



Excellence Part one *in* education

This report has been designed for people like you, who have caught the “international disease”, a curiosity for languages, cultures, exotic locations and heritages. Those who want to fit and work in a truly international environment.



Demand soars for global education

Investment in people is vital for knowledge-based economies

As the shift in economic power continues towards the East, the impact on various subsidiary sectors becomes more apparent. The development of human capital has become one of the most heavily invested sectors throughout Southeast Asia, with all ASEAN member states keen to capitalize on the residual benefits of this emerging knowledge-based economic zone.

Asia has become the fastest growing student and fiscal market in the world, and by 2025 it is estimated that 70% of global demand for international higher

education will come from the region. Its universities are increasingly being recognized as world class and renowned foreign institutions have set up international campuses in Asia. For example the Singapore University of Technology and Design features support from the Massachusetts Institute of Technology; Perdana University in Malaysia incorporates Baltimore's John Hopkins' curriculum; and Australia's Curtin, Swinburne and Monash Universities all have footholds here.

Prof. Datuk Dr. Ghauth Jasmon, vice chancellor at the Uni-

A serious education for a serious career in game development

Established in North America in 1988, DigiPen Institute of Technology is a world leader in interactive digital media education. In 1996, it offered the world's first known bachelor's degree in game development. Today, DigiPen offers world-renowned, highly academic and project-based graduate and undergraduate degree programs that cover software engineering, computer engineering, digital art and animation, and game design.

In 2009, DigiPen worked with Ubisoft Singapore to launch the DigiPen-Ubisoft Campus Program. "It is a very unique collaboration, since the program is taught by one

of the best game development schools in the world and one of the best game developers in the world," says Mr. Chu.

In 2011, DigiPen is adding specialized courses in visual special effects (VFX) to meet the demands in the industry.

DigiPen's student projects have won over 28 awards in the Independent Games Festival (IGF), an international competition, making DigiPen Institute of Technology the only university in the world that places a finalist title in the Student Showcase of the IGF every year since its inception in 2001.

The worldwide video games industry currently generates over \$60 billion annually.



Tan Sri Jeffrey Cheah, right, presents a token of appreciation to the Prime Minister of Malaysia, the honorable Dato' Mohd Najib Bin Tun Hj Abdul Razak, left, who launched the Jeffrey Cheah Foundation. Looking on is HRH Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj, the Sultan of Selangor

versity of Malaya, says, "This region has a lot more resources to exploit, so people can make it big if they come over and set up businesses here."

Many ASEAN nations are united by the common goal of investing in people, as knowledge-based economies need highly educated, trained labor forces. Singapore has long regarded education as vital to its growth and countries such as Malaysia, Indonesia and the Philippines are making moves to transform into knowledge-based economies and are investing heavily in matching global standards.

"I've always believed the business of education is more than just a business for successful and dedicated corporations like the Sunway Group," says Tan Sri Dato' Seri Dr. Jeffrey Cheah, founder of the Jeffrey Cheah Foundation in Malaysia. "Education becomes meaningful when it acts as an effective means to enrich lives and to contribute to the progress of our country, by raising amongst other things the quality of our human resources."

ASEAN University Network

Established in 1995, ASEAN University Network (AUN) aims to facilitate, strengthen and expand cooperation in higher education by connecting leading universities across the region. AUN currently encompasses 26 member institutions and its reach is continuously expanding to further widen regional cooperation. AUN's Thematic Networks target specific fields of collaboration that include engineering, business and economics, human rights education, inter-library cooperation, intellectual property and university social responsibility and sustainability.

Aside from conventional academic activities, AUN also undertakes a number of cultural programs to build mutual understanding and connect nations.

Beyond ASEAN, AUN extends its cooperation with the active ASEAN dialogue partners such as China, Japan, the Republic of Korea, the EU and the U.S. to serve as a gateway for international exchanges.

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A regional leader in developing human capital

Quality assurance and international links are raising standards

Malaysia's plan of becoming a fully developed nation by the year 2020 (Vision 2020), will be greatly dependent on the success of its educational reforms and this has been reflected through its high appropriation, rising from 20.68% of operating expenditure in 2000 to near 25% in the past few years.

As part of the government's 10th Malaysian plan, this increase in educational standards will be a key catalyst for greater economic growth and increase the attractiveness of the nation for foreign direct investment.

One of the key factors being introduced into education is industry-based learning (IBL), a process by which higher learning institutes can join forces with various corporations, particularly within engineering, research and development and ICT, in order to allow a more comprehensive education. A number of universities, including Universiti Teknologi Petronas and Swinburne University of Technology Sarawak, offer IBL as a mandatory element in some of their degree programs.

