



Penang International
Education Forum 2017:
Future of Learning

Penang Education, Global Experience

Associate Professor Dr Brian C. Imrie
*Deputy Vice-Chancellor
(Academic and Research),
KDU Penang University College*



Penang International
Education Forum 2017:
Future of Learning

**What are the benefits to the
student of studying abroad?**

Surveys on benefits of study abroad for students

Several surveys have been conducted to understand the benefits of study abroad for students:

a) Institute for International Education of Students (IES) Alumni survey
(<https://www.iesabroad.org/study-abroad/why/alumni-survey-results>)

The Institute for International Education of Students (IES) conducted a survey to explore the long-term impact of study abroad on the personal, professional, and academic lives of students. Here are some interesting findings:

Academic Attainment

- 87% claimed that studying abroad *influenced subsequent educational experiences*.
- 86% said that it *reinforced commitment to foreign language* study.
- 80% reported an *enhanced interest* in academic study.
- 52% attained graduate degrees; of those, 15% received a Ph.D, Ed.D, JD, or medical degree.

Surveys on benefits of study abroad for students

Cultural Development

- 98% reported the study abroad experience helped them *to better understand their own cultural values and biases*.
- 94% stated that the experience continues *to influence their interactions with people* from different cultures.
- 90% said studying abroad influenced them *to seek out a greater diversity of friends*.

Career Impact

- 76% reported they *acquired skill sets* while studying abroad that influenced their career path.
- 62% said studying abroad *ignited an interest in a career direction* pursued after the experience.
- 48% Stated that they have *worked internationally or participated in volunteer activities* since studying abroad.

Personal Growth

- 97% reported that studying abroad served as a catalyst for *increased maturity*.
- 96% indicated that it *increased self-confidence*.
- 95% stated that it has had a *lasting impact on their world view*.
- 89% said studying abroad enabled them *to better tolerate ambiguity*.

Surveys on benefits of study abroad for students

b) The Erasmus Impact Study 2013

(http://ec.europa.eu/dgs/education_culture/repository/education/library/study/2014/erasmus-impact_en.pdf)

The Erasmus Impact Study (2013) analyzed the effects of mobility on the skills and employability of students and on the internationalization of higher education institutions. The results of the study proved the benefits of studying abroad for the career development of mobile students. The study highlighted that mobile students are more likely to get managerial positions in their future careers and are less likely to experience long-term unemployment. The key findings are:

- More than 85% of Erasmus students study abroad *to enhance their employability* abroad.
- More than 90% of mobile students reported that they *improved their soft skills, including their knowledge of other countries, the ability to interact and work with people from different cultures, adaptability, foreign language proficiency, and communication skills.*
- 64% of employers think that an international experience is important for recruitment.
- Young people who study abroad are half as likely to face long-term unemployment as those who do not study abroad. The unemployment rate of Erasmus students five years after graduation is *23% lower*.

Surveys on benefits of study abroad for students

- More than 1 in 3 Erasmus students who completed a job placement abroad *were hired* or offered a position by their host company.
- Almost 1 in 10 former mobile students who completed a job placement abroad has *started a company*.
- 64% of surveyed employers said that graduates with an international background are *more often given greater professional responsibility*.



Penang International
Education Forum 2017:
Future of Learning

International Students in Malaysia

Tertiary education in Malaysia

- Since the year 2000, the higher education system in Malaysia has expanded rapidly. The Institution of Higher Learning (IHL) in Malaysia consists of the following:

Category of Institution of Higher Learning (IHL)	Number of institution (As of Dec 2015)	Type of institution
Public IHL	20	5 research universities 4 technical vocational education and training (TVET) 11 specialized universities
Private IHL	513	402 private colleges 111 private universities/university college
Polytechnics	34	-
Community colleges	94	-

Malaysia: A Global top ten tertiary Education Destination

- UNESCO has ranked Malaysia 9th place in the world among international students for tertiary education (UNESCO, 2015)
- Previously 12th place in 2014. (14 February 2015, The Star newspaper).

