



# Educational Technology as a Key to Unlocking the Fourth Industrial Revolution -Malaysian Higher Learning Perspectives

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CICT UTM Open Day – 24 Nov 2017  
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## Our Team Members

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- Assoc. Prof. Dr Marlia Puteh  
– Head of Strategic Communication Unit,  
– Department of Higher Education (Ministry of Higher Education, Malaysia)
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– President - MyAIS - Association for Information Systems (Malaysia Chapter)

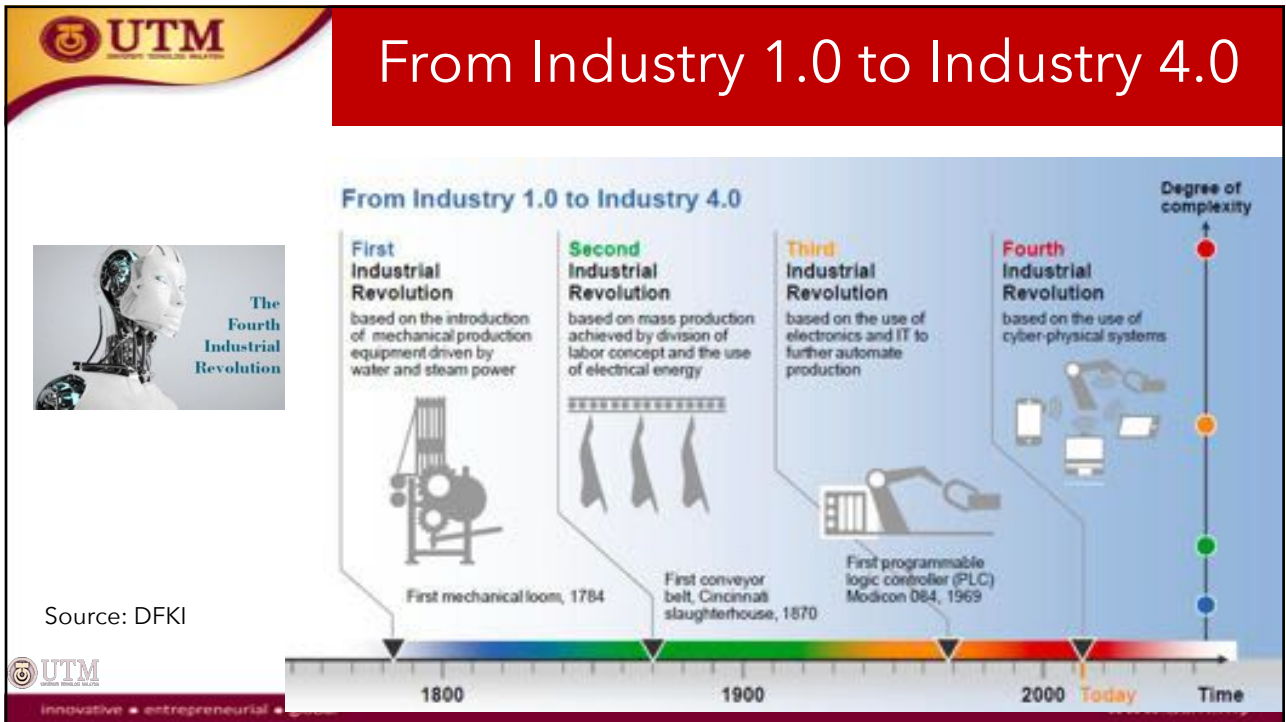


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- About Universiti Teknologi Malaysia (UTM)
- Industrial Revolution 4.0
- Malaysia Higher Education 4.0 (MyHE 4.0)
- UTM 4.0 Initiatives (Digital Nervous System)
- Conclusions and future outlook

International Conference on University 4.0 , Nguyen Tat Thanh University, Ho chin Minh, Vietnam on  
July 20-21, 2017 (<http://university40.ntt.edu.vn/>)

# Industrial Revolution 4.0



**4IR (Fourth Industrial Revolution)**

**World Economic Forum Annual Meeting 2016, Davos-Klosters, Switzerland.**  
 Theme: "Mastering the Fourth Industrial Revolution"  
 20-23 January 2016

Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum

**FOREIGN AFFAIRS THE FOURTH INDUSTRIAL REVOLUTION**  
 Klaus Schwab

**FROM THE ANTHOLOGY: THE FOURTH INDUSTRIAL REVOLUTION**

SNAPSHOT December 12, 2015 Science & Technol...

**The Fourth Industrial Revolution**

What It Means and How to Respond


By Klaus Schwab

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society.


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- “We stand on the brink of a **technological revolution** that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the **transformation** will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the **response** to it **must be integrated and comprehensive**, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society.”

Professor Klaus Schwab,  
Founder and Executive Chairman of the World Economic Forum




## World Economic Forum Reports



Global Challenge Insight Report

**The Future of Jobs**  
Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution


January 2016



White Paper

**THE DIGITAL REVOLUTION**  
The impact of the Fourth Industrial Revolution on employment and education

Edge Foundation  
Kenneth Baker  
Chairman of the Edge Foundation



White Paper

**Realizing Human Potential in the Fourth Industrial Revolution**  
An Agenda for Leaders to Shape the Future of Education, Gender and Work


January 2017

January 2016

January 2017 


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## WHY IS THE 4TH REVOLUTION UNDER WAY?

- **Velocity:** Contrary to the previous industrial revolutions, this one is evolving at an **exponential** rather than linear **pace**. This is the result of the multifaceted, deeply interconnected world we live in and the fact that new technology begets newer and ever more capable technology.
- **Breadth and depth:** It builds on the digital revolution and combines **multiple technologies** that are leading to unprecedented **paradigm shifts** in the economy, business, society, and individually. It is not only changing the “what” and the “how” of doing things but also “who” we are.
- **Systems Impact:** It involves the **transformation of entire systems**, across (and within) countries, companies, industries and society as a whole.



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## The University of the Future

Source: Sabina Jeschke, Engineering Education for Industry 4.0, 2016

**Challenges of future teaching and learning must be turned into opportunities for change!**

**Change of organisational structures**

- Change of business models
- Cooperative Structures enhancing interdisciplinarity
- New concept for faculties or departments

**Change of accreditation procedures**

- New role of examination offices
- No fixed degree programmes
- Acceleration in education according to fast innovation cycles

**Digital culture**

- Digital technologies pervade and connect all aspects of daily life
- Development of various digital lifestyles
- New mental models, e.g. distance no longer dominated by geogr. distances

**Change of teaching methods**

- New teaching concepts (e.g., flipped classroom)
- New teaching infrastructures (e.g. equipment for virtual worlds)
- Digital rights management

**Change of learning**


- Massive vs. Personalized learning
- New learning infrastructures e.g. increased computing capacities
- Shift from presence learning to distance learning

