. The CCRO is a joint-venture programme held between OU Malaysia and Jaya Jusco Stores Bhd. The programme runs over a 7½-month period and comprises of theoretical classes and practical trainings. This provides a great opportunity for those who wish to work and at the same time, upgrading themselves. At the initial level of the programme, students are positioned at Jaya Jusco stores for practical training to enable them to gain real-world experience in retailing. These sessions are closely monitored by supervisors, and students performances are evaluated by their commitment in their work and interaction with customers. After successfully completing this stage, students will proceed to the Diploma in Management (Retailing) programme.

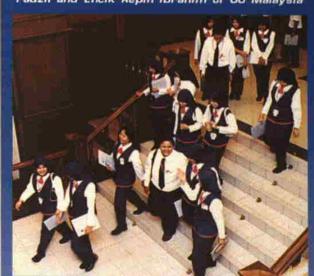
 Hard work definitely pays off - Habibah Moniji, Eugene Lee Yew Wai and Mohd Zahid Othman rejoicing over their success

GRADUATES
CAREER CERTIFICATE

OPERATIONS



Attendees including Managing Director
 Mr. Soichi Okazaki and Executive Director,
 Mr. Masato Yokoyama of Jaya Jusco
 Stores Bhd., Assoc. Prof. Dr. Mansor
 Fadzil and Encik Repin Ibrahim of OU Malaysia



• Proceeding to the refreshment hell



· Apprentices joining in the Jaya Jusco anthem

AN INTERVIEW With Prof. Dr. Md. Zabid Abdul

Prof. Dr. Md. Zabid Abdul Rashid was appointed Director of the newly established Centre for Graduate Studies in June 2003. Prior to coming to OU Malaysia, Prof. Md. Zabid was the Chief Operating Officer of the Malaysian Graduate School of Management Foundation and Dean of the Malaysian Graduate School of Management at Universiti Putra Malaysia.

PROF. DR. MD.

Prof. Md. Zabid earned his Bachelor of Science in Agribusiness from Universiti Pertanian Malaysia and Master of Science in Agricultural Economics at University of London, UK. He obtained his doctoral degree at University of Aix-Marseille, France and a Doctor of Science in Management and Diplome Etude Approfondie (D.E.A).

I talked with Prof. Md. Zabid during his first month on the job. While it was much too early to expect him to chart a specific programme for the Centre for Graduate Studies, his answers to my questions offer a glimpse of the man, his philosophy and the plans he has drafted for the Centre.

OU: How is OU Malaysia trying to do a better job preparing graduate students to be teachers and researchers in their respective fields?

OU Malaysia will offer three postgraduate degree programmes. MBA, MM and MIT. The three programmes are part of structure 3 (which is purely taught or by coursework). Each programme has its focus and serves to provide potential learners their specific interests. For example, the MBA is also designed to enhance graduate learners to be effective teachers and researchers in specific areas of business studies.

Learners will be able to do this as the curriculum allows non-business degree holders to understand the whole range of fundamental knowledge in business studies and teach at their respective tertiary institutions. Learners will be exposed to the fundamental principles of conducting a research and are required to undertake a research project prior to graduation. That way, they will obtain hands-on experience and knowledge on research processes and gain new knowledge. Similarly, our MM and MIT will also provide graduate learners such experience in the areas of management and ICT.

OU: What is different about OU Malaysia graduate programmes?

Our graduate programmes are different from others (namely traditional modes of learning) in the sense that we take into account the current need for higher education under competitive environment and limited resources. As such, our blended mode of learning (a combination of self-learning, collaborative learning and face-to-face learning) presents the latest approach in future learning mode. Our graduate learning mode offers great flexibility, convenience and accessibility to many people who are busy in their present schedules. By flexibility we mean graduate learners can take the courses in one semester and then request for a deferment in the subsequent semester, and then continue again.

This also means that they can enhance their learning experiences at their own pace and not pressured to complete their studies quickly. Flexibility is also seen in the learning methodologies that promote self-learning, collaborative learning and face to face learning. Furthermore, our customized learning materials are unique as they add value to the learning environment today. This does not only provide education for all but also emphasises the learning a la mode consistent with the requirements of the new era.

OU: What are the applied elements of these programmes?

The structure of the graduate programme is divided into three parts, namely the core courses (including the basic course), the specialised courses, and the specialised project work. In each part, graduate learners will be able to learn how to apply the knowledge that they had learned in their daily managerial work. For those in IT, it will also improve their ICT reconnaissance of the subject matter. Graduate programmes like ours would be of no value if it is not applicable. We do not train 'theorists' but promote best practices'. However, the extent of application of our programmes would also depend on the extent of the learning curve of each graduate learner. We expect each of our graduate learners would have higher levels of their learning curve at the end of the programme.

INTERVIEW WITH PROF. DR. MD. ZABID ABOUL RASHID, Centre for Graduate Studies

Rashid Centre for Graduate Studies

INTERVIEW WITH PROF. DR. MD. ZABID ABOUL RASHID, Centre for Graduate Studies

OU: What is the enduring value of a Master's degree from OU Malaysia?

I think the most enduring value in our Master's degree is the learning experience which is different and could only be explained better by one who is immersed in our graduate programme. OU Malaysia will provide learners the value of learning in the present context, which is much lacking. People don't seem to value knowledge and experience, instead like to take things the easy way out. We hope to instill sound analytical and conceptual skills that are of lifetime value.

OU: Describe the kind of qualities, skills and character you would like to see in every individual who graduates from the Centre.

We would like to produce graduates who are practical, realistic and have sound theoretical foundations of knowledge. To meet the needs of the industry and public sector, we must produce competitive, confident graduates of international calibre and are willing to explore new frontiers. I like to see that our graduates are comparable with those from the leading international institutions.