"Our target is to ensure that 75% of our graduates after six months are either employed or have furthered their studies," stated Minister of Higher Education for Malaysia Dato' Seri Mohamed Khaled bin Nordin at the launch of the Ministry's most recent initiative, MyBrain 15, which is designed to encourage students to continue their education at graduate level in key areas that will support the country's development plan. This will simultaneously assist in retaining



Dato' Syed Ahmad Hussein, CEO of the MQA

human capital as well as develop the nation's capacity for creating higher income. The current expectation is to create a further 60,000 Ph.D graduates by 2015.

Malaysia is also concentrating on increasing research and development. In recent years, it has become one of the global leaders in patenting and certificates of utility innovation, third only to the U.S. and Japan. "We want to create impact research that

'OUM and its other entities also provide consultancy services including international capacity-building programs to developing countries'

has an effect on the global society; we only want research of the highest quality," states vice chancellor of University of Malaya Y.Bhg Professor Datuk Dr. Ghauth Jasmon.

Prof. Emeritus Tan Sri Anuwar Ali, president and vice chancellor of Open University Malaysia (OUM) adds, "As a university, OUM and its other entities also provide consultancy services, including international capacity-building programs to developing countries. OUM has been participating in Saudi Arabia, Bangladesh, Sri Lanka, Bahrain, Yemen and the Maldives."

The interaction of culture and environment in order to produce competitive graduates has spurred many international universities to set up satellite cam-

puses here, including Monash University of Australia and the U.K.'s University of Nottingham.

While there are benefits of having the option of foreign qualifications within Malaysia, the real key driving force to ensuring international standards from all centers of learning is their regulation and control by the Malaysian Qualifications Agency (MQA). Since 2005, the MQA has been charged with ensuring quality assurance in both public and private universities. In implementing the Malaysian Qualifications Framework (MQF), MQA CEO Dato' Syed Ahmad Hussein recently explained that the agency's main drive has been "becoming a serious facilitator for quality improvement."

OUM spearheads equitable access to education with a new approach

This year Malaysia's first open and distance university celebrates a decade of breaking down social, financial and geographical barriers to education. Taking learning beyond the classroom and into homes and workplaces nationwide, Open University Malaysia (OUM) plays a significant role in transforming higher education from an elite privilege to a universal opportunity.

Incorporated as a private university, OUM leverages on the quality, prestige and capabilities of the 11 public universities that form the institution to offer a wide range of disciplines, from IT and engineering to the arts, social sciences, business and science.

The flexibility, quality, affordability and accessibility

of OUM's courses have been key factors in its soaring student numbers. Initially opening its doors to 753 learners in 2001, OUM now has more than 100,000 registered students fulfilling long-held learning ambitions on its 70 academic programs. Its courses are particularly useful for people who want to earn while they learn, incorporating studies into busy day-to-day working schedules and family life. OUM is also well positioned to capitalize on the latest technological advances, such as the mushrooming market for tablets and other mobile devices, to deliver education directly into the hands of the masses.

Jeffrey Cheah Foundation champions quality education for all

The Jeffrey Cheah Foundation's principles are ingrained in one ideal – that quality education should not be denied to those deserving, and that there should be a means, through scholarships, for those who come from disadvantaged backgrounds to succeed



The key to a meaningful life and true satisfaction comes from being able to give to society and leave behind a lasting contribution that makes a real difference, according to Tan Sri Dato' Seri Dr. Jeffrey Cheah, founder of the Jeffrey Cheah Foundation. "I like to see young minds being educated," he says. "Education brings out the best in people. That is why I am so passionate in giving to society through education."

Launched last year, the Jeffrey Cheah Foundation is a first of



its kind in Malaysia for private education institutions. It is modeled on some of the oldest and most

Proud graduates of Sunway

eminent universities in the world, emulating what John Harvard did for Harvard University over 360 years ago.

Dr. Cheah has locked shares worth RM700 million (\$235 million) from the education arm of his business, the Sunway Education Group, into the Jeffrey Cheah Foundation as the realization of his vision to create a timeless commitment to benefit education access for future generations to come. The not-for-profit organization ensures that the assets, funds and operating surpluses are used to perpetuate the cause of bringing quality education to future generations of students.