**Individualization**

- Individualism – a global phenomenon
- Few strong, many lose relationships
- Complex biographies and identities
- Personalisation and individualisation in learning and education „DIY education“
- Social cohesion shifted from physical to virtual world
- Distances in mind sets become even more visible
- Individual education for the masses
- Self-paced learning
- Individual modular degrees

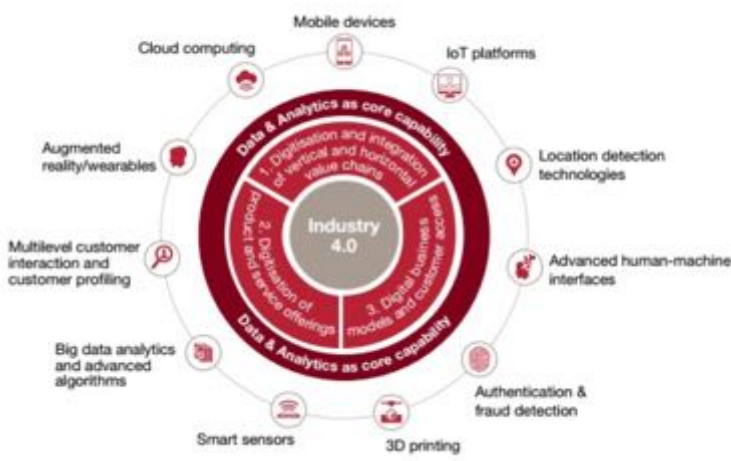
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## Industry 4.0 Framework (PwC, 2016)


Industry 4.0 framework and contributing digital technologies




Source: PwC, 2016

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## Industry 4.0 Technologies, IT/OT Applications and Engineering Transformations



**Table 5. Potential Industry 4.0 applications for engineering transformation**


Engineering impact	Potential IT/OT applications
<b>Reduce idea-to-market time</b>	Use rapid prototyping and production capabilities to design new products and eliminate supply chain dependencies; configure new software solutions through cloud-enabled development tools
<b>Better link design to product intelligence</b>	Use data to anticipate design flaws and correct for them; design products and simulate usage based on total cost of ownership and supply implications; evaluate product design options based on manufacturability
<b>Improve the overall effectiveness of engineering<sup>22</sup></b>	Design and test new products through virtual simulation software; allow open source sharing of intellectual property to spur or improve designs

Source: Deloitte analysis. Graphic: Deloitte University Press | DUPress.com


**Table 1. Industry 4.0 technologies<sup>22</sup>**

Product impact	Potential IT/OT applications
<b>Physical → digital</b>	<ul style="list-style-type: none"> <li>• Sensors and controls</li> <li>• Wearables</li> <li>• Augmented reality</li> </ul>
<b>Digital</b>	<ul style="list-style-type: none"> <li>• Signal aggregation</li> <li>• Optimization and prediction</li> <li>• Visualization and POU delivery</li> <li>• Cognitive and high-performance computing</li> </ul>
<b>Digital → physical</b>	<ul style="list-style-type: none"> <li>• Additive manufacturing</li> <li>• Advanced materials</li> <li>• Autonomous robotics</li> <li>• Digital design and simulation</li> </ul>


Source: Deloitte analysis. Graphic: Deloitte University Press | DUPress.com



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## Disruptive Science and Technology Innovations


**TANGIBLE AND INTANGIBLE**

Self Driving Car

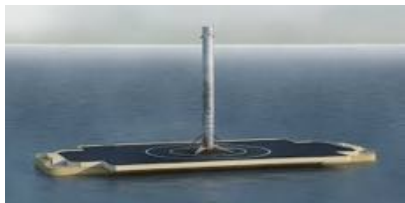





Tesla



3D Printing




SpaceX Reusable Rocket



Boston Dynamics Robots


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**UTM** Disruptive Science and Technology Innovations


**PRIMARILY STEM SKEWED**




Virtual and Augmented Reality




Drone




Microsoft Holoportation



Realtime Face2Face Reenactment of Video



Google AlphaGo



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**Repetitive jobs that can be automated will be replaced**

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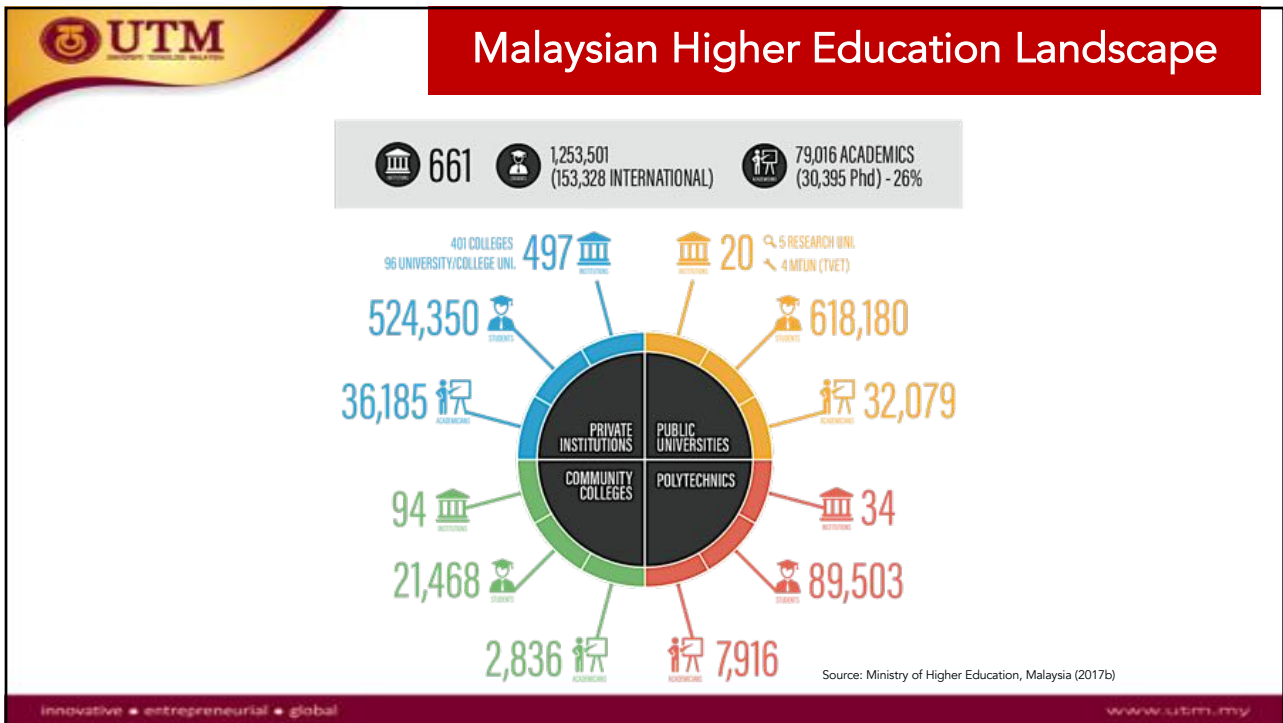