We must also make sure that they have the 'learning edge' that distinguishes our graduates from others. By learning edge we mean that our graduates are able to adapt and adopt new techniques, processes and generate creative ideas that are becoming more critical now and in the future. Besides having communication skills. I believe our graduates would be competent in analytical and conceptual skills.

OU: How will you use your (past) experience as a former professor of management and strategy at the Malaysian Graduate School of Management, Universiti Putra Malaysia in your new position?

My past experience was indeed useful as it had provided me the foundation to face the future challenges in the new millennium. I believe there are lessons to be learned from the past. In meeting the current and future challenges, I need to know the past lessons learned and make necessary adjustments (learning review) accordingly to fit with the current context and future situation.

The rapid changes in our present environment require us to be adaptive and proactive to a certain extent. Information is primarily important, and we must know how to use information more effectively so that the goals, mission and vision of OU Malaysia are realised.

OU: Now that you have been here a few months, have you identified any areas you would like to strengthen or have you developed any goals or plans for the Centre?

The vision of President YBhg. Tan Sri has inspired me to set plans for the Centre. The Centre aims to provide high quality graduate programmes in the open learning environment through multi-mode learning methods in the global information millennium. This means our goals focus on quality education, promotion of new body of knowledge through R & D in selected areas, and enhancement of life long learning concept.

We believe that the Centre will be able to contribute effectively in the nation building process of democratising education and support the national needs for human resources in the K-economy. This means that we must work together with our Public Institutions of Higher Learning partners and also with those in the private sectors. We must also collaborate and form strategic alliances with our international partners in meeting the challenges of the borderless world. All our achievements are the results of the continuous and ardent support and cooperation between the management, staff and students.

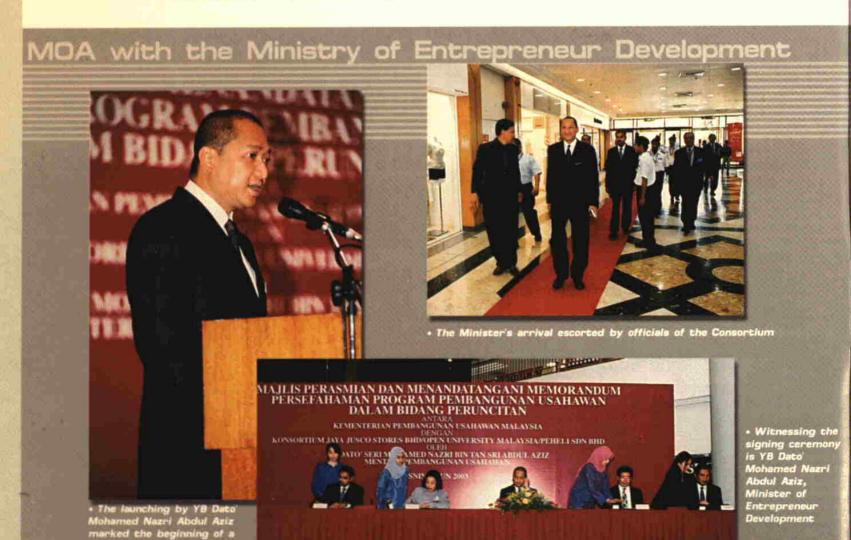
The Centre has developed its goals clearly, and we believe that we can achieve it with the full support, cooperation and continuous rapport that we have now and in the future with our internal and external stakeholders.

In the home front, currently we are doing fine. But, I think we need to continuously develop and improvise our systems and processes as we progress further so that we will be able to maintain our lead position.

Ministry of Entreprene

A new way for local entrepreneurs to start and expand their business was launched as part of an MOA signing ceremony between the Ministry of Entrepreneur Development and a Consortium comprising OU Malaysia, Jaya Jusco Stores Bhd and Peheli Sdn Bhd, in which each party collaborates closely and works hand-in-hand to develop the Career Certificate in Retail Business, a highly structured and intensive business coaching programme specifically designed for entrepreneurs and would-be entrepreneurs.

In this programme, participants will be trained to run and manage a business and coached to support and assist further business development through a series of workshops, case studies, examinations and practicum learning experiences covering all aspects of entrepreneurship including business growth, leadership, communication skills, customer service, retail terminologies, competitors survey, etc.



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MOA with the Ministry of Entrepreneur Development

ur Development 9 June 2003

MOA with the Ministry of Entrepreneur Development

Out of the 6-month period needed to complete the programme, two months will be spent on theoretical classes at OU Malaysia campus and Jusco Retail Centre, three months on practical trainings at Jaya Jusco Stores Bhd where participants are exposed to details such as documentation & procedures, sales area and backroom management, retail visual merchandise display, merchandise & store security and stock inventory & stock taking, and the last month being a business coaching and counseling period conducted by consultants of Peheli Sdn Bhd.

In his welcome address, Prof. Dr. Ansary Ahmed, Senior Vice President of OU Malaysia described the launch as part of the University's initiative to assist the government to accelerate its efforts in developing a progressive and knowledgeable entrepreneurial society.

He added. I am sure our involvement today is a landmark display of cooperation between the retail industry and an institution of higher learning coming together in a small way, in realizing the need for the development of the K-Entrepreneur in Malaysia."

MOA with the Ministry of Entrepreneur Development



Exchanging of MOA documents



Revealing the structure of the programme during the press conference





The programme boasts students from

"Tutor Training"

Entices Participation of Tutors from All Over

18 May 2003





OU Malaysia has arranged a tutor training workshop for all tutors prior to the start of the May 2003 semester to better ensure they receive appropriate training and guidance in following the University's curriculum when delivering courses to students.

The 1-day training program, which attracted hundreds of tutors with particularly heavy participation from the Faculty of Business & Management and Faculty of Education, Arts & Social Sciences, ran simultaneously at all Learning Centres throughout Malaysia.

