

Top Academic Leaders meet in Penang



WOU hosts Meeting of Vice Chancellors and Presidents from 10 Commonwealth institutions



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WOU was the proud host to the 9th Meeting of the CeMBA/PA Executive Governing Board (EGB) when the President of the Commonwealth of Learning (COL) and the Vice Chancellors/Presidents of the nine partner universities offering the two Commonwealth Executive MBA/PA programmes in their respective countries met at the main campus from 11-12 August 2010.

The EGB meeting was attended by a total of 23 senior academic leaders including COL president Sir John Daniel who chaired the meeting, COL Education Specialist Dr Willie Clark-Okah and WOU Vice Chancellor Prof Dr Wong Tat Meng. Prof Wong in welcoming the distinguished institutional leaders alluded to the recent visit of the MQA Accreditation Panel for the CeMBA programme offered by WOU for the Malaysian working adults in conjunction with the appearance of the first batch

of WOU's CeMBA graduates. He expressed confidence of a very positive outcome based on the Oral Exit Report delivered by the Panel Chair. A number of Vice Chancellors present also reported that the CeMBA/PA programmes have already gained accreditation by their respective National Accreditation bodies.

The EGB meeting deliberated on various recommendations and proposals put forward by the CeMBA/PA Academic Board (AB) which had met two days earlier (9-10 August). The main purpose of the AB and EGB meetings was to review curriculum matters and consider new directions that the CeMBA and CeMPA programmes could take. Sir John explained that regular curriculum revisions and courses updates were needed to respond to changes in the environment as well as to ensure that the programmes remain current and industry relevant.

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WOU receives full CeMBA Accreditation

11 March 2010

WOU submits relevant documents to the Malaysian Qualifications Agency (MQA).

14 - 15 June 2010

MQA Panel of Assessors visit WOU main campus to audit the programme.

9 July 2010

The Panel assesses student support provided by WOU regional offices by visiting the Kuala Lumpur Regional Office.

24 August 2010

MQA Accreditation Board meets and agrees to award full accreditation status to CeMBA.



Vice Chancellor's VOICE

What a proud achievement! The first batch of WOU's graduates has arrived. The release of the January 2010 semester examination results showed that 38 students in the CeMBA programme have fulfilled all requirements for graduation and will be conferred their degrees at WOU's first convocation ceremony on Saturday, 23 October 2010. Among this pioneer batch of graduates are six students who were admitted via the Open Entry Admission System. Their success is particularly inspiring and should serve as strong encouragement to the adult workforce that not having a degree qualification need not be a barrier for them to pursue postgraduate studies at WOU.

In preparation for the arrival of this first batch of graduates, the CeMBA programme was put through a full accreditation exercise conducted by an MQA Accreditation Panel. As expected, the MQA has awarded full accreditation status for the programme. Coincidentally, the University also hosted the ninth Meeting of the CeMBA/PA Executive Governing Board (EGB) on 12-13 August. Two themes which emerged from the EGB Meeting (as well as the preceding CeMBA/PA Academic Board Meeting) are the need to keep the course materials constantly updated to ensure that graduates are equipped with current knowledge and emerging trends as well as innovative approaches to the consortium's organisation structure. A special task force was also formed to consider offering the CeMBA/PA programmes fully online.

Innovation and bringing the benefits of e-Learning is what WOU has tasked itself to do in support of its mission to promote the development of a lifelong learning community among all Malaysians. Over the past four years we have succeeded in progressively bringing onstream innovative e-Learning features such as an online learning environment (WawasanLearn), the e-Library, online assignment submission and marking, delivering course content using CD ROM, e-Registration and making access available to anti-plagiarism software - 'turnitin'. WOU is also piloting the use of other e-Learning tools such as 'Easynow' and 'I-Radio' in creative ways to ensure that our students benefit from a quality experience to achieve the course and programme learning outcomes.

I am glad to note that our students are generally receptive to the new ways of learning. Many have found that once they master the necessary skills, e-learning can be interesting, exciting and most of all a very accessible and convenient way for working adults to upgrade their knowledge and skills to improve their upward mobility. Good luck with your studies. Like the 38 pioneer CeMBA graduates, you will soon reach the finishing line and become proud holders of WOU degrees.