# Malaysia Higher Education 4.0 (MyHE 4.0)



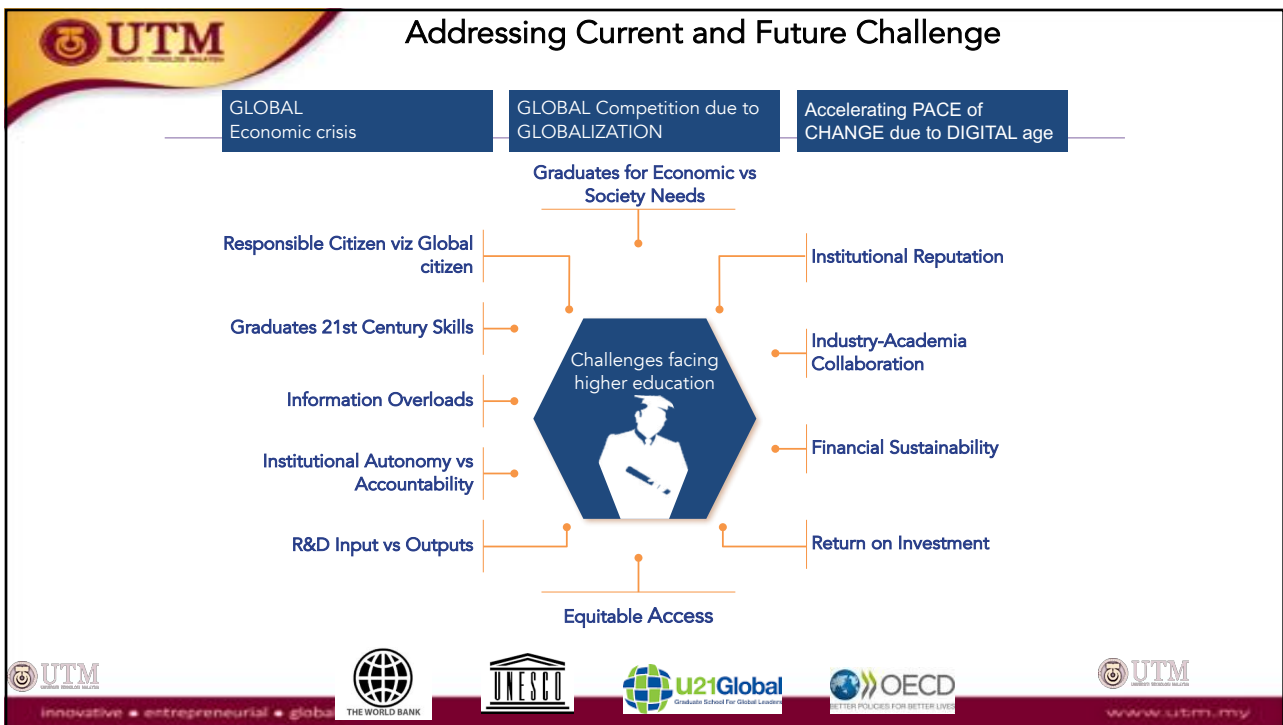
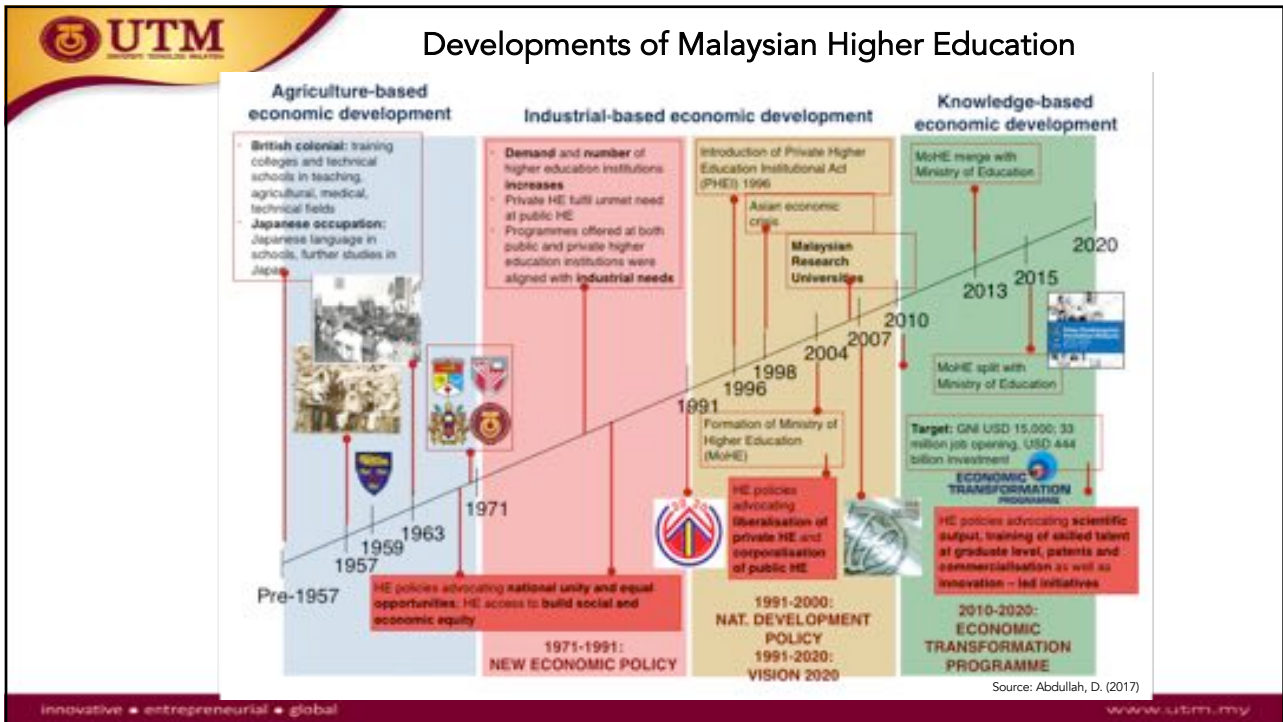
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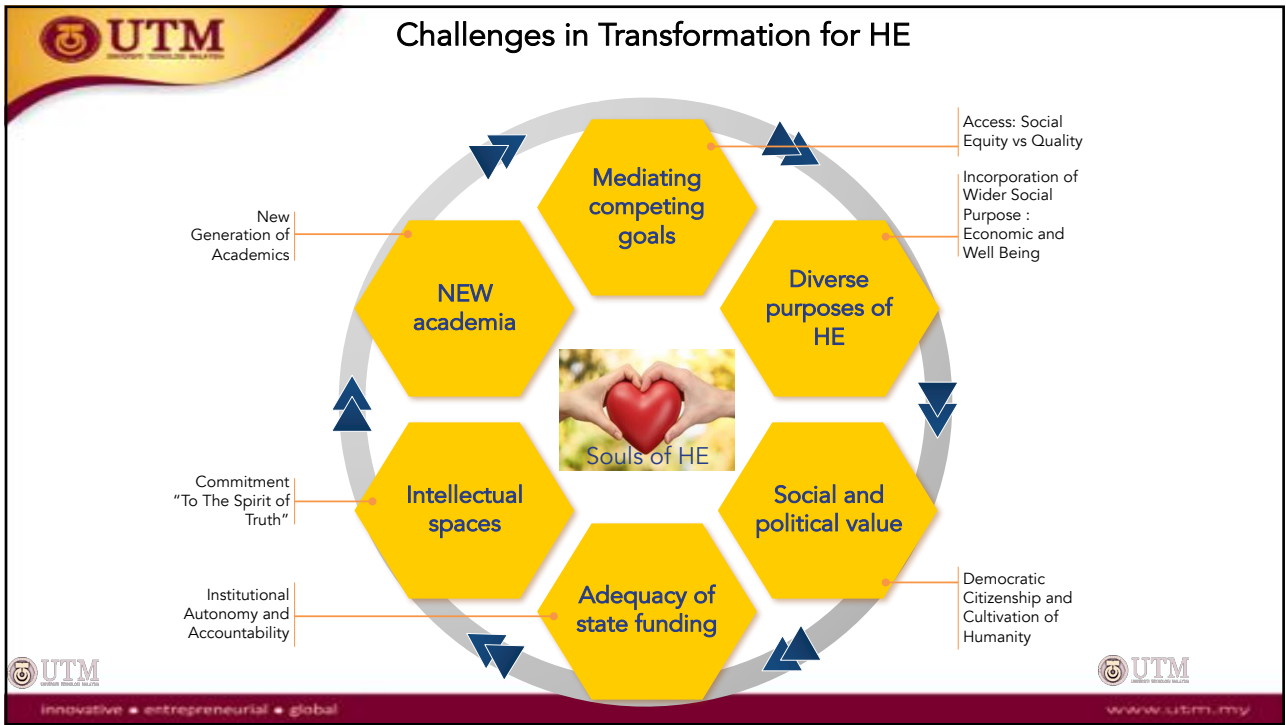
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### Malaysian Education Blueprint (MEB) 2015-2025 (Higher Education)