Inbound international students in Malaysia for year 2015

Country of Origin	Number of students
Bangladesh	6534
Indonesia	5700
China	4956
Nigeria	4943
Iran Islamic Rep.	3293
Iraq	2567
Pakistan	2361
India	1856
Thailand	1361
Vietnam	620

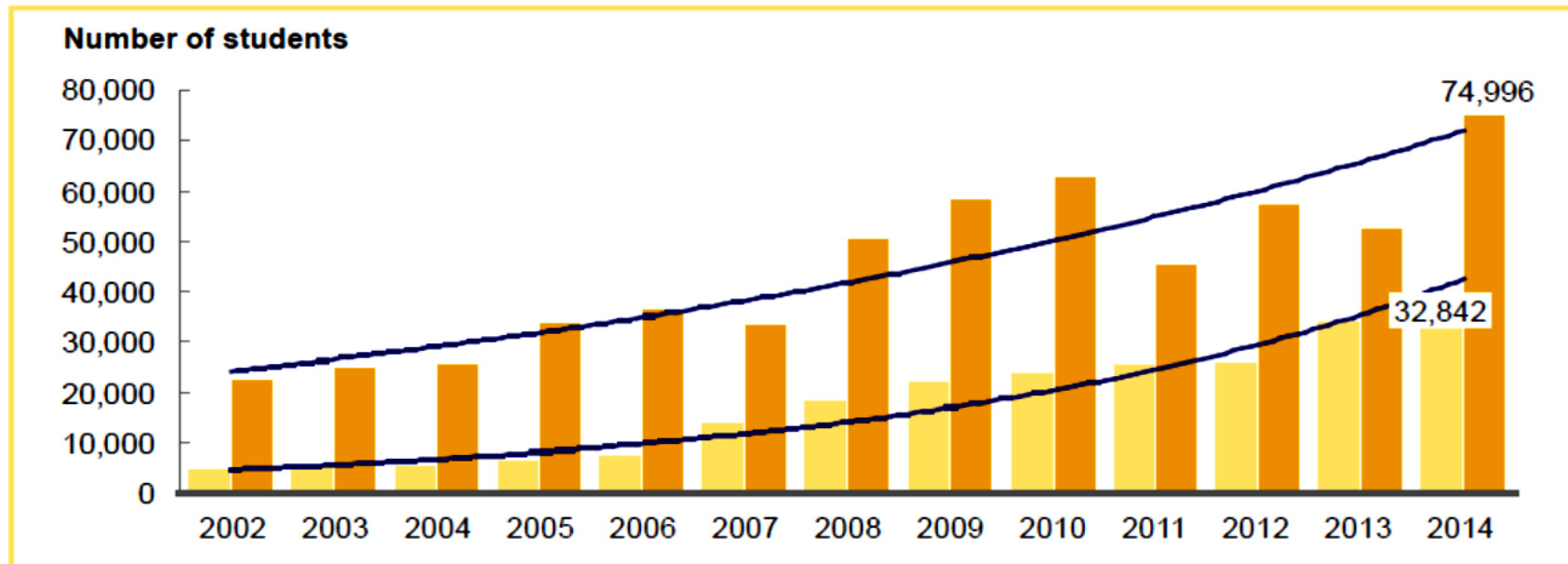


Enrollment of international students in Malaysia

- Based on the latest Ministry data, and confirming earlier UNESCO data, Malaysia is now among the top recruiters of international students globally.
- The enrolment for international students has increased from 45,000 in 2007 to nearly 80,000 in 2014 (Kementerian Pendidikan Malaysia, 2014), an increase of more than a hundred percent since the launch of the National Higher Education Strategic Plan 2007-2020.

Enrollment of international students in Malaysia

The number of international students for private HLIs and public universities



⁷ The Guardian (2014). *Top 20 countries for International students*. Retrieved from <http://www.theguardian.com/higher-education-network/blog/2014/jul/17/top-20-countries-international-students>.

⁸ Nye, Joseph S. Jr. (1991). *Bound to Lead: The Changing Nature of American Power*. New York: Basic Books.

International students experience in Malaysia

- A study conducted by UNESCO (2014) has shown that students choose Malaysia for its internationally recognised and competitively priced academic programmes, opportunities to live and practice their own culture, and the unique multicultural experience that Malaysia offers. Students are also attracted to the widespread use of English as a medium of communication in both academic and social settings. The study also noted that Malaysia hosts a significant number of international students from developing economies, illustrating the important role of the country in facilitating the development of future leaders in those countries.