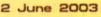
The workshop was especially useful in encouraging the exchange of knowledge and ideas, open and honest debate among participants on the various concepts and methods for solving problematic issues that tutors often face in the fortnightly held tutorial sessions. It revealed alternative visions, interpretations, and perspectives on the strategies employed to support and enhance the student's learning process.

Among the topics that were heavily debated on were the different approaches to encourage further participation and interaction among students in class, assessments methods and tools that can be incorporated during the teaching process, etc

This experience has certainly provided me with a good introduction on online teaching and learning and really helped me better see how the varying aspects of teaching methodology relate to each other, commented one of the participants,



IT Camp for chool Holic











METEOR Technology Sdn Bhd kicked off its first IT camp series on 2 June 2003 for primary and secondary school students aged between 7 and 13, in view of the school holidays.

The idea for the camp series was mooted based on President YBhg. Tan Sri Abdullah Sanusi Ahmad's suggestion to fully utilize the University's computer facilities and promote the awareness of information technology among children, said METEOR Technology Sdn Bhd manager, Abdul Razak Jahury. He added that the series not only educated and introduced students to the fundamental practices and principles of computing but also promoted empirical learning with participants tackling a progressive series of challenges, which would also enhance their self-development skills.

Modules for the 2-day camp incorporated interesting activities like "Tower Building," where the emphasis was on teamwork and management skills, while leadership was the focus behind 'Broken Squares.' Whereas other activities like "Perception" and 'Desert Survival' cultivated critical, creative, analytical thinking and decision making skills among the children. While the activities are meant to improve personal development skills, the main objective of the camp is still to expose participants to the basic principles and applications of computer programs, e.g., Microsoft Word, Microsoft Excel, Microsoft Power Point, Internet Explorer, said Abdul Razak. More self-development camps and training workshops will be organized by METEOR Technology Sdn Bhd in the near future

For further details, please contact:

METEOR Technology Sdn. Bhd.

C1-02-35, Jalan SR 1/9, Seksyen 9, Taman Serdang Raya, 43300. Seri Kembangan Selangor.

Tel: 03-8943 9155 Fax: 03-8943 9157

Email: Intan@meteor.com.my / masita@meteor.com.my

Centre for Graduate Studies

The Centre for Graduate Studies was established in early 2003 to assist in managing, coordinating and promoting the newly developed graduate studies programmes at OU Malaysia more effectively and efficiently. It aims to provide high quality graduate programmes in the open learning environment through multi-modal learning methods in the global information millennium.

The establishment of the Centre leads the way towards what is rapidly becoming the next viable step in the development of education and services at OU Malaysia in which it thrives to promote research and development in the areas recognised as potential areas of growth and development in the selected field of study and enhance the spectrum of knowledge in those areas.

The Centre also aspires to promote and enhance new body of knowledge by integrating multidisciplinary fields of study as frontiers of knowledge in the future and utilizing multi-modes and state-of-the-art technological tools in graduate studies.

The Centre for Graduate Studies is currently offering

Master of Business Administration (MBA) specialising in

- General Management
- Human Resource Management
- Finance
- Marketing
- · Entrepreneurship
- Economic Development

Master of Management (MM) specialising in

- · General Management
- Marketing
- Human Resource Management
- Entrepreneurship

Master of Information Technology (MIT) specialising in

- Information TechnologyMultimedia Communication

Additional programmes in various disciplines leading to Graduate Certificate, Graduate Diploma, Masters and Doctoral level are presently being devised and will be available in the near future.

For further details, please contact:

Centre for Graduate Studies Open University Malaysia

> Jalan Tun Ismail 50480 Kuala Lumpur. Tel: 03-2773 2278 Fax: 03-2697 8850

Email: cgs@oum.edu.my

Learning

OU Malaysia has established Learning Centres at selected public and private institutions of higher learning all over Malaysia where students can benefit from face-to-face interaction between students and tutors. Fully equipped with tutorial rooms, resource centres and Internet facilities, these Learning Centres provide students with various teaching, research and library facilities and most importantly, a campus-like experience that is an integral part of traditional tertiary education. To date, the number of Learning Centres has soared to 27 (and still growing).

PERLIS

Maktab Perguruan Perlis Kangar, Perlis

KEDAH

Institut Perguruan Darul Aman Jitra, Kedah

Kolej Mara Kulim Kulim, Kedah

PULAU PINANG

Universiti Sains Malaysia Minden, Pulau Pinang

Institut Teknologi Perak Ipoh, Perak

Kolej Latihan Telekom Taiping Taiping, Perak

Universiti Pendidikan Sultan Idris Tanjong Malim, Perak

SELANGOR

Fakulti Kejuruteraan, Universiti Kebangsaan Malaysia Bangi, Selangor

Politeknik Shah Alam Shah Alam, Selangor

KUALA LUMPUR

Kampus OU Malaysia Kuala Lumpur

Institut Bio Sains, Universiti Malaya Kuala Lumpur

MELAKA

Maktab Perguruan Perempuan Melayu Melaka Melaka

JOHOR

Kolej Universiti Teknologi Tun Hussein Onn Batu Pahat, Johor

Maktab Perguruan Temenggong Ibrahim Johor Baru, Johor



Centres

PAHANG :

Kolej Islam Pahang Sultan Ahmad Shah

Kuantan, Pahang

Kolej Informasi Multimedia Mentakab, Pahang

TERENGGANU

Kolej Sri Iman Kuala Terengganu, Terengganu

KELANTAN

Pusat Wilayah Kota Bharu

Kota Bharu, Kelantan

SARAWAK

Universiti Malaysia Sarawak Kota Samarahan, Sarawak

Kolej Latihan Telekom Kuching, Sarawak

KAS Management & Services Sibu, Sarawak

Institut Pengajian Teknikal dan Pengurusan Miri, Sarawak

REGIONAL CENTRES

In addition to the 27 Learning Centres, OU Malaysia has also established a number of Regional Centres throughout the country. They will serve as one-stop centres for students as many of the functions currently handled by the main campus in Kuala Lumpur will come under the responsibility of the respective Regional Centre.