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Sir John found the outcome of meetings to be very positive. "Members agreed that the present organisational arrangements had taken the CeMBA/PA programmes as far as they could. It was time to put in new arrangements to ensure the long term sustainability of the programmes," he declared. Sir John added that in the past, COL took the lead in the coordination among the universities, but the time is now ripe for the partner institutions to take greater responsibility in formalising the procedures for appointment of the Academic and Governing Boards as well as ensuring the systematic and continuous review of the component courses by their respective teaching faculty.

It was decided that each partner institution will be allocated responsibilities for monitoring one or more courses and alerting the consortium as to when revisions are needed in a timely manner.

The Meeting further agreed to set up four sub-committees comprising the deans/heads of department of the partner institutions to undertake specific tasks. These include:

Committee to draw up the constitution of a new 'Association of the Commonwealth MBA Partners'

Chair - Dr Dameon Black (University College of the Caribbean),
Members - Prof A T M Tofazzel Hossain (Bangladesh Open University),
Prof Albert Mellam (University of Papua New Guinea)

Committee on Admission of New Partners

Chair - Prof Majed Rashid (Allama Iqbal Open University, or AIOU),
Members - Prof K L Chee (WOU), Prof C K Osei (Kwame Nkrumah University of Science and Technology)

Committee on the Offering of the CeMBA/PA programmes Online (e-Learning)

Chair - Prof Daniel Omoh (National Open University of Nigeria)
Members - Prof S W Ranasinghe (Open University Sri Lanka), Prof O'Neal Greaves (University of Guyana)

Committee on the CEMAT Question Bank

Chair - Prof K L Chee (WOU)
Members - Prof Majed Rashid (AIOU)

The four Committees are expected to report their findings by the end of the year.

Sir John, in his closing address, congratulated WOU on the excellent way in which the meetings were organised as well as the leadership role it played since joining the consortium in 2005. On behalf of other leaders present, he thanked the WOU learning community for the warmth of their friendship and generous hospitality.

The Commonwealth of Learning (COL)

The COL is an intergovernmental organisation established by Commonwealth Heads of Government to promote the development of open learning and distance education throughout the Commonwealth countries via the sharing of resources, knowledge and technology.

CeMBA/CeMBA were developed in 2002 by COL in collaboration with Allama Iqbal Open University, Pakistan (AIOU), Bangladesh Open University (BOU) and Open University Sri Lanka (OUSL). In 2008, WOU became the first Malaysian university to offer both programmes to Malaysian students.

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Easy does it!

Developing multimedia-rich educational materials with *EasyNow*

International participants from higher educational institutions across the Commonwealth arrived at WOU's main campus to attend a workshop on the use of *EasyNow* in open distance learning (ODL). The intensive workshop was a joint collaboration between the Commonwealth Educational Media Centre for Asia (CEMCA) and WOU.

During the five-day workshop, participants learnt how to optimise upload speeds for audio, video and text even when faced with limited bandwidth. They also shared their experiences on the use of free, open-source applications, including Moodle, WikiEducator, Crazy Talk and Hot Potatoes.

WOU coordinator for the workshop, Assistant Vice Chancellor (Academic Support) Prof Dato' Ho Sinn Chye, hoped that regular joint multimedia-based workshops with CEMCA could be organised for the benefit of educators in the region.

According to CEMCA consultant V. Krishna Moorthy, "As more students choose to study for degrees and as the student community increases, the only viable option to meet demand for quality education is ODL. Education is the property of the entire human learning community and the commercialisation of educational tools must take back seat."

Dr Pema Eden Samdup, programme officer of CEMCA, New Delhi was full of praise for WOU's quality control over its educational content, delivery mechanism and learners' support, and she observed, "The whole architectural landscape behind it (WOU) is geared towards efficiency, and yet learner-friendly and learner-centric. This is ideal for an ODL institution."

She said the problem of lack of infrastructure, quality teachers or lack of funds in remote areas can be overcome through ODL and urged WOU to help develop the ODL sector and build up the credibility of ODL universities in Asia.



What is *EasyNow*?

EasyNow is a set of open source software and ICT tools which can be readily learned and used by educators and content developers to produce quality, multimedia-rich ODL learning materials for delivery over the Internet to students, including

those from countries with ICT bandwidth limitations.

EasyNow was created by CEMCA, a regional agency of the Commonwealth of Learning (COL), headquartered in Canada.

Reaching out with Internet Radio



For decades, ODL institutions around the world have used the radio as a way to reach out to remote communities, including Aboriginal people living deep in the Australian bush. The rise of Internet radio has opened a new frontier for ODL practitioners, and 25 WOU staff members were recently given an insight into how it can be used to connect with students and the general public.