The UNESCO report on *Higher Education in Asia: Expanding Out, Expanding Up* (2014) identifies five prominent factors influencing students' choices to select Malaysia:

- **Cultural comfort** - Malaysia is a melting pot of cultures and ethnicities. UNESCO highlights that Malaysia provides a friendly environment particularly for Muslim students, whose values and practices are understood, widely shared and respected;
- **Cost** - The costs of undergraduate and graduate degree programmes in Malaysia are considered very affordable;
- **Value for money** - UNESCO highlights that the strong quality of Malaysian higher education is perceived as representing value for money;
- **Language of instruction** - Many programmes are taught in English, which is perceived to be a critical language to master in order to access international employment opportunities; and
- **Quality of life** - Malaysia offers a good quality of life and is widely regarded as a comfortable place to live and study.

Malaysia Education Blueprint 2015 - 2025



Malaysia Education Blueprint 2015 - 2025

Number 8: Global Prominence

- Malaysia is investing in raising the nation's higher education brand even further, from an attractive destination known for good value for money and quality of life, to one that is also recognized, referred to, and respected internationally for its academic and research expertise.
- Malaysia is an international education hub with a difference, one that provides:
 - values-driven and globally relevant education
 - is recognised by students for its balance of quality and affordability, good quality of life, and rich cultural experiences.



Penang International
Education Forum 2017:
Future of Learning

**How does Penang represent
the ideal study abroad
alternative?**

Education in Penang

Category of Institution of Higher Learning (IHL)	Number of institutions	Type of institution
Public IHL	4	2 public universities (USM & UiTM) 2 institutes of teacher education
Private IHL	34	33 Colleges / 3 University Colleges
Polytechnics	3	-
Community colleges	6	-

Education in Penang

Public IHL - Universiti Sains Malaysia, Penang

- Universiti Sains Malaysia (USM) is the second oldest university in Malaysia and one of the leading universities in the country.
- USM is the only APEX University in Malaysia, a special status accorded by the Ministry of Higher Education. The APEX (Accelerated Programme for Excellence) agenda among others is to propel the university to be one of the best institutions of higher learning in the world. USM is also the premium Research Intensive University in the country and has adopted an innovative approach to higher education, departing from the traditional faculty system to the broad-based school system.
- A university that champions sustainability issues, USM has 26 schools, offering undergraduate and postgraduate education and research based studies to both local and international students.



Education in Penang

Larger Private IHLs

- DistEd College, Penang
- Han Chiang College, Penang
- Inti International College, Penang
- KDU Penang University College
- Penang Medical College
- SEGi College Penang
- Sentral College
- TARC, Penang
- The One Academy, Penang

PLUS 24 other colleges



Private IHLs partner with internationally renowned Universities

- Global Quality through benchmarking against Australian, UK, and USA education systems
- A truly first world educational experience by internationally qualified academics.



Penang International
Education Forum 2017:
Future of Learning

Value Driven and Globally Relevant Soft –Skill Development

Value-driven and Globally Relevant Soft-Skill Development

Soft-Skill Development

- Students study in an international environment where they are exposed to diversity of ideas and value systems.
- Develop an ability to interact with people from different cultures
- Cultural Comfort: Penang is a melting pot of cultures and ethnicities where students are welcomed and mature as individuals through independently negotiating their space in this cultural landscape.
- Develop international networks which will sustain their careers ahead.



Value-driven and Globally Relevant Soft-Skill Development

- All curriculum is structured around **8 learning domains which develop a comprehensive suite of soft skills.**
The learning domains are:

1. Knowledge
2. Practical skills
3. Social responsibility
4. Ethics/morals/professionalism
5. Life long-learning and information management
6. Critical thinking and problem solving
7. Communication, teamwork and leadership
8. Managerial and entrepreneurial skills.



Value-driven and Globally Relevant Soft-Skill Development

- We produce graduates who are **critical thinkers**
 - Applied learning experiences where students are exposed to real world problems and in a simulated environment find solutions.
 - Examples: Interior design solutions for State Government, private developers, and not-for-profits
- Internship placements also contextualize learning such that students learn that knowledge needs to be adapted to produce appropriate solutions for industry
 - As a major industrial states we have an appropriate internship place for all students!
- As most institutions are located in close proximity to major industrial estates we have a ready supply of industry experts to be guest lecturers and collaborate in bringing latest industry practice into the class room.