Each Regional Centre will be headed by an Administrator who will oversee the development needs, systems procedures of all the other Learning Centres within his region. OU Malaysia's first five Regional Centres are located at:

- 1. Kota Bharu, Kelantan
- 2. Seremban, Negeri Sembilan
- 3. Serdang Raya, Selangor
- 4. Seberang Jaya, Penang
- 5. Johor Baru, Johor

SABAH

Sekolah Sains & Teknologi, Universiti Malaysia Sabah Kota Kinabalu, Sabah

Kolej Yayasan Sabah Kota Kinabalu, Sabah

Yu Yuan Department of Commercial Studies

Sandakan, Sabah

Universiti Teknologi MARA Cawangan Sabah

Tawau, Sabah

Certificate Presentation

Realising the imperativeness of bringing an organisation into new heights of globalisation in order to remain competitive in today's sustained economic development, the institute of Professional Development has established strategic business partnerships with various organisations in the region so as to effectively penetrate broader markets. A graduation celebration was held at the Pan Pacific Hotel, Kuala Lumpur honouring the success of international students graduating from the following programmes:

Professional Diploma in Teacher Education (In-service Education), Ministry of Education, Republic of Maldives

Duration: 8 months at Open University Malaysia and 2 months in the Maldivian schools

This programme was developed specifically for the Ministry of Education. Republic of Maldives as an upgrading exercise for their senior teachers to become supervisors in the atoll schools. The focus of the programme was on effective schools which are found to be educational settings where teachers are professionally collegial, where administrators arrange the context to support that collegiality, where teachers are deeply involved in goalsetting, where teachers work together on self-initiated improvement activities such as peer coaching or school and classroom based inquiry, and where the initiative for experimentation rests most often with the whole group. In-service advisors could well provide the catalyst for changes to take place in these schools.

Educational Management Training Course for School Principals, Ministry of Education Sri Lanka

Duration: 2 weeks at Open University Malaysia and 1 week at College of Management,

Mahidol University, Thailand

The programme was developed to provide the basic concepts of education management in general and school management in particular. The school managers are exposed to basic concepts, principles, processes and techniques of management that are directly related to their current job as principals. They are also briefed on how to manage schools with limited resources and schools that are equipped with state-of-the-art learning technologies like Smart Schools.





Sharing their cultural dance performance with fellow Malaysians





· Educational Management Training Course for School Principals, Ministry of Human Resource Development, Education and Cultural Affairs, Sri Lanka (Group 5)

Ceremony for International Students

Strengthening Strategic Planning Capacity - National and Sub-national Level Educational Administrators in Sri Lanka

Duration: 1 month

This programme was developed for educational practitioners working at the Ministry and Provincial Offices involved with planning and implementation of programmes, projects and activities. Educational planners in order to work effectively and efficiently have to clearly plan what they propose to accomplish during the term of duty. This is necessary in view of the multifarious activities and concerns which demand the time and attention of educational managers. This programme was attended by 10 senior officials who are mostly Deputy Directors of the Provincial Offices, Ministry of Education Sri Lanka.

Programme on School Management, Ministry of Primary & Mass Education, Bangladesh

This programme was developed for the officials of the Ministry who would be doing training for school principals at the school level. As the participants are not school administrators themselves, the focus of this programme on School Management was on the theoretical aspects of school administration and principalship. Participants are exposed to basic concepts, principles, processes and techniques of management that are directly related to the core business of schools. At the same time, they visited schools where they could observe school management and leadership in practice.

Programme for the Classroom Practices on Education, Ministry of Primary & Mass Education, Bangladesh

The school curriculum is designed to implement teaching and learning in schools. However the backgrounds of students differ and it is thus important for teachers to understand how to diagnose the gaps, deficiencies and varieties in these backgrounds. School visits made up part of the programme so that the participants could observe some good classroom practices. The schools were specially selected based on their performances on classroom management.



More performance.

 Educational Management Training Course for School Principals, Ministry of Human Resource Development, Education and Cultural Affairs, Sri Lanka (Group 3)





· President YBhg Tan Sm presenting a





YBhg. Tan Sri President and Dr. Shoughee, Deputy Minister of Education of the Islamic Republic of Maldives paying a courtesy visit to Malaysian Deputy Education Minister, Dato Aziz Shamsuddin at the Ministry of Education

& DISTANCE LEARNING



rapid development of information communication technologies and the need for more creative learning environment has led to the growth and development of open and distance learning at the postgraduate level. Consequently, several universities, particularly in the west, are adopting technology mediated learning (TML) as a key resource in enabling innovative and enhanced learning experiences in postgraduate studies.

Some business schools, however, are using the technologically mediated learning approach as a means of differentiation and gaining competitive advantage.

This is attributed to the fact that there is an increase in demand for higher education, relatively high levels of on-the-job training required in the knowledge-based economy, and the changing attitude of traditional students towards learning (Frand, 2000).

Several studies have found that learner's participation increased with the use of computers. The level of student satisfaction and performance also improved with the TML.

At the postgraduate level, open and distance learning is more well known in the areas of business and management. Several well known universities like Duke University - Fuqua School of Business, University of California Los Angeles (UCLA) - Anderson Graduate School of Management, Ohio University, University of Phoenix online Campus, and Wake Forest University - Babcock Graduate School of Management and Calloway School of Business and Accountancy, have used TML in their MBA programmes (Alavi and Gallupe, 2003).

