

KEYNOTE ADDRESS: INTERNATIONALISING HIGHER EDUCATION: POSITIONING AND BUILDING PARTNERSHIPS

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Open University Malaysia

BRANDING & MARKETING ASIA HIGHER EDUCATION CONFERENCE
JW MARRIOTT HOTEL, Kuala Lumpur, 22 -23 MARCH 2010

First ODL University in Malaysia

University for All

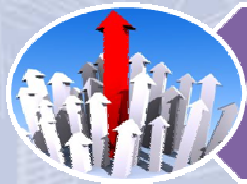
ISSUES & CHALLENGES



Quality Assurance



Recognition



Competition among Universities



Promotion and Marketing



Funding and Budget Constraint

INTERNATIONALISATION OF HIGHER EDUCATION

Globalisation

ICT Advances

Increased
Competition

Demand for
Skilled &
Knowledge
Workers

Lifelong
Learning

Borderless
Education

Transformation
of
Higher Education



Internationalisation
of Higher Education

Collaborations
with Foreign HEIs

Foreign Branch
Campuses

ODL

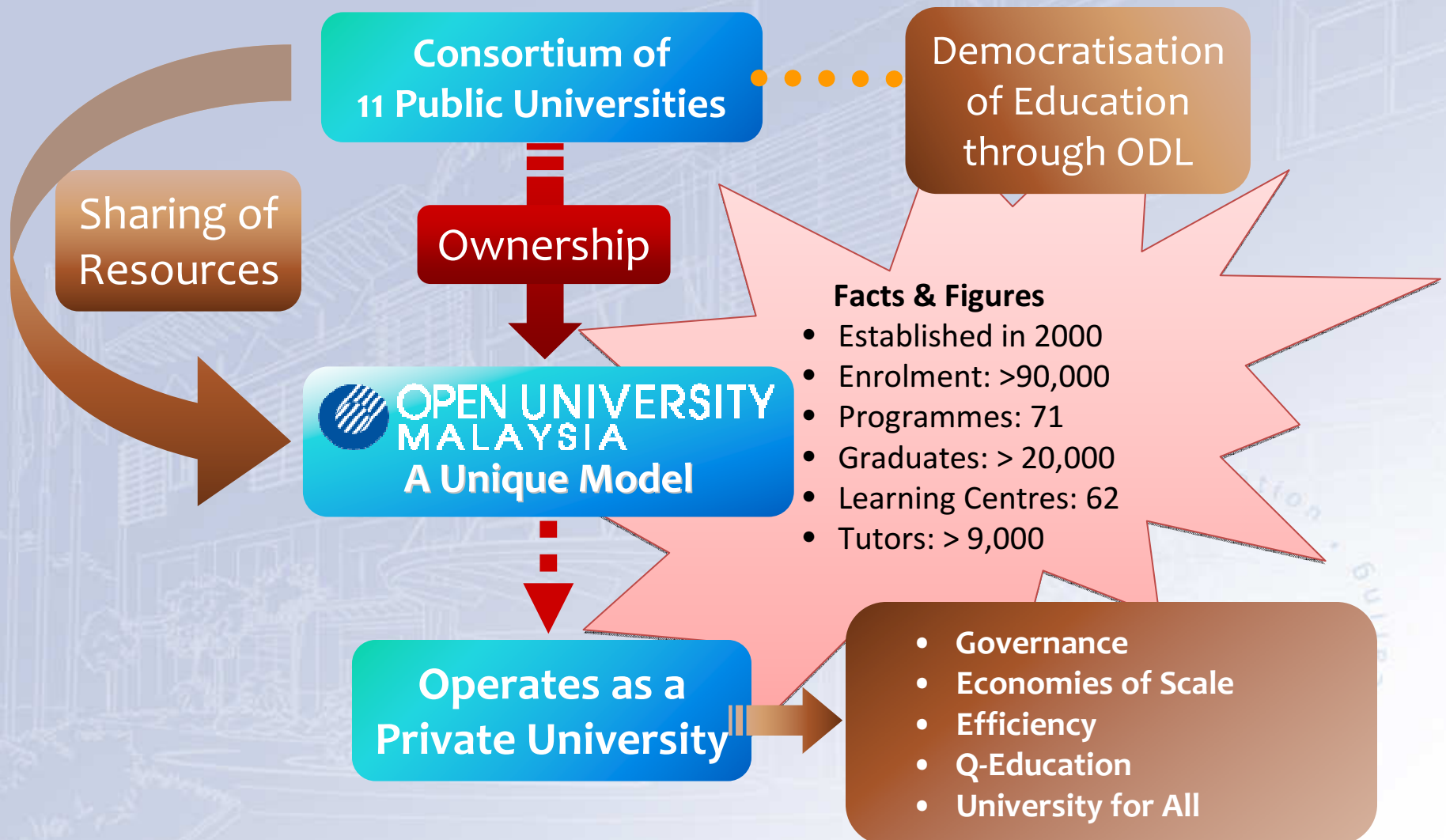
Changes in
Curriculum Design
& Delivery

Recruitment of
Foreign Staff &
