

WELCOME SPEECH
EXECUTIVE TALK MOOC – MR. ADAM BRIMO

PROF. DATUK DR. SHAHRIN BIN SAHIB
VICE CHANCELLOR UTeM

9.00 am, 01 April 2016 (Friday)

Auditorium Canselori

Bismillah Hirrahman Nirrahim

Assalamualaikum Warahmatullahi Taala Wabarakatuh & a Pleasant Morning to All

Salah Sejahtera, Salam Satu Malaysia

Salam Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau, Melaka 754 tahun, Melaka Maju Fasa 2, Berkat, Tepat, Cepat.

SALUTATION:

Our honorary guest, Mr. Adam Brimo
CEO and Co-Founder of OpenLearning

YBhg. Profesor Datuk Dr. Mohd Razali bin Muhamad
Deputy Vice Chancellor (Academic & International) UTeM

YBhg. Prof. Ir. Dr. Mohd Jailani bin Mohd Nor
Deputy Vice Chancellor (Research and Innovation) UTeM

YBhg. Prof. Dr. Izaidin bin Abdul Majid
Deputy Vice Chancellor (Student Affairs) UTeM

Assistant Vice Chancellor

YBhg. Associate Profesor Dr. Syed Najmuddin bin Syed Hassan
Director of Center for Teaching and Learning

Senior Officers of UTeM, Participants, Members of the Organizing Committee, Media Partners, Ladies & Gentlemen

1. Alhamdulillah praise be to Allah SWT the Almighty for with his grace, has enabled us to gather here today for this highly beneficial knowledge-sharing session, **The Executive Talk by Mr. Adam Brimo, entitled Positioning Malaysia as a Premier Educational Hub by Globalizing Online Learning.**

2. First and foremost, I would like to extend my warm welcome to Mr. Adam Brimo, the CEO and Co-Founder of OpenLearning, to UTeM main campus. It is indeed a privilege for us to be given this opportunity to reevaluate and reassess better ways of educating our future leaders via technology by means of OpenLearning as a platform.

Ladies and Gentlemen,

3. OpenLearning, as we know, is an online learning platform that goes beyond content delivery with specific a focus on the community, connectedness, and student engagement. In this context, OpenLearning addresses the fact that for students to learn deeply, they need to be actively involved, engaged, and inspired. Students need to interact with their peers, to connect

dots between current and new knowledge and to have fun in their learning process!

4. Globalized online learning (GOL) is an instructional delivery system that provides opportunities which are responsive to the needs of different types of students from all over the world. As we know, GOL has impacted higher education in terms of accessibility, student engagement and lifelong learning experiences.

5. GOL in the form of Massive Open Online Courses (MOOCS) is important to Malaysia. This is because GOL enables lowering of cost of delivery, bringing Malaysian expertise to the world and at the same time enhancing the branding and visibility of Malaysian institutions.

6. The capacity for information and communication technology (ICT) has grown over the years and institutions of higher learning must keep up to create a new generation of global-ready graduates in the future.

7. Emphasizing the importance of adopting e-learning and ICT in the teaching and learning environment, we at Universiti Teknikal Malaysia Melaka (UTeM) believe, the application of Massive Open Online Courses (MOOC) is much needed, as it will undoubtedly provide an interactive and meaningful learning experience for students globally.

Ladies & Gentlemen,

8. The adaptation of MOOC has allowed students to work collaboratively and closely with colleagues around the world and to have access not only to course instructors, but to textbook authors and experts from other institutions. We strongly hope that our students will become active learners, choosing their own themes and developing their own questions, and grow into global leaders with creative and independent minds who will be able to cross national as well as disciplinary boundaries. These graduates will be uniquely skilled to deal with systems, businesses, and an economy that is increasingly global and to address the challenges facing our growing global community.

Ladies and Gentlemen,

9. Malaysia's higher education has charted a significant progress in the last few years. Malaysia is now a top 10 destination for International Students. Thus, investing in Malaysia's youth is an imperative. Malaysia must adapt in order to thrive in an increasingly competitive global economic environment and this includes the transformation of Malaysia's higher education system. The jobs of tomorrow require an ever greater emphasis on STEM (science, technology, engineering and mathematics) and proficiency in English. In addition, a sustainable funding model with clear outcomes, incentives, and support for those of need is also critical.

10. In view of this development, the Malaysia Education Blueprint 2015-2025 (Higher Education), was recently launched with the

aim of transforming Malaysia's higher education system in view of the robust challenges ahead. This move is to ensure that the system is capable of nurturing future-ready graduates by design and no longer by chance. It is a compelling and ambitious plan but will definitely guide Malaysia through to 2025 and beyond.

Ladies & Gentlemen,

11. In realizing shift 9 (Globalised Online Learning) of the MHE Blueprint, technologies and innovations such as Massive Open Online Courses (MOOCS) will be actively pursued and enhanced. This effort will enable greater dynamism to students' learning experience. To achieve these outcomes, UTeM is working towards strengthening the capabilities of the academic community, and exploring the establishment of a national e-

learning platform to co-ordinate and spearhead content development. Our key initiatives include, among others:

- Launching MOOCS in subjects of Critical Thinking and Mandarin;
- Establishing the required cyber infrastructure (physical network infrastructure, info structure, platform, devices and equipment) and strengthening the capabilities of the academic community to deliver online learning at scale.
- Providing the infrastructure for delivering scalable online learning.

Ladies and Gentlemen,

12. At this juncture, I would like to take this opportunity to express my appreciation to Mr. Adam Brimo for taking the time to come all the way to Melaka for this occasion, and special thanks to MEIPTA members for being here.

13. With the enthusiasm and support from all participants and the commitment of the Organizing Committee led by Associate Prof. Dr. Syed Najmuddin, I believe that this executive talk will bring about immense benefits to all involved.

Thank you. *Assalamualaikum warahmatullahi wabarakatuh* and *Salam Sejahtera*.