These institutions used a variety of learning modes in the delivery of their postgraduate studies, including on-line learning. For example at Duke, up to 50% of the executive and day MBA programmes is face-to-face and the rest involved a combined mode of learning. Learners at the MBA in Duke could live and work anywhere in the world while participating in the Global Executive MBA programme.

Ohio University, for instance, used electronic access to learning materials and electronic coaching by faculty (instructors). University of Phoenix offered all programmes on distance learning mode using the Web-enhanced Online System (OLS) software platform (Alavi and Gallupe, 2003).

The student administration and support functions are also delivered online in a distance mode. In the United Kingdom, besides Open University, similar trends could be seen at University of Leicester, Imperial College at Wye (University of London) and many others. In Malaysia, Open University Malaysia adopts a blended learning method, i.e., self learning, face-to-face seminars, and on-line learning.

Learners in each of the postgraduate programme will have to spend more than 60% of the total learning time on self learning, 12.5% on face-to-face seminar, and 25% on online learning.

STUDIES

by Prof. Dr. Md. Zabid Abdul Rashid, Centre for Graduate Studies

In the face-to-face seminar, learners will meet once a month to discuss with their peers and facilitators on topics and issues that had been assigned in each module (course). Learners are also expected to participate in the online learning as Open University Malaysia has developed a monitoring system that could not be avoided by learners.

One common issue raised in the open and distance learning is the quality of the learners. That is would learners in this mode of learning have the same quality, if not superior, to the traditional mode of learning? The response to this issue depends on the learning provider and the learner.

Graduates in the open and distance learning can have the same quality or even better if the educational provider maintains high quality in assessing the learner's assignments and conducts and examination for each of the module or course. For example at Open University Malaysia, 50% of the total assessment is based on continuous assessment including individual assignments and tests, and another 50% is based on the final examination.

To obtain a pass in the postgraduate level, a learner must obtain an average of a B' grade (equivalent to 65% in marks), and this means that learners could not obtain a postgraduate degree without showing proof that the learner had actually learned (understood and able to apply the relevance of the subject matter) the module in question.

At the postgraduate level, the purpose of the examination is not to test the 'memory' power of the learners but rather to test his/ her understanding of the subject matter in many ways including by giving short cases or raising key issues in a particular subject.

On the learner's side, the integrity of the learner and attitude towards learning provides much assurance in enhancing the quality of graduates in the open and distance learning. By participating in collaborative learning, learners could enhance their learning experiences that can be mutually beneficial in their studies and work.

After all in many postgraduate studies, particularly those doing their studies by research are practicing 'open and distance learning' to some extent as they meet their supervisors on prearranged schedules and not as often as in structured studies programmes. As such, the quality of learners in this type of postgraduate education is generally comparable or may even be superior to a typical graduate in the traditional learning mode.

The rapid development of postgraduate studies in the open and distance learning mode is consistent with the potential development of the new information age. UCLA, for example, infuses this TML throughout its MBA programmes. Similarly, Duke University's strategy is consistent with its vision of globalisation and innovation. This mode of education and training is also preferred by employers as open and distance learning offers the possibility of organising learning and professional development in the workplace itself.

This is often more flexible and saves the costs of travel, subsistence and absence in the workplace. This mode of learning would be attractive to the employers and employees as the investment (in terms of time and money) is done by both parties (employer and employee) in pursing common goals. As such, open and distance learning would not only be a fashion but a fad in the near future.

more...

OPEN & DISTANCE LEARNING

IN POSTGRADUATE STUDIES

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Advantages and Disadvantages of Open and Distance Learning

When open and distance learning was introduced more than 50 years ago, it was seen as place of learning for the 'less fortunate' learners. This trend is changing with the advent of ICT and various technological tools used in the learning environment. The pros and cons of the open and distance learning are summarized in Table 1

Table 1: Pros and Cons of Open and Distance Learning

Pros

- Convenience in time and location
- Access to learning and training
- Flexibility in learning
- Increase opportunities to improve human resource development
- Increase cost effectiveness of educational resources
- Internationalisation of global education
- Wider geographical distribution of access to education
- Assure standardised quality of education and services

Cons

- Self discipline
- Commitment towards learning
- Extent of continuity in programme (attrition rate)
- Trust and integrity in learning experience
- ICT costs and breakdowns
 - Attitudes towards personal learning

Source: Adapted and revised from UNESCO (2002)

The merits of open and distance learning cannot be denied is more widespread and overwhelming consistent with the changing socio-economic and geo-political context today. However, the weaknesses of the open and distance learning mode is very much related to the personal and self development of the learner, particularly in relation to the extent of commitment, integrity, discipline and attitude towards learning. However, this can be overcome if learners have a positive attitude towards learning. To the providers of open and distance learning, one major weakness is that it requires heavy investment to continuously develop the technological mediated learning mode so that it is most efficient and effective to the learners at all times. Further, the cost efficiency of open and distance learning can be high particularly if the number of learners enrolled is small, size of curriculum is large, the number of years over which courses are offered without change is short, and the cost of developing courses is high.

Open and distance learning at the postgraduate level offers great flexibility, convenience and potential improvements to enhance managerial skills and competences without sacrificing your work or career. It is not to be conceived as a place for the 'less fortunate' as the learning strategies and modes developed in the ODL mode assured its learners at least similar or even better quality of education and services. Postgraduate education in the ODL mode is the 'state of the art in learning' method in the new millennium. It is the backbone of our k-workers and k-economy in the information age.

MANAGEMENT, The Way Forward

By Nazrai Ahmad Zabidi

2 September 2003

In a move towards total quality work culture at OU Malaysia, a workshop titled "The Way Forward Workshop: Enhancing OUM Quality Management System" was held recently at Eastin Hotel, Petaling Jaya. The 2-day workshop was attended by 27 senior managers, deans and other top level managers of OU Malaysia and facilitated by Tuan Hj. Mohd Ariffin Hj. Ibrahim, an expert in Quality Management System.

