TONGJI UNIVERSITY
2015 Workshop Series:

*Education Reform:*

*What role for University-Business-Industry Collaboration?*
Education Reform: What role for University-Business-Industry Collaboration?

Importing and Exporting Courses: Global Overview of a Developing Trend
WHY IMPORT COURSES?
2015 Workshop Series:

Redesigning Higher Education

- Mismatch with job market
What is a MOOC?

Massive Open Online Course
3,850 MOOCS are now available!
MOOCs do not address the real challenges of higher education:

- No credentials (usually)
- No economic model
Online Learning
Put regular credit courses online:

- Students like it
- Universities can scale up
- There is an economic model
COURSES

Workplace related + delivered online

Industry partners
(good economics)
Online Learning
Partnering for online

Technical systems

Course development

Importing courses
Partnering for online

A slow process:

- Lots of meetings
- Agreement takes time
Partnering for online

Works best when accountabilities and responsibilities are clear!
Partnerships: Three types
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➢ Digital enablers
But today:

Universities and their partners can construct an online learning ecosystem using various readily available technologies.
Partnerships: Three types

- Digital enablers
- Teaching-Learning systems
Campus teaching = individuals
Campus teaching = individuals

Online teaching = teams
The industry partner assists in creating systems for:

- Course development
- Marketing
- Student support
- Student assessment
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(Sharing fees *pro rata* to inputs)
The partnership can give:

- Higher student numbers and income (through better marketing)
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- Higher course quality (through more systematic processes)
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- Higher student numbers and income (through better marketing)
- Higher course quality (through more systematic processes)
- Better student performance
Partnerships: Three types

- Digital enablers
- Teaching-Learning systems
- Independently managed courses
Ready-made courses:

- Short
- Employment related
- 100% electronic
- Managed by partner
Partnerships:

- Teaching-Learning systems
- Independently managed courses

In order to cut partnership transaction costs so as to achieve low fees affordable in developing countries
A Specialization Certificate can be earned on average in four weeks.
Provider university develops the Specialisation commissioned by The Company which manages its offering to students of the Host University
Example of Use

University of Johannesburg MBA
with a Specialization in International Business
from the University of South Carolina

Host

MBA Courses

Provider

Specialization in International Business
Why offer courses in host universities instead of by distance learning to individuals?

- Captive audience for marketing
- Economies of scale
- Fees can match local fees
- Host backs the credential
This model is new!

Advantages:

• Host universities can offer short, online, work-related courses without making big investments in staff and systems.
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- Income and prestige for provider universities
Partnerships: Three types

- Digital enablers
- Teaching-Learning systems
- Independently managed courses
A story to follow…

…will partnerships multiply?
Bringing industrial expertise to the university

Robin King
Film Animation

Soon-In Lee
Industrial Design & Management
Is preparing to offer online courses to universities in China and abroad
Professor Yan Jin
O2O
Online to Onsite

Ten Chinese universities
Two models emerging:

- Standard course (e.g. Specialisations)
- Adaptable course (e.g. O2O)
THANK YOU

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