To date, RM66 million (\$22 million) in scholarships and bursaries have been awarded to more than 6,000 hardworking and deserving Malaysian students in various fields of study through the institutions under the Foundation. Five well-known seats of learning are owned and governed by the Foundation: Sunway University, Sunway College, Jeffrey Cheah School of Medicine and Health Sciences, Monash University Sunway Campus, and Sunway International School. The Jeffrey Cheah Foundation also has the distinction of having two SETARA Tier 5: Excellent ranking institutions in its stable.

For information, visit www.jeffreycheahfoundation.com



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Leading R&D and green initiative institution UKM joins MyBrain I5

Officially one of the Research Universities of Malaysia, UKM – the Universiti Kebangsaan Malaysia (National University of Malaysia) – is one of the key contributors to the government's new program to develop a talent pool of high-level intellectuals to spur the growth of research and innovation in the country: MyBrain I5. UKM's reputation for pioneering environmental and research and development projects are in line with the government's drive for more R&D initiatives in Malaysia and make it a natural partner for the project.

Recently, UKM's collaboration with UNU-IIGH culminated in a dynamic hospital



Prof. Tan Sri Dr. Sharifah Hapsah Syed Hasan Shahabudin, Vice Chancellor of UKM

administration tool, patented as MyDRG and now used in many developing countries.

UKM's vice chancellor Prof. Tan Sri Dr. Sharifah Hapsah Syed Hasan Shahabudin says the close collaboration with UNU-IIGH has produced "an internationally universal system."





PHOTO: U.S. Department of State

Dr. Jamaludin Jarjis with President Barack Obama

Ambassador advocates education for an innovation economy

Transforming Malaysia from a resource-led to an innovation-led economy means high-end industry needs upscaled Malaysian education

In February, Malaysia's Ambassador to the U.S., Dato' Sri Dr. Jamaludin Jarjis, was invited to give a keynote speech to more than 60 participants from 17 countries at the Global Innovation through Science and Technology (GIST) conference in Kuala Lumpur.

Backed by the U.S. Department of State and launched in December 2010, the GIST program is one of the primary initiatives to be implemented following the proposals announced by President Barack Obama in Cairo in June 2009, which aim to advance innovative scientific, academic and technological collaboration between the U.S. and nations in the Middle East and North Africa (MENA) region and Muslim Asia.

In the Ambassador's address, he touched on various science and technology issues, drawing on his experience as the former Minister of Science, Technology and Innovation, as well as from his work in the private sector and academia. He also highlighted

Malaysia's efforts to transform from a resource-led to an innovation-led economy.

"We are entering a new era and economic model," says Dr. Jamaluddin. "The Prime Minister is saying we are looking towards developing an innovation economy. So, human resources become very important."

Consequently, increased education levels in Malaysia

'Come to Malaysia not just because of our reasonably priced labor, but also our technology and development – our knowledge input'

are now a priority. "We would like high-end industry to come over, and that is where the scaling up of education becomes important," says the Ambassador. "We want investors to come to Malaysia not just because of our reasonably priced labor, but because of our technology and development input – that is our knowledge input as well as our labor input."

Dr. Jamaluddin believes that U.S. investors would be wise to look East beyond just China and India, and see Malaysia as an ideal launching pad into the wider ASEAN region.

**Graduates are encouraged to launch their own enterprises**

'We are looking at inclusiveness'

Dato' Saifuddin Abdullah, Malaysia's Deputy Minister of Higher Education, discusses Malaysia's views on entrepreneurship

What makes education in Malaysia unique?

As far as higher education is concerned, the fact that we inherited the British system helps. Another factor is our use of English as the medium. Most private universities tend to use English throughout and public universities use Malay as the principal language but many subjects, especially technical ones, are in English. Almost all of our postgraduate studies are in English. Thirdly, in terms of cost it is very affordable and competitive. Fourthly, foreign universities have come here to start their own branch campus, including Nottingham and Newcastle in the U.K.

It is widely recognized that entrepreneurialism is one of the keys to a knowledge-based society. What is the Ministry doing in this respect?

There are three ways to look at entrepreneurship. Firstly, entrepreneurship as in entre-

preneurial mindset. We look at entrepreneurship as extra curricular work, or seen as soft skills. We've come up with an instrument to measure soft skills; they are seen as intangible so often they are difficult to analyze. Then you have entrepreneurship as in business. We find that a very small number of our graduates become entrepreneurs, less than 5%. This is much

'Social entrepreneurship: solving social problems, the environment and overtly using a business model to ensure sustainability'

lower than developed countries. We need to do more to turn universities into a training ground to excite and motivate people to do business.