President YBhg. Tan Sri Dato Dr. Haji Abdullah Sanusi Ahmad, in his keynote address urged all participants to deliver consistent and quality service to all of their clients. This includes areas academic programmes, service to learners and such as management system. He believes that consistent quality is crucial especially to meet the demands of the growing number of students in OU Malaysia

"Can we be absolutely sure that we are still able to maintain the same level of quality, with the same processes, to service 16,000 students? It might be beneficial for us to heed the Pareto principle: that even if we are able to satisfy 80% of our clients, it takes only about 20% of our customers who are dissatisfied to completely ruin our reputation and competitiveness, he said.

During his keynote address, President YBhg. Tan Sri voiced his satisfaction with the progress made by the University since their last quality workshop. He was particularly pleased with OU Malaysia's status as an MSC company. In addition to this, he praised the divisions that have worked closely with the Centre for Quality Management and Research & Innovation (CQMRI). He hoped that all divisions would provide their full cooperation to COMRI to meet the ISO target by 2006.

President YBhg. Tan Sri proposed several requirements necessary to achieve Quality Management in OU Malaysia. Among others, he suggested that all procedures and processes within the relevant divisions should be properly documented. Secondly, he urged all levels of people in OU Malaysia to take ownership of their respective quality focus SOP (Standard Operating Procedures). Finally, he believed that quality assurance should be extended to the support services within the University such as Human Resource, Finance, Students Service and Marketing.

Besides this, President YBhg. Tan Sri outlined the plan to improve OU Malaysia's quality management system. He proposed all divisions of the University to consolidate their SOPs, by moving away from 'activity focus' procedures and adopting 'quality focus' procedures. Furthermore, he recommended that all their SOPs

have 'a timeline of execution' with continuous assessment as well as improvement. Here again, he stressed on the need of accountability by every staff in OU Malaysia. Thirdly, he unged all staff in the University, particularly from the top management, to give their full commitment and be knowledgeable in quality management.

President YBhg. Tan Sri ended his talk by reminding all participants to the workshop, 'that quality has become, in today's world, the only way of doing business, and also the only way of staying in business



STUDENT'S COMMENTS

The previous August 2003 intake marks the University's 7th student intake, registering approximately 1,800 freshmen nationwide in various disciplines leading to Diploma and Bachelor's levels. Here's what some of them said ...



"I like the freedom of learning at OU Malaysia where I can manage my career and earn a higher education qualification simultaneously."

Muslina Muhd Yusof, Bachelor in Business Administration



"This University offers good educational opportunities for working adults who find it difficult to enrol in a full-time programme."

· Foong Year Cheng. Bachelor in Information Technology



"The University's Learning Centres located throughout the country makes learning more accessible and convenient for all students."

· Ho Yip Seng, Bachelor in Multimedia Communication



"The class schedules are flexible and tuition fees are reasonably set."

· Samantha Tai, Bachelor in Multimedia Communication



"With the availability of open and distance learning at OU Malaysia, working adults no longer have to forego their pursuit of an advanced education."

. Muhd Nor Syafii, Bachelor in Information Technology and Management



"The variety of financial assistance opportunities the University has to offer is particularly beneficial to applicants on low incomes."

· Matheri d/o Munisappan, Bachelor in Business Administration



"Local universities are usually highly selective which makes competition for entry fierce. At OU Malaysia, they make it a point that everyone deserves an equal chance to further their education."

Sankaran Vengadasalan, Diploma in Management



"The entry requirements are flexible compared to other local universities, which offer a greater opportunity for those who have been deprived from tertiary education qualifications."

• S. Mohana, Bachelor in Information Technology & Management



"The flexible schedules enable more working adults to continue studying and provide them with more educational opportunities."

• Ng Keng Chye, Bachelor in Information Technology



"The class schedule works perfectly well with my work schedule."

· Wan Mohd, Shafian, Diploma in Management

HEARTIEST

OU MALAYSIA WOULD LIKE TO CONGRATULATE THE

OUTSTANDING STUDENTS

WHO MADE IT TO THE AUGUST 2002 PRESIDENT'S LIST

sculty of Science and Foundation Studies

Ahmad Zaidi B Mohamed Aidah Binti Ishak Aima Suriani Bt Awang Aminuddin Bin Ismail Amran Bin Abdullah Anita Binti Moomen Asiah Bt Mohamad Azmawati Binti Muhamad Bahishuzila Binti Yaakob Chua Chee Tion Chua Cheng Her Chung Siew Yieng Dayang Suriah Binti Ratman Fatimah Binti Abdullah Foong Yoke Yin Gan Seck Nee Haslina Bt Ali Hasma Bt Che Wil Kalsom Bt Abas Kamariah Bt Othman Khairiza Bt Khaldin Khalda Bt Haffizullah Koh Yoke Tin Kong Lei Peng Lai Yew Pong

Lim Chin Hooi Ling Ching Ling Nah Lu Ting Hien Mariana Bt Nawi Mariyamma a/p Subramaniam Mariyani Binti Jaafar Masinah Binti Sahid Mimun Bt Jana Ng Yoke Lan Nik Suryani Bt Nik Othman Noor Hayati Bt Che Mohammad Norhayati Bt Che Mod Norizah Bt Puteh Normishah Bt Abdul Latif P Chitra a/p K Palanisamy Phang Lai Kuen Rabayah Binti Tahir Rohana Bt Mohd Roshilah Bt Ariffin Rosidah Bt Ibrahim Roslini Bt Ibrahim Roznee Bt Amat Mushim Salbiah Bt Razak Sermiah Bt A Rahim