Launched in April 2015

**Malaysia Education Blueprint 2015-2025 (Higher Education)**

**SYSTEM ASPIRATIONS**  
The MEB2025 will be based on the following system aspirations of access, quality, equity, unity, and efficiency.

ACCESS	QUALITY	EQUITY	UNITY	EFFICIENCY
<p>100% of students to be enrolled in tertiary education by 2020.</p> <p>Access all levels from preschool to upper secondary by 2020.</p>	<p>3% improvement in international assessments such as PISA and TIMSS in 10 years.</p>	<p>50% of enrollment gaps (gender, rural, socio-economic, and gender) by 2020.</p>	<p>100% of tertiary institutions to be accredited by 2020.</p> <p>An education system that gives citizens shared values and experiences by embracing diversity.</p>	<p>10% reduction in the cost of tertiary education by 2020.</p> <p>A system which maximizes student outcomes within correct budget.</p>


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# Agile University Governance


- 1. SELF-GOVERNING INSTITUTIONS -**  
autonomous, both UA/US  
(high)Compoundable
- 2. SELF-ACCREDITATION**
- 3. WAQAF CONTRIBUTION AND UNIV REVENUE = 30 to 50 ?%**
- 4. OPEN ACADEMIC TENURESHIP**  
(Freelance)
- 5. SHARED GOVERNANCE -** students in  
Senate, Board, students host convos
- 6. Lean MOHE/MQA**


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# The MEB (HE) Sets Out Clear System and Student Aspirations


System Aspirations

  
Access


  
Quality


  
Equity


  
Unity


  
Efficiency


Student Aspirations


  
Ethics & Spirituality

  
Leadership Skills


  
National Identity

  
Language Proficiency

  
Thinking Skills

  
Knowledge

**AKHLAK**  
(Ethics and Morality)

  
**BALANCE**

**ILMU**  
(Knowledge and Skills)

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## NOT ONLY Engineering Challenges of 21<sup>st</sup> Century

 <p>Make solar energy economical</p>	 <p>Provide energy from fusion</p>	 <p>Develop carbon sequestration methods</p>
 <p>Manage the nitrogen cycle</p>	 <p>Provide access to clean water</p>	 <p>Restore and improve urban infrastructure</p>
 <p>Advance health informatics</p>	 <p>Engineer better medicines</p>	 <p>Reverse-engineer the brain</p>
 <p>Prevent nuclear terror</p>	 <p>Secure cyberspace</p>	 <p>Enhance virtual reality</p>
 <p>Advance personalized learning</p>	 <p>Engineer the tools of scientific discovery</p>	

**Improvement of Human Life**

<http://www.engineeringchallenges.org/>



## Higher Education 4.0 (TANGIBLE)

Challenged by emerging technologies in Industrial 4.0, smart services and globalization

## Hidden Elements of 4.0IR (INTANGIBLE)

Powered by character building, high order thinking, multiple intelligences, mind and hands, soft skills, lifelong learning to face new challenges

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KEMENTERIAN PENDIDIKAN TINGGI

UTM UNIVERSITI TEKNOLOGI MALAYSIA

# UTM4.0 4<sup>th</sup> INDUSTRIAL REVOLUTION

D I G I T A L N E R V O U S S Y S T E M

SOARING UPWARDS MALAYSIAN HIGHER EDUCATION

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## 10 Shifts to Support the Attainment of System and Student Aspiration