In her presentation on *Internet Radio – Beyond Geographical Boundaries* at the main campus on 24 June 2010, Dr Pema Eden Samdup, programme officer of the Commonwealth Educational Media Centre for Asia (CEMCA) based in New Delhi, said that radio broadcasts via the Internet reach out to a wider audience and that the "cost of going on air is relatively low".

During her demonstration, listeners at the Regional Offices were able to access live audio and video feed (an added-on feature) of her presentation at <http://iradio.wou.edu.my>. Dr Pema suggested that in future, WOU could create a schedule to slot in selected programmes at different times to cater to the educational needs of the learners and administrative needs of the University, with listeners being able to log in and ask questions. She explained that

"the clarity of the signal is better than conventional radio and you can measure your audience and create a profile of your listeners".

Network engineer Kalinga Athulathmudali from Sri Lanka showed WOU staff how simple it was to set up an Internet radio system in WOU, using a basic webcam, 300 Kbits bandwidth, and a free streaming media server in the US. He explained that open-source software such as Winamp, SHOUTcast and Audacity could be used, with the personal computer acting as the mixer. A streaming server is needed for live broadcasting, while a narrow bandwidth will suffice for web radio alone. "At first, students may not be interested, but once they see how it works, they'll become hooked. They can even listen to live or recorded lectures from home."

In reply to a question, Kalinga said the advantage of Internet radio over video-conferencing is that students can log on from home instead of gathering at the ROs. "If you just do audio or show presentation slides, you do not need much bandwidth. But you definitely require more bandwidth when showing videos, and for this reason, an external server is necessary," he advised.

Dr Pema and Kalinga were participants of the CEMCA *Advanced EasyNow* training workshop hosted by WOU from 21 to 25 June 2010. Among those who attended the talk and demonstration were Vice Chancellor Prof Dr Wong Tat Meng, and Assistant Vice Chancellor (Academic Support) Prof Dato' Dr Ho Sinn Chye.

How does Internet radio work?

Internet or web radio operates in the form of audio signals which are streamed over the Internet, unlike traditional radio which depends on the power of the station's transmitter as well as the availability of specifically set broadcasting wave frequency.

The benefits of Internet radio include the virtually unlimited number of stations and live streams; live and on-demand audio programmes easily made available; listeners (learners) accessing the streams he/she had missed; interactive add-on features including call-ins, text messaging, email, or chats; and students are also able to customise the programmes that they want to listen to.

Dr Pema shared that there are two ways for delivering audio over the Internet to listeners. One is to create and upload MP3 audio files to the computer server for use on demand. The other is through streaming media where the audio (and video) files stream from the Internet directly to the user's PC sound card. The streaming server makes continuous broadcasts over the Internet possible. "With advanced wireless technology, Internet radio service can be made accessible on the mobile phone too," she added.



Keeping Penang's Traditions Alive

WOU has been working closely with USM and UiTM to preserve, rediscover, document and disseminate the cultural heritage of the people of Penang, especially their living traditions, and to promote these as a tourist attraction.

In line with the collaboration, the three universities organised a Penang folklore awareness workshop that focused on celebrating and preserving the people's traditions at USM on 12 May 2010, that was officially opened by Penang Yang di-Pertua Negeri Tun Abdul Rahman Abbas.

Data on folklore was gathered via literature search, visits to agencies and participatory dialogue with the communities. Folklore is defined as "the traditional beliefs, practices, customs, stories, jokes, songs, etc of people

handed down orally or behaviourally from individual to individual". The documented folklores of the three major ethnic groups in Penang were disseminated at the workshop to create awareness among the academics, communities, government agencies, NGOs and tourism-related agencies on the importance of appreciating and preserving them.

Participants of the workshop were given a first-hand experience of cultural activities including *boria*, *gasing*, *congkak*, *guli* and *joget*. They were also shown how to make beaded slippers, and *thong yuen*, a Chinese traditional dessert; as well as the finer points of henna painting, Indian *kolam* (decorative artwork drawn on the ground) and Chinese calligraphy.

A blog on cultural preservation was also launched during the workshop, <http://www.penangfolklore2010.blogspot.com>, to record information on traditional songs, stories and games. "The information collected on the blog will be shared among students, researchers and the public so that the living traditions will become part of our future generation," said Tun Abdul Rahman Abbas.