Siti Faizah Bt Mohd Nasikin Siti Mariam Bt Abdullah Siti Noor Bt Mohamed Suggust Ak Bakat Suhaila Binti Sharafuddin Suraya Bt Mazlan Suzanaliza Bt Ramli Talaiyatol Wasapiah Hj Hamzah Tan Soo Ngeu Tee Son Him Ting Leh Mee Ting Sii Suh Tiong Huo Ong Tong Sung Chiun Tuan Khatijah Bt Tuan Husin Wan Aniza Binti Wan Min Wan Hanidah Bt Wan Ahmad Wan Zainudin B Wan Karim Wan Zulkifli B Wan Mohamad Zaimah Bt Awang Besar Zainal Abidin Bin Abdullah Zaitong Bt Abd Ghani Zariah Bt Awang Zawawi Bin Yaacob

Feculty of Engineering and Technical Studies

Abdul Nasir B Abdul Rahman Ahmad Bokhari B Musa Anita Binti Ahmad Azlizaa Bt Abu Bakar Busu Bin Sulong Che Sharipah Bt Abdul Rashid Fairos Bt Zakariah Hafiza Binti Nyak Harun Hamzah Bin Katan Hanim Bt Ahmad Ismail Bin Abdullah Ja'far Bin Suradi Jafni Bin Othman Khairul Thalleh B Mustafa Khamsiah Bt Jaapan Khuzaimah Binti Abu Bakar Mahadi Bin Wardion

Md Emran Bin Saidi Mohd Najakhi B Mohamed Zaid Mohd Nasir Bin Awang Nik Mohammed Ainul Amran B Nik Mustapha Nik Noor Salisah Binti Nik Ismail Nor Sukor Bin Ali Nordin Bin Salleh Norhashikin Binti Pathoraagi Normawati Bt Abdullah Rohana Bt Dol Jadi Rohaya Binti Jusoh Roslan Bin Hashim Rosli Bin Abdul Wahab Roslina Binti Abdul Talib Rosmeza Binti Othman Roziah Bt Talib @ Mohd Tahir

Rozita Bt Ibrahim Rubiah Bt Daud Rusnani Binti Ali Salizawati Binti Kamaruzzaman Siti Maheran Bt Ahmad Siti Rohanah Bt Murad Wan Mazita Bt Wan Yusof Zahidi B Hibadullah Zainab Bt Madon Zainal Bin Ngah Zainol B Osman Zamri B Ahmad

Faculty of Information Technology and Multimedia Communication

Siti Noor Bt Mohamed

Ab Wahab Bin Isa Abang Mohammed Bin Abang Barawi Abdul Rahim Bin Ali Abdul Rahman Bin Abdul Latip Ahmad Adlan Bin Ab Kadir Ahmad Kamal Bin Abu @ Abdullah Ahmad Khalil Bin Mohamad Nooh Ahmad Zikri B Ahmad Sofi Aminuddin Bin Khwaja Kamaluddin Andi Nightingle Yakim Ang Man Chin Anwar Harun Bin Abdullah Munin Ardi Syazwan Bin Mohamad Dahalan Asnidzal Bin Mohamad Jamel Azahan Bin Abd Majid Azizah Bt Ahmad Azlan Norul Anhar Azlina Bt Abd Aziz Azman Hakim Bin Abdul Wahab Baharin Bin Awang Ahmad Che Hairul Nizam Bin Che Hamid Chiew Bee Leng Chong Peui Shiun Chong Su Yuen Susan Chow Chee Ming Chua Kim Chung Chui Ping Keat Chung Ting Ting Cik Wan Shahar Bin Che Wan Abdul Liew Vun Dar Muhin Dasuki Aini Ebrahim Bin Sulaiman Effendy bin Noordin Engkabang Ak Dian Ermawati Isar Fadzli Abu Hasan Faida Aide Faridulia Binti Mohd Noh Fazlinda Yusofe Felix Shik Wai Keat Ghazali Bin Ishak H Kassim bin T Hamzah Iliashah Bin Abdul Rahim Jimmy Anak David Jude Manickam Juki Anak Endok Juliana Binti Zainal Siti Faizah Bt Mohd Nasikin

Siti Mariam Bt Abdullah

Suggust Ak Bakat Suhaila Binti Sharafuddin Suraya Bt Mazlan Suzanaliza Bt Ramli Talaiyatol Wasapiah Hj Hamzah Tan Soo Ngeu Tee Son Him Ting Leh Mee Ting Sii Suh Tiong Huo Ong Tong Sung Chiun Tuan Khatijah Bt Tuan Husin Wan Aniza Binti Wan Min Wan Hanidah Bt Wan Ahmad Wan Zainudin B Wan Karim Wan Zulkifli B Wan Mohamad Zaimah Bt Awang Besar Zainal Abidin Bin Abdullah Zaitong Bt Abd Ghani Zariah Bt Awang Zawawi Bin Yaacob Khairul Faizy Abdullah Khor Seong Hin Kompol @ Saiful Faizal Bin Mahat Lee Ka Fu Lee Siau Ken Lee Thien Tze Lim Chong Sing Lim Hong Shin Lim Seong Phin Masliza Binti Mohamad Masturah Bte Ahmad Mazhar B Mat Darus Mazlan Bin Man Mazlina Binti Mohd Ali Mazlina Bte Mohamad Mohamad Alfian Bin Abdul Rahman Mohamad Pauzi Damiri Mohamad Shafi Mansor Mohammed Irfan Bin Salleh Mohd Akbar Basha Hj Ahamad Mohd Ali Jaafar Bin Mohamed Mohd Fariz Bin Hashim Mohd Soffian B Umarabar Mohd Zabidi Bin Ismail Musra Mat Saman