Learned Values-Driven Talent

Enablers

Outcomes

10 Transformed HE Delivery

9 Globalized Online Learning

8 Global Prominence

7 Innovation Ecosystem

6 Empowered Governance

5 Finance Sustainability

4 Quality TVET Graduates

3 Nation of Lifelong Learners

2 Talent Excellence

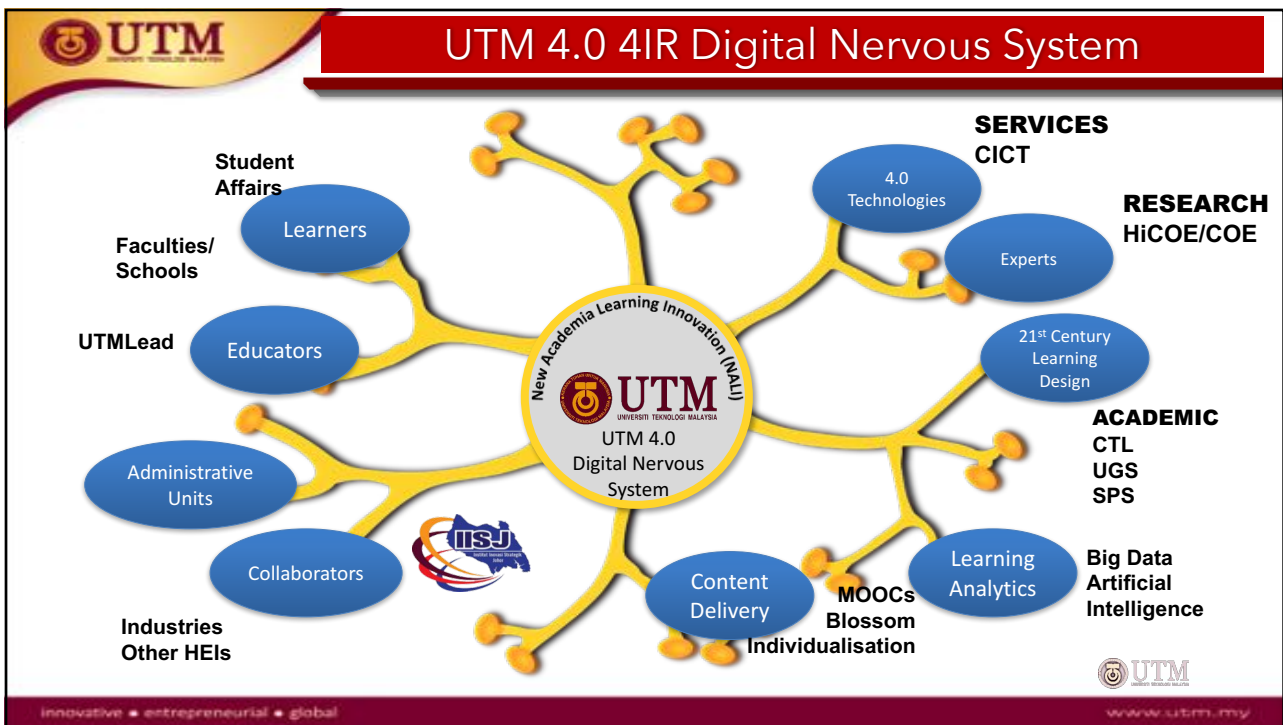
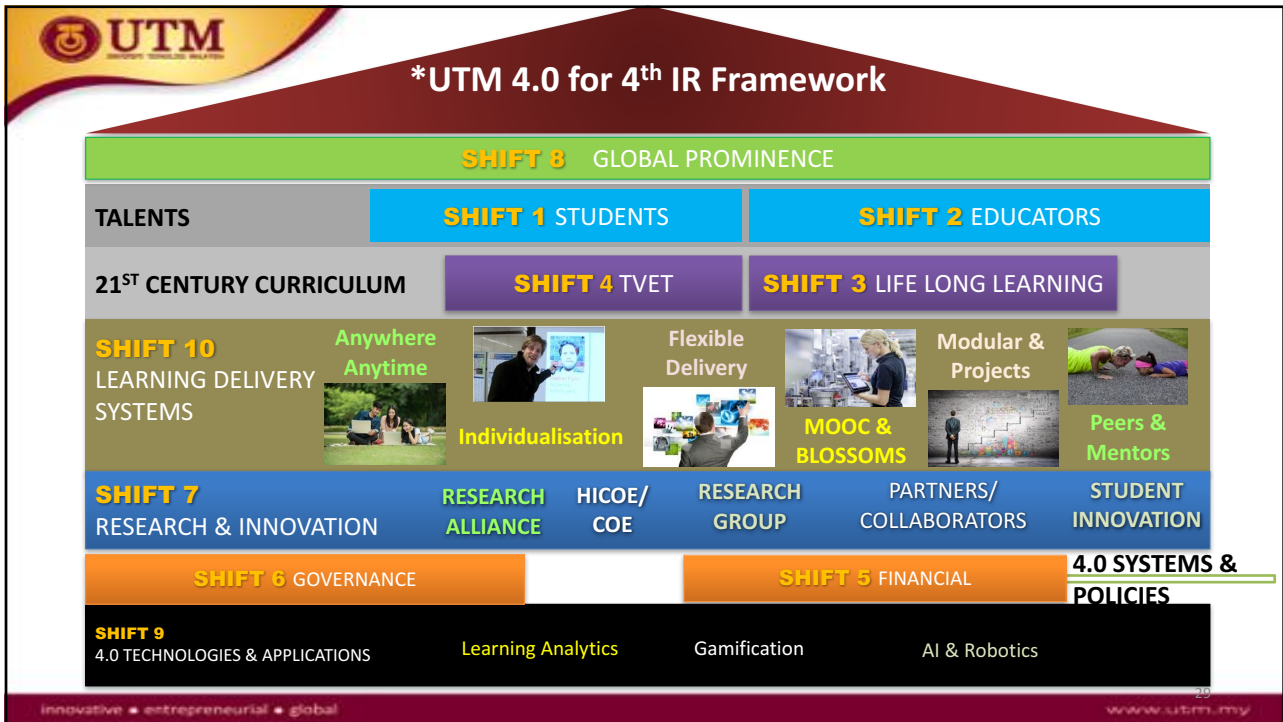
1 Holistic, Entrepreneurial and Balanced Graduates


Malaysia Higher Education Blueprint

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## 3 Grand Challenges as Proof of Concept by UTM COEs

GC#1:  
Learning Technologies

GC#2:  
21<sup>st</sup> Century Curriculum

GC#3:  
Learning Analytics


UTM COEs

GRAND CHALLENGES

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## GC#1: Learning Technologies: Gamification, AIS and Robotics

**Exhibit 7: Most educational technologies are focused on developing foundational literacies**

	Personalized and adaptive content and curricula	Open educational resources	Communication and collaboration tools	Interactive simulations and games
<b>Character Qualities</b>	Additional tools are strongly needed to develop competencies and character qualities			<ul style="list-style-type: none"> <li>• Games for Change</li> </ul>
<b>Competencies</b>			<ul style="list-style-type: none"> <li>• Google Apps for Education</li> <li>• OneNote</li> <li>• Facebook</li> <li>• Ponder</li> </ul>	<ul style="list-style-type: none"> <li>• Glass Lab</li> <li>• Games for Change</li> <li>• Molecular Workbench</li> <li>• Explore Learning</li> <li>• iSpiral</li> </ul>
<b>Foundational Literacies</b>		<ul style="list-style-type: none"> <li>• Knewton</li> <li>• Dreambox</li> <li>• Read180</li> <li>• Khan Academy</li> <li>• Smart Sparrow</li> </ul>	<ul style="list-style-type: none"> <li>• BetterLesson</li> <li>• LearnZillion</li> <li>• Curriki Geometry</li> <li>• netTrekker</li> <li>• Fishree</li> <li>• Pearson</li> <li>• McGraw-Hill</li> <li>• Houghton Mifflin</li> </ul>	<ul style="list-style-type: none"> <li>• Explore Learning</li> <li>• Glass Lab</li> <li>• STMATH</li> </ul>

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# UTM4.0

4<sup>th</sup> INDUSTRIAL REVOLUTION

DIGITAL NERVOUS SYSTEM

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# UTM

## Gamification Technology in Teaching and Learning

**1 SENSE**  
KINECT, LEAP MOTION, DATA GLOVE, MOTION CAPTURE, BRAIN COMPUTER INTERACTION

**2 PROCESS**  
ADVANCE CG, COMPUTER VISION, VISUALIZATION, SIMULATION

**3 DISPLAY & FEEDBACK**  
VIRTUAL REALITY, AUGMENTED REALITY, 3D PRINTING, HOLOGRAM

**MaGICeX**  
Media and Game Innovation Centre of Excellence  
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# UTM