Students

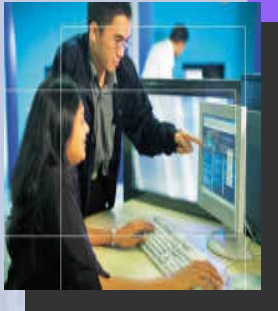
Franchise &
Twinning
Programmes

Sharing
technology,
resources &
expertise

OUM: A UNIQUE MODEL



DELIVERY SYSTEM: BLENDED PEDAGOGY



Face-to-Face Tutorials

Classroom Environment
Face-to-face Meetings
Teaching Strategies



Online Learning

Learning Resources
Discussions & Forums



Self-Managed Learning

Specially Designed Modules
Digital Library



E-LEARNING MATERIALS & RESOURCES



COLLABORATIONS & PARTNERSHIPS

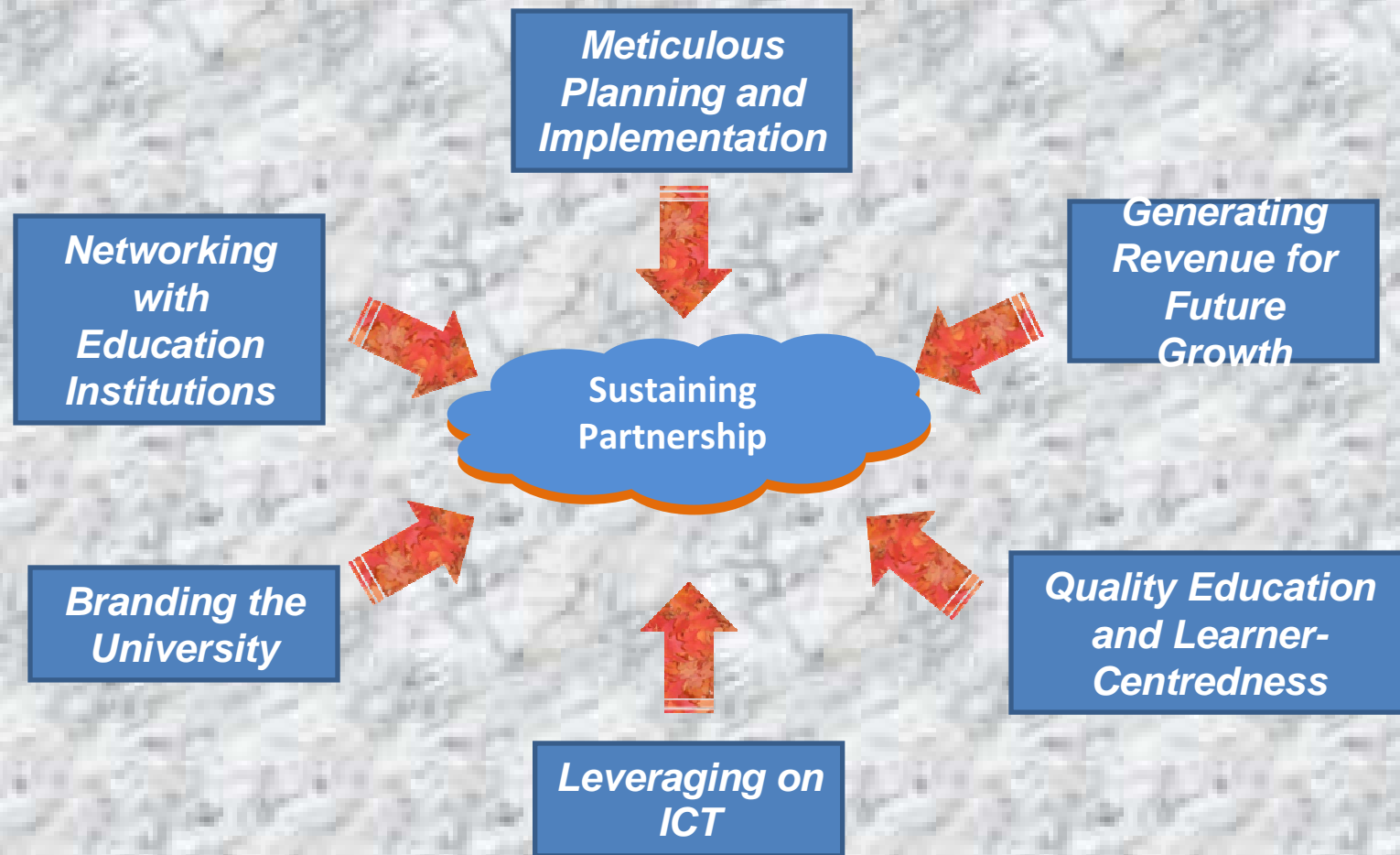
OUM Experience



Internationalisation



LESSONS TO BE LEARNT



CONCLUSION

Q-education & excellent learning environment are vital for successful internationalisation efforts.

Continuous nurturing and strengthening of partnerships & collaborations → **learn from past experiences.**

OUM → **must stay ahead** through innovation & learner-centredness approach.

THANK YOU



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