A forum on *Penang Traditions* was also arranged to discuss and strategise on ways to promote the living traditions. Four panelists, Prof Dr Mogana Dhamotharan from WOU, Dr Agnes Liau from USM, Assoc Prof Dr Azlena Zainal from UiTM, and cultural arts activist Omar Md Hashim, shared their comments at the session.

Opportunities for Asian agriculture

Tapping China's rising demand

There is tremendous unrealised potential in Malaysia in terms of investment in technology to increase agriculture production, according to Prof David Roland-Holst, director of the Centre for Energy, Resources and Economic Sustainability (CERES) at the University of California, Berkeley who spoke at a public lecture on *Regional Trade: Opportunities for Asian Agriculture* organised by WOU at its main campus on 10 June 2010.

"The land is there, people are there, but investment and innovation are missing," he said. Prof Roland-Holst urged investors to come forward as agricultural productivity growth is the way to promote rural development. He also noted the growth possibilities created by Chinese demand, "One of every seven farmers in the world is Chinese. Should Southeast Asian farmers be worried about this? No, because one of every five consumers in the world is Chinese."

Prof Roland-Holst said that China is the world's largest producer and consumer of food, but it has recently passed the tipping point in food self-sufficiency, which means within a decade, it will be the world's largest importer of food. The urban-rural migration of China's population poses huge problems and challenges to the food supply chain and labour, because urbanites use more than twice the water as the rural people. "Half a billion people are moving from the food supply side to the demand side," he explained.

China's rising incomes are also increasing the resource-intensity of food consumption as people prefer to eat more meat rather than vegetable proteins. "Even if the population remained constant over the next 20 years, China would have to double its agricultural capacity to meet its changing food requirements," he said.

The one-hour session chaired by Tan Sri Andrew Sheng, a member of the National Economic



Advisory Council (NEAC), was also attended by WOU Vice Chancellor Prof Dr Wong Tat Meng and Wawasan Education Foundation chairman Dato' Seri Stephen Yeap.

SELC dean at MELTA International Conference

Two academics from WOU's School of Education, Languages and Communications (SELC) attended the 19th Malaysian English Language Teaching Association (MELTA) International Conference in Kuala Lumpur from 7 to 8 June 2010.

WOU was one of the main sponsors of the conference hosted by MELTA at three different locations - Kuala Lumpur, Kuantan and Kuching. The conference, themed *Transformations in English Language Education: Vision, Innovation, Implementation* was attended by teachers, educators, administrators and others involved in the teaching of the English Language from all over the country.

SELC dean Prof Dr Malachi Edwin Vethamani, an invited plenary speaker for the KL session, delivered a paper entitled, *Transformations in ELT: Incorporating the Green Dimension*. He was also a panelist for the closing forum on *To Go or Not to Go Native: The Role of Native Speaker Teachers and Trainers in Second and Foreign Language Teaching*. Noor Azliza Zainal Abidin, SELC senior lecturer, presented a demonstration, *Interactive Games Are Powerful Learning Tools*, where participants were shown how they could develop interactive games with PowerPoint.

One of the highlights of the conference was SELC's interactive CD which was developed to help Malaysian English Language teachers with the new literary texts in the KBSM syllabus. Prof Edwin and WOU student Justine Jesunathan demonstrated the use of this CD by introducing teachers to a set of interactive learning materials that have been developed to teach Form 1 and Form 4 students. *(The materials will soon be uploaded on the WOU website and made available to all teachers.)*

WOU

a recognised e-Learning provider

Employers are now free to claim from the Human Resources Development Fund (HRDF) when they send their workers for e-Learning courses at WOU, as was recently confirmed in a circular dated 17 June 2010 from the Chief Executive of the Human Resources Development Bhd (HRDB), Ministry of Human Resources.



What does this mean?

Employers registered with HRDB can enrol their workers in any of WOU's courses, and then make submissions to HRDB to claim back the cost of their education.

This positive exercise is to support the Continuous Employment Training Programme initiatives laid out by the government in the New Economic Model (NEM) which was unveiled recently.

The list of e-Learning courses cited in the approval for WOU is not limited to WOU's current offerings and the University is free to add new courses and programmes from time to time.

Benefiting from the HRDB

WOU's Human Resources director Shirley Khoo described the recognition afforded by HRDB to its courses as "timely".

**The Job Outlook Index is presented in the Job Outlook Report which is based on a survey carried out by JobStreet in the second quarter of 2010.*

Total Fee

+

 **Maybankard**

=

**RM100 fee
waiver**
for new students

Swipe your Maybank credit card when enrolling for courses at WOU and qualify for a RM100 waiver off your Processing and Administrative fees. This offer is valid till Jan 2011.