The third point is social entrepreneurship. This is important in the context of the new economic model. We are looking at inclusiveness. There are many terms being used now, solidarity of the economy, social business, but to some of us working on social entrepreneurship it has a very simple definition: solving social problems, the environment and overtly using a business model to ensure sustainability.

Major overhaul in education in sight

Greater investment and stronger international links planned

In keeping with the continued growth of educational standards throughout Southeast Asia, Indonesia is no exception. The government has increased appropriation to the sector to around 20% of its GDP, estimated at some \$21 billion. While a sizeable figure, this is a sizeable nation of some 245 million people, whose educational infrastructure is being targeted for a major overhaul. With participation in higher education estimated at around 19%, the government understands the importance of ensuring more students attend institutes of higher learning in order to increase the speed at which it becomes a knowledge-based economy. The current projection is to ensure 25% participation by 2014.

The current trend indicates that studying overseas is still attractive to many Indonesian students. An estimated 65,000 students are currently working towards bachelor, masters and Ph.D qualifications. Scholarships are available which allow some of its brightest students to achieve prestigious international qualifications. This of course represents an issue to the government with the so-called brain drain effect, whereby the nation loses its most gifted academics to the international community on graduation.

According to Deputy Minister for Education, Dr. Fasli Jalal, countries such as China and Australia are popular locations for study, whereas students going to the U.S. have almost halved due to more stringent visa restrictions following 9/11 and rising costs.



Participation in higher education in Indonesia is rising and projected to reach 25% of the population by 2014

However, under President Obama's U.S. Indonesia Comprehensive Partnership, education has been singled out as a priority. The U.S. Embassy in Jakarta has been tasked with doubling the number of Indonesian students, studying in the U.S. by 2014.

Students coming to study in Indonesia can apply for a one-year scholarship to learn about the language and culture ahead of embarking on a degree course

The corporate community has been quick to get involved as well. Last December, the ExxonMobil Foundation awarded a \$100,000 grant to support the U.S. Indonesia Council for Higher Education Partnership, further to a meeting between President Obama and Indonesian President Yudhoyono.

Dr. Jalal is keen to highlight that students coming to study in Indonesia can apply for a one-year scholarship that offers international students the opportunity "to learn about the language and culture as a preparation to go to whatever degree they choose."

While the public sector will play an integral role, private higher educational institutes currently

outnumber public at a ratio of 3:2. Like many of its ASEAN neighbors, Indonesia is aware of the

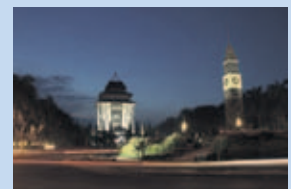
importance of attracting foreign campuses and has already commenced talks with institutes in Australia, the Netherlands, France and U.S.

Rather than rushing into investing heavily in the higher education sector, the Ministry of Education has committed the bulk of its budget to developing primary and secondary education first. While there are currently 36 million students annually completing Indonesia's compulsory nine-year education program, only around 1.2 million continue into higher learning. Nevertheless it is the government's aim to ensure that university graduates form at least 25% of the total national labor force by 2025.

UB entrepreneurial university, active teamwork and global partnerships

Universitas Brawijaya (University of Brawijaya), or UB, is an outstanding world-class university that plays an active role in the nation's development through education, research and community service. Established in 1963 as a public university, today UB is one of Indonesia's leading seats of learning. Its 13 faculties now have more than 35,000 students from Indonesia and abroad enrolled in 162 study programs that encompass a wide variety of degree courses, ranging from diplomas of one or three years' duration, bachelor's degrees, master's qualifications, doctorates and specialist medical programs.

A truly global university boasting many national and international academic col-



UB has 35,000 students in 162 study programs

laborations, UB's reputation as an entrepreneurial university is based on the synergetic networking between academicians, businessmen and government enjoyed there. The top quality facilities and high-tech equipment at its campus in Malang, Java, further strengthen UB's high regard and deep commitment to research and development.



Huge budget boosts and a new system

Extending compulsory education set to enhance job opportunities

Education is highly regarded in Philippine culture as an important factor in being successful in life and it forms the central strategy of President Benigno Aquino's administration "for investing in the people and enhancing the youth's opportunity to gain meaningful employment."

In May, the Department of Budget and Management (DBM) released P7 billion (\$162.5 million) to the Department of Education (DepEd) for the construction and repair of almost 9,000 classrooms nationwide to accommodate an estimated 404,865 students and "address critical gaps in basic education," according to Budget Secretary Florencio B. Abad.