## Gamification Technology in Teaching and Learning

### MaGICeX Media and Game Innovation Centre of Excellence

### INSTEP PETRONAS INSTITUT TEKNOLOGI PETROLEUM PETRONAS

### Health, Safety, Environmental for Oil and Gas Industry

### Centrifugal Oil Compressor for Oil and Gas

**ZeTo Rules**  
START  
Learn To Work

**ZeTo Game**  
ZeTo rules apply to which person?  
Employees, Entrepreneur

**ZeTo Rules**  
Learning Objectives, ZeTo Rules, Summary, Non-Compliance, Introduction, Game

**Roles & Responsibilities**  
Approving Authority, Approving Authority Representative, Receiving Authority, Receiving Authority Representative, Work Leader, Competent Electrical Person, Radiation Protection Officer

**CENTRIFUGAL OIL COMPRESSOR**  
LOADING  
Recorded by MaGICeX

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## Augmented Reality in Culture and Heritage

Galeri Memorial Tun Abdul Razak



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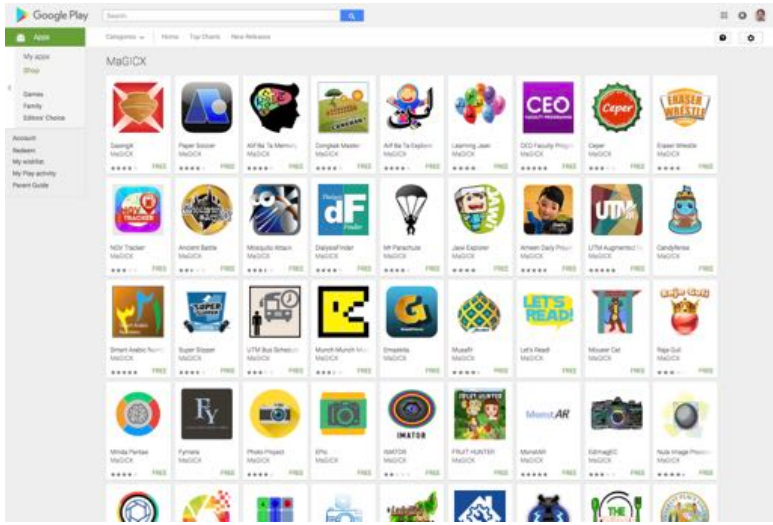
KEMENTERIAN  
PELANCONGAN DAN KEBUDAYAAN  
MALAYSIA



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## Mobile Games and Apps




**MaGICX**  
Media and Game Innovation Centre of Excellence

More than 150  
mobile games/apps




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**Industrial 4.0 @**



**Centre for AI & Robotics**



**MJIIT**  
MALAYSIA-JAPAN INTERNATIONAL INSTITUTE OF TECHNOLOGY

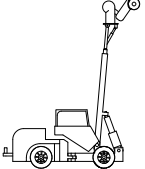


**AGRICULTURE 4.0**  
**Flagship Programme:**  
Digital Technologies for Oil Palm Industries

**Harvesting Technology**

- Exoskeleton
- Intelligent Harvesting
- Harvesting Robot

**Data Driven Plant Management**

- Growth Monitoring
- Pest & Disease Control
- Fertilizer Management
- Yield Prediction

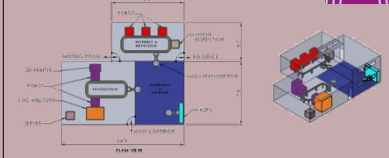




**MANUFACTURING 4.0**  
**Flagship Programme:**  
Industrial IoT Lab


CNC Machine, 3D Printer, Robotics Assembly, Intelligent Drone Delivery System, Automated Storage, Prototyping, Components Production, Consultancy, Training, Research

Production Optimization, Process Operational Efficiency, Predictive Maintenance, Real-time Info Display

**IIoT Lab Layout**



**DISASTER MANAGEMENT**  
**Flagship Programme:**  
Intelligent Drones for Disaster Rescue Operation



Request sets from field

↓



Generate optimized mission plan

↓


Drones mission assignment

↓

Guidance & Control


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**EXPERTS & TALENT DEVELOPMENT**

- CAIRO's Comprehensive IoT Training Programmes**
  - Embedded System, Internet Communication System, Artificial Intelligence, Data Analytics, Control & Instrumentation, Database System, Cloud Management.
- Training on System Integration & Maintenance for Agriculture 4.0 and Manufacturing 4.0**
- Awareness Programmes for Executives to Onsite Personnel**




**KenalKayu – Wood Species Recognition System**

**Web-Based KenalKayu**




**Handheld KenalKayu**


- Mobile
- Small
- Light
- Fast
- Accurate




**CR2 – Rehabilitation Robot for Wrist &**




- Cloud-Based Monitoring
- Interactive
- Modular
- Portable




**Flood/Landslide Simulation System**




**SYCUT – Syariah Compliant Chicken Slaughtering System**




**Lightweight Exoskeleton Suit for Oil Palm Harvesting**



**IoT Based Adaptive Fuel Map**



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# InMotion Project in Relation to Industry 4.0

## InMotion Concept

Innovative teaching and learning strategies in open modelling and simulation environment for student-centered engineering education

- an EU Grant project carried out in FKM (UTM), which aims to **create new eLearning Materials** for Computer Modelling and Simulation for Engineering (CMSE) field with **Open Modelling and Simulation Environment platform (OMSE)** based on innovative teaching strategies and creative learning approaches.
- InMotion target to train graduates, engineers, researchers from European Countries and Pacific Countries to be competent in the CMSE field and hence the realization of Industry 4.0.