“ General employment prospects are expected to be better in the next 12 months as indicated in a hike in the Job Outlook Index*. With signs of improved corporate results, employers may be more willing to sponsor their staff as part of a retention strategy. ”



In **Penang**, about 250 students turned up at the main campus for the orientation, which exposed the new students to WOU's ODL model, regulations and procedures, learning support and services, and course overviews.

In **Ipoh**, about 50 new students attended the orientation. The macee was Lai Kooi Leng, who was part of the inaugural batch of students for the *Bachelor of Arts (Hons) in Psychology* programme. Assistant Vice Chancellor (Academic Support) Prof Dato' Dr Ho Sinn Chye briefed the students on WOU's ODL model, CeMBA/CeMPA programme and study skills, while Ipoh Regional Office (Ipoh RO) director Ching Huey Ling explained the university regulations and procedures.



GETTING ORIENTED

WOU Orientation Days 17-18 July 2010

Over 800 newly-enrolled students for the July 2010 intake gathered at six different locations nationwide – Penang, Ipoh, Kuala Lumpur, Johor Bahru, Kuching and Kota Bharu (a day earlier) – to attend WOU's eighth Orientation Day.



In **Kuala Lumpur**, some 140 freshies showed up at the Kuala Lumpur (KLRO) and Petaling Jaya Regional Offices (PJRO). The KL campus was a hive of activity as staff welcomed the new students and distributed the goodie bags and course materials. A group of teachers from the Sri Garden International School who had signed up for the *Bachelor of Education (Hons) in Primary Education* were also present.



28 new students were enrolled in **Kota Bharu** with the oath-taking led by Phakdi @Sombat A/L Eipian, a CeMBA student. Prof Tham Choy Yoong, dean of School of Science and Technology (SST), provided a briefing on the ODL model; Azly Yong Abdullah, KBRO director, explained WOU regulations and procedures and traditional Kelantanese delicacies were served for tea.



There was much excitement as the **Kuching** RO recorded a total of 91 new students. During the orientation held at Pustaka Negeri Sarawak, SBA deputy dean Dr Teoh Ai Ping gave an introduction to CeMBA/CeMPA and study skills. KCRO director Jimmy Chai and Marketing and Admissions executive Mohamad Azharani Hj Seruji made the other presentations. Freshie Haji Daud Da'an, a retired government servant and CeMBA student, led in the oath-taking ceremony.



Orientation was attended by 116 new students, with members of the **Johor Bahru** RO Students Club, tutors and staff present to lend a helping hand. School of Business and Administration (SBA) dean Prof Dr Chee Kim Loy from the main campus briefed the new students about the ODL model and study skills.





Fun-filled Family Day!

After days of heavy downpours, the clear skies and cool breeze were a pleasant relief for WOU's inaugural Family Day celebrations at the main campus on 26 June 2010. Over 150 staff and their families turned up for the casual affair that involved plenty of games, mingling and of course – food!

Following the arrival of WOU Chancellor Tun Dato' Seri Utama Dr Lim Chong Eu, guests took their seats as organising chairperson Shirley Khoo Suan Gaik gave a short welcome speech. Vice Chancellor Prof Dr Wong Tat Meng and WEF chairman Dato' Seri Stephen Yeap Leong Huat opened a durian each to get the evening underway. Prof Wong invited everyone to let their hair down and encouraged staff to show their family members their workstations.

The food was a star attraction and on display was a wide selection of grilled seafood, chicken, corn on the cob, fried rice, assorted snacks, desserts and fruits. In line with the opening theme,

the durian-opening challenge attracted eight participants and after a tough battle, Deputy Vice Chancellor (Operations) Dr Seah Soo Aun emerged the victor. Dr Seah opened five durians in only 80 seconds (wow!) while his closest challenger was SST lecturer Chandarasageran Natarajan who took 85 seconds.



Just as everyone thought the fun had ended, the organisers arranged a free style dancing competition. It was hilarious watching the participants come up with their own dance moves and zany antics to the medley of songs

played. The winners were determined by who could collect the most number of stickers. It was a close fight between QA manager Dr Andy Liew who collected 34 stickers and SBA's Shangetha Silvamony who won the contest with 37 stickers. Prof Wong's son, Wong Wai Loong, took the third prize.