DepEd's budget from the government was boosted by P32.3 billion for 2011, its largest increase for more than a decade. DBM has also provided DepEd with P5.769 billion for its Government Assistance to Students and Teachers in Private Education (GASTPE) program to benefit 910,902 disadvantaged yet deserving students across the country.

GASTPE is "one of the innovative programs of government that seeks to improve access of Filipino children to education," says Mr. Abad. The initiative aims to decongest public high schools by subsidizing the transfer of students to private schools with

the capacity to accept more learners.

One of the biggest programs put forward by the Aquino administration so far is the proposed overhaul of basic and secondary education, which adds two years to the system. DepEd's Enhanced K+12 Basic Education Program entails kindergarten (K) plus 12 years of compulsory education, as opposed to the current 10 years. It comprises universal kindergarten access, six years of elementary education, four years of junior high school and an additional two years of senior high school.

The overarching aim of K+12 is to lift the quality of education in the Philippines and boost the appeal of the nation's graduates, both at home and abroad. President Aquino is a staunch advocate of the new system, believing it will bring the Philippines in line with global standards, make even high school graduates more employable, and provide students with more time to choose which careers best suit their abilities.

Patricia Licuanan, chairperson of the Commission of Higher Education (CHED), believes the combined efforts of academia, industry and government can avoid a "skills-jobs mismatch" and highlights science, technology, agriculture and fisheries as key sectors that would benefit from increased collaboration.

'We always say that education is a great equalizer. This universal kindergarten program will do just that as it democratizes access to pre-school education'



The new K+12 program aims to boost the appeal of the nation's graduates both at home and abroad

The initial stage of phasing in K+12 begins in June, the start of the academic year, when more than 1 million children will head to public kindergartens. "Studies have shown that school children who went to preschool are better prepared for schooling and have greater chances of finishing school," Secretary of DepEd Br. Armin A. Luistro told reporters in May. He explained that by school year 2012 to 2013, the new curriculum would be offered

to incoming Grade 1 as well as to incoming junior high school students. DepEd's target is to have the necessary infrastructure in place to provide senior high school education by 2016 to 2017. He added, "We always say that education is a great equalizer. This universal kindergarten program will do just that as it democratizes access to preschool education, which used to be enjoyed only by those who could afford it in private schools."

PUP, delivering quality education via 22 campuses and the Open System

"We intend to deliver education right to the doorsteps of our fellow Filipinos," says Dr. Dante G. Guevarra, president of the Polytechnic University of the Philippines (PUP). The state-owned institution now has 23 centers across the country, with the flagship main campus in Sta Mesa, Manila. It also reaches some of the remotest areas of the country through its Open University System programs. "My number one mission is to create a high quality campus environment," says Dr. Guevarra. The drive is part of his 10-point plan to make PUP a "total university".



Partnerships and global links boost teacher training at PNU

The ethos of leading by example infuses all aspects of life at the Philippines Normal University (PNU), the country's renowned National Center for Teacher Education

"We make sure we produce quality and innovative teachers. We want to be able to nurture good teachers that will take a leadership role in education," says Dr. Ester B. Ogena, president of PNU. "It is very important to us for students in education to understand that their own philosophies in education will influence the way they teach students. By developing leadership we can create quality education, not only in the major cities but also in the rural areas of the country."

There is a big demand for quality teaching staff and PNU has established a track record for producing the quality and the numbers needed both at home and abroad for various specialized areas. "We have outstanding alumni teaching in several universities in the U.S., Canada and Australia, among others," says Dr. Ogena, also a PNU graduate. Some 8,900 students attend PNU's main campus in Manila, with close to 15,000 more at its campuses in Quezon, Isabela, Agusan and Cadiz. It also has another 1,000 students enrolled on its online program that is blended with on-site learning.

Technology plays a major part in keeping PNU at the vanguard of the profession. "We are implementing new technologies," says Dr. Ogena. "We will be aggressively modernizing our facilities and we will be making sure that there is an online presence of our programs. We are also collaborating with Intel, Microsoft, and Cisco so that we



Dr. Ester B. Ogena, center, at the Grand Alumni Homecoming at the PNU on May 1

will be able to modernize the delivery of teacher education programs of PNU."

Forging international links is a key part of making PNU not just a national but international center for teacher development. "We will accelerate our efforts and be ready to partner with other institutions. We are ready to package customized programs for those who will need our services," says the president. "We have received offers to collaborate with foreign institutions to develop students in Asia before they go overseas or earn their degrees in the Philippines. Our English teaching program is very competitive. We welcome public-private partnerships and BOT arrangements with private sectors and international partners."



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Dr. Ester B. Ogena, President

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