Narulazmin Bin Shamsudin

Nazura Bt Anwa @ Anuar Nor Azizah Binti Ibrahim Nor Azlini Bt Ashari Nor Izhar Bin Saiful Norazni Bin Nooruddin Norhija Binti Rahim Norliyana Binti Azmi Normah Binti Che Said Nurul Hafinaz Binti Zulkifli Ong Eng Khin Rahimah Bte Asrah Ramanathan Shanmugam Rayner Anthony Samuil Razalan Bin Seman Rizal B Aziz Rohaya Bte Maidin Roslli @ Rosli Bin Jarak Rosnani Bte Alpah Salmah Binti Othman Sang Mei Ling Sazali Bin Abd Hamid See Ju Kau Shahrin Shah Abu Kahar Shuriyati Binti Abdul Hamid Sim Kwang Hooi Siti Mariam Binti Mohd Mokhtar Siti Nurbaya Binti Mansor Suffian Bin Ibrahim Sulaiman Adnan Suresh a/l Wasu Syaw Lai Fun Syukrina Chan Abdullah @ Chan Seow Chin Tan Mei Mei Tan Siew Chin Thiruchelvam a/I S Nadarajah William Long Joo Vui Wong Hie Ching Yeap Hock Aun Yew Mee Fon Yong Nyuk Kan Zailan Bin Tubin Zakaria Bin Daud Zaraini Bin Md Tion

DU MALAYSI

New Appointments

In the past few months, OU Malaysia has seen some changes in its staffing. We would like to welcome the following staff who have joined us in recent months.

Mohd Yusof B Manson Office Assistant, Administration & Logistics Who joined us on 1 April 2003

Mond Faizal B Abdullah Executive, Finance & Accounts Who joined us on 1 April 2003

Abu Bakar B Amir Hamzah Coordinator, IPD Who joined us on 1 April 2003

Shuhana Mohd Shariff Executive Assistant, Finance & Accounts Who joined us on 1 April 2003

Zaiton Bt Jamingan Executive Assistant, Learner Service Centre Who joined us on 8 April 2003

Iskandar B Ariffin Executive, Faculty of Information Technology & Multimedia Communication Who joined us on 16 April 2003

Laili Bt Abd Rahman Executive, Faculty of Engineering & Technical Studies Who joined us on 16 April 2003

Norshima Arzizan Bt Abd Hamid Executive, Finance & Accounts Who joined us on 16 April 2003

Ngorhayati Bt. Harun Executive Assistant, Finance & Accounts Who joined us on 16 April 2003

Muhamad Firdaus B Omar Executive Assistant, Learning Centre Operations & Monitoring Who joined us on 16 April 2003

Emi Svaiful B Ab Wahab Administrative Assistant, Administration Who joined us on 16 April 2003

Azlinda Bt Abd Rahim Librarian, Library Who joined us on 16 April 2003

Alis Municah Bt Che Muhamad Executive, Faculty of Business & Management Who joined us on 2 May 2003

Suhaimi B Jamaludin Librarian, Library Who joined us on 2 May 2003

Najihah Bt Jaafar Executive Assistant, Faculty of Education, Arts & Social Science Who joined us on 2 May 2003

Nor Idayu Bt Omar Executive Assistant, Centre for Graduate Studies Who joined us on 2 May 2003

Mohd Hazrul Azlan B Mohd Ariff Affendi Executive Assistant, Registry Who joined us on 2 May 2003

Mohammad Ayub B Mat Zain Administrator, Learning Centre Operations & Monitoring Who joined us on 14 May 2003

Ainuddin B Khamis Data Centre Administrator, ICTS Who joined us on 16 May 2003

Prof. Dr Tushar Kanti Mukherjee Dean, Faculty of Science & Foundation Studies Who joined us on 16 May 2003

Meilina Puteh Deputy Registran, Registry Who joined us on 16 May 2003

Mohd Arpi B Arifin Executive, Learning Centre Operations & Monitoring Who joined us on 16 May 2003

Prof. Dr. Hairudin B Harun Director, Centre Quality Management and Research & Innovation Centre Who joined us on 1 June 2003

Hidayati Kasuma Bt Abdul Hadi Executive, IPD Who joined us on 2 June 2003

Rohava Bt Ali Manager, Centre Quality Management and Research & Innovation Centre Who joined us on 2 June 2003

Faril Akmar Bt Mohd Faroque Executive, Centre for Instructional Design & Technology Who joined us on 2 June 2003

Aznivante Bt Mohd Dahalan Executive Assistant, Finance & Accounts Who joined us on 2 June 2003

Prof. Dr. Md Zabid B Hi Abd Rashid Director, Centre for Graduate Studies Who joined us on 2 June 2003

Tharmalingam a/l Kurusamy Security Assistant, Administration Who joined us on 2 June 2003

Assoc. Prof. Dr. Rosli B Hamir Associate Professor, Faculty of Engineering & Technical Studies Who joined us in 3 June 2003

Faridah Bt Awang Administrative Assistant, Learning Centre Operations & Monitoring Who joined us on 3 June 2003

Assoc. Prof. Dr. Mohd Kidin B Shahran Associate Professor, Faculty of Science & Foundation Studies Who joined us on 16 June 2003

Rosmawati Bt Hasan Executive, Centre for Graduate Studies Who joined us on 23 June 2003

Noriza Bt Abu Hassan Shaari Manager, Centre for Instructional Design & Technology Who joined us on 1 July 2003

Dira Djulaiha Bt Hj Kamarudin Executive, IPD Who joined us on 1 July 2003

Song Bee Lian Executive, Marketing Who joined us on 16 July 2003

Sharida Bt Abd Wahab Executive. Property & Security Who joined us on 16 July 2003

Nazrai B Ahmad Zabidi Executive, IPD Who joined us on 16 July 2003

Norlin Bt Mohd Nordin Executive, Centre Quality Management and Research & Innovation Who joined us on 16 July 2003