Also spotted at the event, organised by WOU's Human Resources Department and the Staff Recreational Club, were WEF director and CEO of Heng Lee Group Loo Choo Teng, his wife Peggy and son Brian.

Making an im-press-ion

As a gesture of appreciation to the press, WOU fêted over 90 journalists and photographers from 16 media organisations during its inaugural *Media Appreciation Night* held at the main campus.

The event which was organised by Corporate Communications, transformed the foyer of the Albukhary Building into a banquet hall for the night. All guests were given goodie bags filled with WOU premium items, before emcee Raja Halim from General Services and Administration got the proceedings under way. Corporate

Communications manager Lim Yao-han gave a short welcome address before introducing WOU Vice Chancellor Prof Dr Wong Tat Meng.

Prof Wong thanked the media for their support in promoting WOU and ODL. He shared that the University recently added 11 new programmes during the past year "to address emerging market needs". He also briefly described the WOU facilities, the many public talks organised and the University's contribution to the less fortunate in society as part of its corporate social responsibility.

Over 10 guests sportingly took part in the impromptu karaoke singing contest, under the watchful eyes of the judges School of Foundation and Liberal Studies dean Prof Mogana Dhamotharan, Quality Assurance manager Dr Andy Liew, and Yao-han. A lucky draw took place later in the evening and on hand to pick the grand prize winner was WEF chairman, Dato' Seri Stephen Yeap.



Celebrating teachers at WOU

In May, the School of Education, Languages and Communications (SELC) hosted thirty-five teachers from 12 schools from Kuala Lumpur and Selangor in conjunction with the nationwide Teachers' Day celebrations.

The WOU Teachers' Day celebration was opened by WOU Deputy Vice Chancellor (Strategy, Planning and Continuing Education) U K Menon, who expressed his appreciation to the teachers for their invaluable contribution to society. He also emphasised that teachers need to be learners and continuously grow even as they educate their own students.

The first session for the day was led by Prof Dr Malachi Edwin Vethamani, dean of SELC. He began the session by tallying the number of years of teaching experience among those present at a whopping 458 years! He said there was much that teachers could learn from each other based on their experiences and knowledge. Prof Edwin led the teachers through an

introspection session, requiring the teachers to reflect on their teaching styles in relation to multiple intelligences. He said that teachers should also be aware of their students' learning styles so that maximum learning can take place.

Tapping on the teachers' creativity and providing an element of fun, Assoc Prof Dr Rahil Mahyuddin and senior lecturer Noor Azliza Zainal Abidin from SELC conducted a fun quiz, drama activities and a slogan-writing competition. The best slogan was "A teacher is the gateway to wondrous discoveries" from Hanimah Hasan of SMK (P) Sri Aman, Petaling Jaya. All prize winners were treated to WOU souvenirs.

Li Sheau Juin from SMK Dato' Lokman commented, "It is a refreshing change from routine. It's nice to be recognised for who we are and what we do." Fellow teacher Rohana Salleh from SMK Dato Onn added, "We had an invigorating and inspiring session. We are glad WOU is near our homes and schools and hope to be back for some Masters courses soon!"



Educating for a better future

The problems that currently plague the planet and mankind and how universities can help secure a better future were examined by Prof Neville Bruce in his talk on *Education for World Futures: A vision for the 21st century*. Over 100 people attended the public lecture organised by WOU's Centre for Professional Development and Continuing Education (PACE) at its main campus on 5 August 2010.

Prof Bruce said the 21st century presents the greatest opportunities and challenges ever faced by mankind including, resource depletion, global warming, rampant consumerism, terrorism, weapons of mass destruction, population explosion and poverty inequity.

He defined education for world futures as "trying to nudge our citizenry in the direction to make our world a nicer place to live". He said that universities must consider the fact that they are educating future leaders, politicians and influential citizens of the world, and so must reflect on the kind of knowledge, understanding and values they want to impart.

Prof Bruce believes universities can play an important part because: they are uniquely placed, and so able to impact influential citizens; they are in contact with a major section of the community; and they offer hope and pathways to the future.



He suggested universities develop and deliver new curricula for the future, and establish global collaboration amongst universities, staff, students and the community on major issues in order to drive the world to a better place. He stated that global university collaboration is important for the development and delivery of new curricula focused on human and world futures, adding that the Internet has made this possible.

He shared that out of the 6.5 billion people who occupy the planet, 1 billion do not have enough to eat and so are malnourished while 1 billion eat too much and are overweight or obese. He called on people to understand the 21st century and act wisely, declaring, "20,000 people die each day of starvation. How can we make sense of that?"