### International Partners

Funded by the Erasmus+ Programme of the European Union

InMotion

UTM  
UNIVERSITI TEKNIK MALAYSIA

3D printing  
Remote 3D printing

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# GC#2: 21<sup>st</sup> Century Curriculum

Exhibit 1: Students require 16 skills for the 21st century

Exhibit 3: A variety of general and targeted learning strategies foster social and emotional skills

## 21st Century Skills and Learning Strategies

(Source: Soffel, 2016, Website Editor, World Economic Forum)


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# UTM4.0


4<sup>th</sup> INDUSTRIAL REVOLUTION

DIGITAL NERVOUS SYSTEM


## The Impact of 21<sup>st</sup> Century Curriculum & 4.0 Technologies




**Ethics & Spirituality**




**Leadership Skills**




**National Identity**



**Language Proficiency**



**Thinking Skills**




**Knowledge**

**AKHLAK (Ethics and Morality)**


**ILMU (Knowledge and Skills)**

**BALANCE**


**Mastery of Key Academic Subject Area**




21<sup>st</sup> Century Curriculum Standard




Assessment of 21<sup>st</sup> Century Skills




21<sup>st</sup> Century Curriculum and Instruction



21<sup>st</sup> Century Professional Development



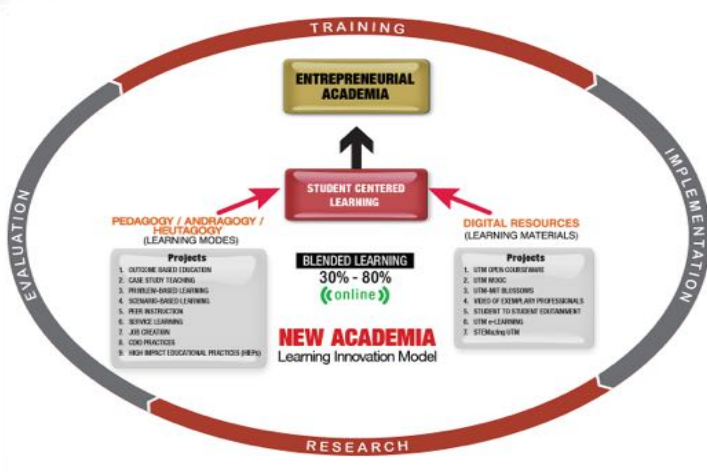
**Industry 4.0**




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## UTM New Academia Learning Innovation (NALI) 21<sup>st</sup> Century Learning Model to support 4IR




	New academia academia	Action
Faculty members	Professors, <b>inventors, entrepreneurs</b>	Adjunct staff, fellows
Learning materials	Books, journals, <b>experiences, Internet, internship</b>	Internship, students' business venture
Philosophy	<b>Integration</b>	New pedagogy, RA
Funding	Grants, fees, <b>VC, endowment, REITs</b>	Creative fund raising
Students	School leavers, mid-career, <b>businessmen, early-career, life-long</b>	Top UG; PG from corporations, research
Venue	Campus, <b>Internet, incubators, brands</b>	Wifi, 4G, MTDC, Proton
Learning modes	Lectures, tutorials, lab, studios, <b>peer instruction, internship, incubators, experiential learning, 5 minds</b>	<b>NEW PEDAGOGY:</b> learner-centric, Silicon V-culture, <b>GOP</b> , ethics
Outcomes	Degrees, expertise, <b>business models, capital, networks, culture</b>	<b>JOB CREATION;</b> micro-credit, spin-off, projects



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## The impact on people

“One of the features of this 4th Industrial Revolution is it doesn’t change what we are doing but it changes us” – It changes the role of educators in UTM!

Focus:  
**Open access learning** (BLOSSOMS, MOOC, STEMazing etc.) with pedagogy, andragogy, and heutagogy approaches enhances creativity, reduce gaps (every individual poor or rich able to get access to quality education), empower many people to improve their living conditions.

Source:  
[http://www3.weforum.org/docs/WEF\\_EGW\\_Whitepaper.pdf](http://www3.weforum.org/docs/WEF_EGW_Whitepaper.pdf)

### Initiatives related to 4IR

CTL, UTMLead

### NALI 21st Century learning

“Future-ready” curricula: Design and deliver interventions that strengthen STEM skills, employability skills, and/or global citizenship skills


### MOOC

- A new deal on lifelong learning
- Adult learners: It is vital to ensure that the 3 billion people already in the workforce get access to quality training and learning opportunities;
- Other than andragogy and pedagogy, HEUTAGOGY approach is required to cater professionals/ working individuals .
- Develop more MOOC Courses for Technical and vocational education and training (TVET)


### BLOSSOMS & STEMazing

- While increasing the STEM-literacy of the population is certainly very important, currently these subjects are often taught in a way that reinforces a disconnect between sciences and humanities and existing education gender gaps, and focuses on theory over application and experiential learning
- bridging gap between lower and higher education
- Teachers have regular opportunities to refresh their own skills and knowledge.

Source: [http://www3.weforum.org/docs/WEF\\_EGW\\_Whitepaper.pdf](http://www3.weforum.org/docs/WEF_EGW_Whitepaper.pdf)



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## 21st Century Curriculum for Engineering Education

### Redefining the role of an engineer

Developer of technology for society

Participant in the societal process through which technology shapes society

Integration of science and the humanities

Engineer of the 21st Century needs to develop competence not only in **technical** matters, but also in **humanistic** concerns

- Humanistic** – understanding oneself and how one relates to nature and to the social environment
- Does not** mean taking a few extra courses in the humanities or take a double major
- Bridge the gap inherent in the reductionist paradigm; the need for integration

### Curriculum Reform

Holistic curriculum

Engineering ethics and societal values

Shift of focus from problem solving to problem formulation

Communicate about the costs (i.e., risks) of complex technology as well as its benefits

Globalization and producing “flexible” engineers

Source: global

The need to broaden and strengthen engineering curriculum

### Essential Elements

New **context** based on shift from linear to nonlinear paradigm

New and revised **content** consistent with this context

New and existing **pedagogical approaches** for reinforcing the context and supporting the delivery of the content

### Implication of newest technology

Change in Paradigm	
Reductionist	Holistic
<ul style="list-style-type: none"> <li>• Engineer is considered to be separate from and independent of the technical system that he or she is developing</li> <li>• Technology is assumed to be value neutral and engineer’s personal point of view is considered irrelevant</li> </ul>	<ul style="list-style-type: none"> <li>• Engineer is understood to be part of the technical system in that his or her point of view and values are necessarily expressed in the technology</li> <li>• To act responsibly, the engineer must understand the implications of this recursive relationship</li> </ul>

### Principle of Context

World perceived as machine, engineer as mechanic - **linear**

World is alive as complex adaptive system, engineer is apart - **nonlinear**


Analogy: magnetic field that gives shape and meaning to the content

Shaking up the curriculum (content and pedagogy) without reorienting the field (context) may produce some temporary changes


Contextual shift is from **linearity** to **nonlinearity**

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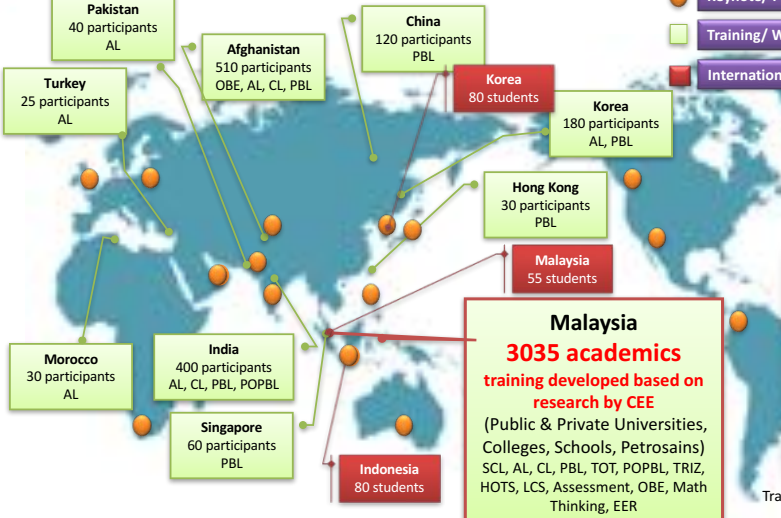
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**Reference & platform for community of practice in Training & Research in Engineering Education**