Value-driven and Globally Relevant Soft-Skill Development

- We produce graduates who are **adaptive in an ever changing world** through nurturing **creative thinking**:
 - Active participation (and success!) in national and international competitions (Example: L'Oréal brand storm)
 - Utilizing psycho-motor based activities to foster innovation
 - Enterprise initiatives while they studying (i.e. students can start a business while studying!)



Value-driven and Globally Relevant Soft-Skill Development

- **We nurture and mentor teamwork/leadership in**
 - Leadership camps
 - Hackathons and other competitions
 - Clubs and societies
- We produce graduates who have an **holistic view of the world:**
 - Students usually have a broad-based common core in their first year of study.
 - Students develop an holistic view off-campus through doing work in the community organizing events e.g. Childrens orphanage, animal shelter, environmental service.



Value-driven and Globally Relevant Soft-Skill Development: Communication Skills

- We produce graduates who are excellent communicators
- English Language Instruction and Immersion Experience
- Pitching/presentation skills
- All instruction in English language
- Support provided for students where English is their second language

English Language Tuition:

- Short courses
- Preparatory courses
- IELTS/TOEFL preparation





Penang International
Education Forum 2017:
Future of Learning

**Quality and affordability:
Penang is a high value
education destination**

An International Quality University Level Education

A Rigorous Internationally Benchmarked Regulatory Body:

- The Malaysian Qualification Agency actively benchmarks quality standards with international regulatory bodies (e.g. Quality Assurance Agency for Higher Education in the UK)

Global Universities Recognise the High Standard of a Penang University Degree:

- Franchise undergraduate degree and MBA programmes (e.g. IMI University Centre Switzerland, University of Sunderland, Wollongong University)
- Dual Award Degrees with UK University Partners (e.g. Coventry University, Northumbria University, University of Lincoln,)
- American Transfer Degree Partners (e.g. Minnesota State University, University of Wyoming)
- Articulation Partners
- Postgraduate Programmes:
 - University Science Malaysia, KDU Penang University College, INTI College, Wawasan Open University.



An International Quality University Level Education

- Penang is a major industrial state
- This provides opportunities for applied/experiential learning and internship placement
- All institutions offer study abroad and/or student mobility programmes
- A degree gained in Penang is of international standard and is a pathway to an affordable study abroad opportunity in a third country
 - Australia
 - United Kingdom (UK)
 - USA.... and beyond.
- Franchise Programmes
- Dual Award Programmes



Affordability : Regional Comparisons to home countries (NUMBEO, 2017)

Indonesia

- Consumer Prices Including Rent in Penang are 17.67% lower than in Jakarta
- Rent Prices in Penang are 54.43% lower than in Jakarta

Japan

- Consumer Prices Including Rent in Penang are 57.66% lower than in Tokyo
- Rent Prices in Penang are 74.04% lower than in Tokyo

Thailand

- Consumer Prices in Penang are 12.35% lower than in Bangkok
- Consumer Prices Including Rent in Penang are 27.56% lower than in Bangkok

Vietnam

- Consumer Prices Including Rent in Penang are 5.09% lower than in Ho Chi Minh City
- Rent Prices in Penang are 44.94% lower than in Ho Chi Minh City

Affordability : International Comparisons of other Global Education Destinations

Hong Kong

- Consumer Prices Including Rent in Penang are 63.55% lower than in Hong Kong
- Rent Prices in Penang are 87.95% lower than in Hong Kong

London

- Consumer Prices Including Rent in Penang are 63.42% lower than in London
- Rent Prices in Penang are 86.44% lower than in London

Singapore

- Consumer Prices Including Rent in Penang are 62.85% lower than in Singapore
- Rent Prices in Penang are 85.60% lower than in Singapore

Sydney

- Consumer Prices Including Rent in Penang are 64.21% lower than in Sydney
- Rent Prices in Penang are 85.78% lower than in Sydney

**At least
60%
lower living
costs in
Penang**

The Penang Experience

Students mix with Students all over the World and develop soft-skills which prepare them for a global career