Spreading Hope in the Fight Against Cancer



The Relay for Life event to celebrate cancer survivors, remember loved ones who have struggled with the disease, and to fight against cancer attracted over 3,000 people to the official opening at the Youth Park. For the fourth consecutive year, WOU lent its support as a gold sponsor and by sending a team comprising of 20 WOU staff to participate in the walkabout.

The ceremony kicked off after 6pm with Penang Hospice Society chairman Datuk Dr Chan Kok Ewe as the torch-bearer who put the first torch



of hope in place. National Cancer Society of Malaysia (NCSM) Penang branch chairman Dato' William Ng Jit Thye explained that one of the key messages of the event was that "cancer can be cured", stating that over 100 survivors were involved in the Relay.

The 16-hour relay organised by NCSM Penang branch and Penang Hospice Society attracted 370 teams representing 2,338 people as well as 150 individuals. It ended the following morning with a closing ceremony officiated by Phee Boon Poh, Penang State Executive Councillor for Health and Welfare, Caring Society and Environment.

The rise and rise of China

Prof Woo Wing Thye's talk on *China's Return to the World Stage* attracted a crowd of over 100 people to the main campus on 25 June 2010. He explained that after an annual 10% growth in GDP over the last 30 years, China is now standing "at the front gate of the rich and powerful clubhouse". He posed two questions: Will China's strong economic growth continue, allowing it to reach the rich man's club; and will China behave responsibly after it enters the clubhouse?

On whether China will enter the inner sanctum of the rich man's club, he shared the 2007 Wall Street predictions that China will overtake Japan's economy in 2010, and overtake the US by 2030. He explained that China's per capita income will still be low compared to the US.

"The failures of the banking or financial sector crash is the one that the Chinese government is most confident of fixing," he said, asserting that it can look to Japan and South Korea's experience and replicate these with adaptations. He remarked that the governance is flawed, with people increasingly dissatisfied with administrative performance leading to a jump in social unrest.

"There cannot be a harmonious society within China if there is no harmonious world outside China." He feared that the world was on the threshold of a Trade War due to escalating US-China trade tensions, with proposals within the US for anti-subsidy tariffs and import surcharge on Chinese goods, and

accusations that China's trade surpluses had caused the US financial market meltdown.

Among those who attended the lecture organised by the Socio-Economic and Environmental Research Institute (SERI) were Bukit Bendera MP Liew Chin Tong, WEF chairman Dato' Seri Stephen Yeap, Malaysian-American Electronics Industry chairman Dato' Wong Siew Hai, SERI chairman Dato' Dr Sharom Ahmat and WOU Vice Chancellor Prof Dr Wong Tat Meng.



Master students residential school



The Centre for Graduate Studies (CGS) organised the second Residential School and Project Workshop (RSPW) at the Kuala Lumpur RO, after the inaugural session was held in Penang last October. The Residential School workshop which ran from 8 to 9 May was open to all CeMBA and CeMPA students while the Project Workshop component was for Master students eligible to undertake their final year project in the July 2010 semester.

The RSPW aimed to provide an opportunity for students to enhance their learning through face-to-face interactions with industry experts in selected fields or professions, and offer academic and practical advice to prepare their project proposals through the face-to-face small group discussions with senior academic staff.

WOU Deputy Vice Chancellor (Strategy, Planning and Continuing Education) U K Menon started off the Residential School with his opening remarks, followed by a talk on *The New Economic Model of Malaysia: A Critical Assessment* by Dato' Dr R Thillainathan, a well-known economist who has served on the National Economic Panel, the Anti-Recession Task Force, the Task Force on Capital Market Development, the Investment Panel of the Employees Provident Fund, and the National Economic Consultative Council. His analysis of the NEM and the issues surrounding it from the corporate perspective and concerns led to a probing discussion with students.

The second invited speaker was Tan Sri G Gnanalingam, the current executive chairman of Westport, who spoke on *Management and Leadership Challenges in Port Management: A Case Study of Westport* with Prof Chee Kim Loy, dean of the School of Business and Administration (SBA), moderating. His

presentation explained how he turned Westport around to become Malaysia's largest privately-owned port. He adopted "flexi-port and fast-port" approaches in advocating changes and defying conventional practices to cargo and ship handling, including implementing integrated port charges.