Country	Participants	Activities
Pakistan	40	AL
Turkey	25	AL
Morocco	30	AL
India	400	AL, CL, PBL, POPBL
Singapore	60	PBL
Indonesia	80	Students
Afghanistan	510	OBE, AL, CL, PBL
China	120	PBL
Korea	80	Students
Korea	180	AL, PBL
Hong Kong	30	PBL
Malaysia	55	Students
<b>Malaysia (Total)</b>	<b>3035</b>	<b>academics</b>


- Keynote/ Plenary/ Invited Speaker
- Training/ Workshop
- International Service Learning



Training workbook published by CEE

AL: Active Learning, CL: Cooperative Learning, OBE: Outcome Based Education, PBL: Problem Based Learning, POPBL: Project Oriented Problem Based Learning, TOT: Training of Trainers, TRIZ: Theory of Inventive Problem Solving, HOTS: Higher Order Thinking Skills, EER: Engineering Education Research

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## Learning Analytics: Data and Social Media


# UTM4.0

## 4<sup>th</sup> INDUSTRIAL REVOLUTION

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DIGITAL NERVOUS SYSTEM

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## Learning Analytics

**Sources:**  
Semens, G. (2014, October 22). The Data / Analytics Cycle. Retrieved January 29, 2015, from <https://www.researchgate.net/publication/272211288>

Clew, D. (2012). The learning analytics cycle: closing the loop effectively. In *Proceedings of the 2nd International Conference on Learning Analytics and Knowledge - LAK '12* (p. 134). New York, New York, USA: ACM Press. doi:10.1145/2230901.2309589

**The Learning Analytics Cycle**

**Learners**

**Interventions**

**Teachers | Administrators | Other Faculty**

**Data**

**Visualizations/Dashboards**

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## Learning Analytics: Improvements in Teaching Practice

**Innovative Research Universities**

**Malaysian Research University Network**

**Headline findings**

- A lot of interest about learning analytics in both countries.
- At different stages of development in terms of the learning analytics journey.
- The use of an LMS varies considerably between countries and that influences the survey findings in terms of usage and relevance.
- Expectations and understandings vary considerably due to context and infrastructure.
- Professional development – more interest in attending in Australia when it is offered. In Malaysia it is not available.
- Interesting finding regarding ethical concerns which could be a reflection of institutional policies, understandings or cultural difference.


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# Google Online Marketing Challenge



AdWords Cost / Performance Data



Goals / eCommerce


Engagement Metrics

Remarketing Lists

The Google Online Marketing Challenge is a unique opportunity for students to experience and create online marketing campaigns using Google AdWords. Over 110,000 students and professors from almost 100 countries have participated in the past 9 years.



10 FREE GOOGLE TOOLS TO HELP YOU MARKET YOUR HOTEL





**Noor Hazarina Hashim (Malaysia)** is a Senior Lecturer at Universiti Teknologi Malaysia. She teaches E-Marketing, E-Business and other marketing courses to both graduate and undergraduate students. Dr Hazarina earned her PhD from The University of Western Australia, and her research and consultation interests include effective Internet use in organizations, application of Internet in tourism industry and destination marketing. Dr Hazarina's passion is teaching, and she believes that learning goes beyond the classroom. Her publications have appeared in *Tourism Management*, *Journal of Computer Mediated Communications*, *International Journal of Hospitality Management* and *Journal of Information Technology and Tourism*.

## The Global Academic Panel

The Science of Building Buyer Personas


gather data, observe behavior, build personas.



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# Digital Transformations (DX)



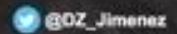
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The application of 3rd Platform–related technologies to **fundamentally change the way something is done**, generally with a **design-led approach** to business process redesign.



Source: IDC Digital Transformation Research Practice, 2017



# WHAT IF...



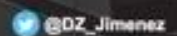
PROFITABILITY



NET PROMOTER  
SCORE



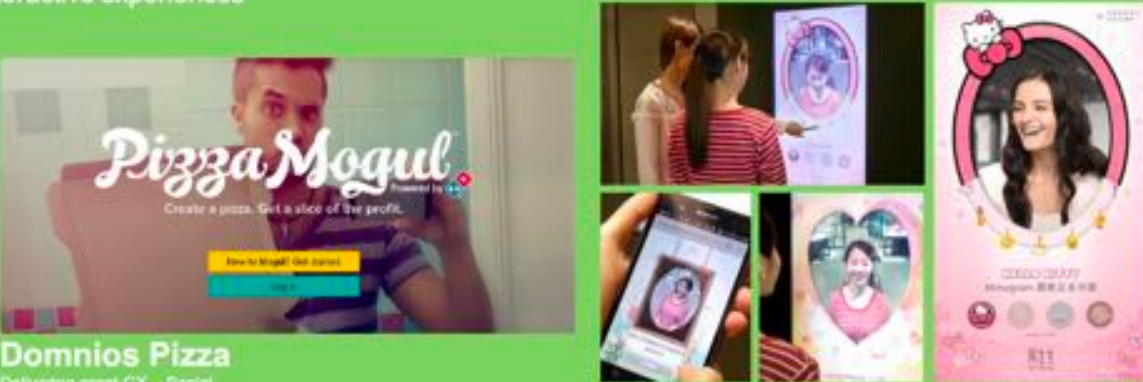
CUSTOMER  
ACQUISITION





# Omni-Experience DX

Leaders create market-altering interactive experiences



**Pizza Mogul**  
Create a pizza. Get a slice of the profit.  
How to Mogul? Get started

**Domnios Pizza**  
Delivering great CX - Social crowdsourcing/Gamification & me-telling

**Chow Sang Sang**  
Delivering personalized experiences - AR

UTM @DZ\_Jimenez


# Domino Pizza Mogul



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# Information DX

Leaders leverage information effectively for competitive advantage



**Kroger, Tesco**  
Data monetization. Leveraging customer data for improved service and loyalty

**Beam**  
A startup building an insurance business around a smart toothbrush (usage-based insurance—Smart premiums)

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# Yihaodian E-Commerce



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# Operating Model

Leaders challenge traditional business and operating models



**Yihaodian**  
Challenging traditional retail models with augmented reality

**TeatreNeu**  
Disrupting the arts scene with an innovative business & operating model

# Pay Per Laugh



- Challenges of future jobs
- Disruptive innovations
- Individualization of learning
- Accreditations of higher education academic programs
- Innovations as key for University 4.0
  - Inequality represents the greatest societal concern associated with the Fourth Industrial Revolution





Thank You  
aselamat@utm.my

Sources:

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