The Project Workshop took on a more serious yet informal approach as SBA course coordinators Dr Ang Kee Seng, Chong Fook Suan, Deebanjli Lakshmayya, Fakir Mohd, Dr Jenny Neu, Prakash Arumugam and Yap Li Lian joined SBA deputy dean Dr Teoh Ai Ping and Prof Chee in the breakout sessions that followed each workshop to offer practical hands-on methodology.

During the workshop on *An Overview of Research Project and Structuring of Research Problems* by Prof Chee, students were presented with a general benchmark of what they should be focusing on and how to come up with the research questions and problems. The two breakout sessions that followed further enhanced the students' understanding of their topics and research objectives.

Meanwhile Dr Teoh conducted the workshop on *Issues and Guidelines in Developing a Project Proposal* to teach the students how to come up with a suitable research project proposal. The students were also briefed on the library research process and taught proper project report writing skills during the two workshops by Learning and Library Services director Kamsiah Mohd Ali and School of Education, Languages and Communications dean Prof Dr Malachi Edwin Vethamani. The workshops and breakout sessions were to enable the students to carry out independent research, evaluate the data collected and make pertinent conclusions when undertaking their final year project.



True grit pays ... the sky's the limit for learning



Having set her mind on an MBA, she achieved it in just five semesters at WOU. Mother of two young kids, Christina Chan Mei Ling, 32, is among the pioneer graduates of the Commonwealth Executive Master of Business Administration (CeMBA) who will be receiving their scrolls in October 2010.

Besides having her hands full managing a family, Christina is kept busy with her job at Maybank, Kuala Lumpur. Since joining the financial institution in 2001, she was promoted to Head, Personal and Managerial Effectiveness, Group Organisation Learning Division this year. Among her duties are conducting staff training, overseeing the training administration and planning, strategising and optimising learning according to budget allocation. By completing her Master's degree, Maybank rewarded her with RM3,000. "This is a great tool to retain our top talent and encourage young, ambitious graduates to join us," she added.

Christina enrolled in the CeMBA programme back in January 2008 when it was first offered as she was attracted by WOU's flexibility and CeMBA's competitive pricing. "Moreover, since getting my Computer Science degree and after seven years of working in the IT field, I wanted to equip myself with advanced knowledge in general management," she explained.

Christina is a firm believer in "priority planning and focus" and cites these as key factors to successfully handling her different responsibilities. "When it's time to work, I work hard; when it's time to study, I study hard, and when it comes time to play, I play hard as well with my girls. We go cycling, swimming, flying kites." She was also thankful for the support of her husband, parents and babysitter and shared that she often did her studying, assignments and projects after putting her kids to sleep or waking up as early as 4am to do so.

Making things happen!



A quest for knowledge and a mission to pass on skills to others prompted Julian Khoo Kok Siang to become involved in lifelong learning at WOU. The 31-year-old economic analyst at an MNC in Penang has been a part-time tutor at WOU for two years now, sparing his weekends to teach Macroeconomics and Microeconomics to undergraduates. Julian is also a student himself, pursuing his third semester in the Commonwealth Executive Master of Public Administration (CeMPA) at WOU.

He holds a BSc (Hons) International Financial Economics from Universiti Malaysia Sabah but feels that CeMPA will give him "an edge and greater confidence" in developing his career. He adds that the course is not limited to those in the government sector but is also suitable for those in managerial positions in the private sector.

On his role as a tutor, he finds teaching to be an enriching experience and is often amazed by his students' enthusiasm. "They come from different backgrounds and professions, but you can see their zeal to gain as much knowledge as possible," he said. Julian finds it rewarding to guide his students to make new discoveries. "Sometimes when we are exposed to a different way of thinking, we start seeing everyday things from a new perspective. This is what learning is all about."

"There are three types of people in this world: those who make things happen, those who watch things happen and those who wonder what happened. We all have a choice. You can decide which type of person you want to be. I choose the first for my life!"

UPCOMING EVENTS

WOU Convocation Ceremony

23 October (Saturday) | WOU main campus
The convocation ceremony will see the award of Master's to the first batch of graduating CeMBA students from WOU.

WOU Tutor Convention

27-28 November (Sat-Sun)
WOU main campus, Penang

The convention gathers WOU tutors attached to its regional offices. The aim is to enhance the understanding of their roles and responsibilities as tutors and to benefit from the sharing of each other's experiences.

Enrolment for Jan 2011 semester

The enrolment of courses for the Jan 2011 semester starts on 27 Sept 2010 at all the Regional Offices.

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