



CONCEPT NOTE

Workshop for AIMS Programme:

MOOCs and Designing Effective MOOC Courses via Digital Platform

6-9 June 2018

Bangkok, Thailand

I. Introduction

With the development and application of the digital technology, the utilisation of e-learning as a tool to improve teaching and learning performance, and also ability to reach out and serve larger target groups, proved to be attractive for Higher Education Institutions (HEIs). Universities are investing heavily in technologies to facilitate improvement and quality of learning. In recognition with the expanded role of technology in teaching and learning, SEAMEO RIHED has been planning to initiate an E-Learning Pilot Project which applies technology to support the development of e-course that allows HEIs to share educational resources.

As the E-Learning Pilot Project is still at the initial stage, in supplement to the physical mobility of the ASEAN International Mobility for Students (AIMS) Programme, SEAMEO RIHED believed that it would be most appropriate to develop e-course from the AIMS Programme network, focusing firstly in the study fields of Hospitality and Tourism, as it is an appealing sector for economic growth and communication at both national and regional level, and also to expand to other study fields in the future. This matter was presented at the 1st Steering Committee Meeting of the AIMS Programme in Bangkok, Thailand in 2016, and the Meeting agreed that an E-Learning Pilot Project would be a beneficial addition to the AIMS Programme to enhance the HEIs skills in administering e-courses and supporting lifelong learning.

With the support from the Office of the Higher Education Commission (OHEC), Thailand, SEAMEO RIHED will organise the Workshop for AIMS Programme: MOOCs and Designing Effective MOOC Courses via Digital Platform on 6-9 June 2018, in Bangkok, Thailand for representatives of the member universities of AIMS Programme participating in the study fields of Hospitality and Tourism mainly, and upon interest from the International Business study field, as the study field that is most related to Hospitality and Tourism and can initiate future collaboration.

II. Objectives

This workshop aims to enhance AIMS Member Universities' skills in administering e-courses, as well as to support lifelong learning and cross-border collaboration. The workshop will provide a platform for participants from the two study fields to gather and learn about the Massive Open Online Courses (MOOCs), the design and implementation of MOOCs, and effective pedagogical approaches for MOOC. Participants will also have the opportunity to engage in hands-on activities of designing MOOCs via digital platform, as well as discuss potential future MOOC collaboration for the AIMS Programme. The outcomes from this workshop will be showcased at the 12th AIMS Review Meeting in Vietnam at the end of 2018.

Workshop outline:

1. Everything You Need to Know about MOOC
 - a. MOOC : What, Where, When, Why and How
2. Design Effective Pedagogical Approaches for MOOC: ISD Model and Design Template

- a. ADDIE Model Revisited
 - b. MOOC-based Learning Process Design Template
3. MOOC Hands-on Activities
 - a. Experience with Digital Platform
4. New Media Development and Integration
5. Learning Assessment on MOOC

As the workshop's key benefits, after the workshop, participants will be able to:

1. Gain a working knowledge on what MOOC is
2. Gain a practical understanding of ADDIE Model
3. Design and develop MOOC courses via Digital Platform (MOODLE) to meet learning goals
4. Acquire hands-on skills on learning media creation tools

III. Workshop Structure

Learning model: concept 40%, practice 60%. Most of the workshops will be conducted by using learning activities (individual, pair and group; Group Presentation; Demonstrations) as well as hands-on activities with device (Laptop or Notebook). The working language of the workshop is English.

IV. Experts

The Workshop will be conducted by MOOC experts, Ms. Thanomporn Laohajaratsang, Ph.D., Associate Professor in Learning Technology and Former Director of the Information Technology Service Center, 2005-2017, Chiang Mai University (CMU), Thailand, and Mr. Natanun Kanjanakuha, Ph.D. Candidate in Computer Science and Manager of Learning Innovation Center, Information Technology Service Center, Chiang Mai University, Thailand.

V. Target group

Core group: AIMS Member Universities in the study field of Hospitality and Tourism are invited to send two (2) representatives from each university, one being a professor/subject matter expert and another an IT staff with experience in online learning use/design with English skills and knowledge about AIMS Programme.

Associated study field: Two (2) representative from each AIMS Member University in the International Business study field is invited to participate in the workshop.

The list of invited AIMS Member Universities is as follows:

Hospitality & Tourism	International Business
<ol style="list-style-type: none"> 1. BINUS University 2. Universitas Pendidikan Indonesia 3. Universiti Teknologi MARA 4. Universiti Malaysia Sabah 5. Universiti Malaysia Terangganu 6. Lyceum of the Philippines University 7. University of the Philippines 8. University of Santo Tomas 9. Mahidol University 10. Mae Fah Luang University 11. Prince of Songkla University 12. University of Tsukuba 13. Tokyo Metropolitan University 14. Ritsumeikan University 15. Catholic University of Daegu 	<ol style="list-style-type: none"> 1. Universiti Brunei Darussalam 2. BINUS University 3. Universitas Indonesia 4. Universiti Kebangsaan Malaysia 5. Universiti Malaya 6. Universiti Teknologi MARA 7. Universiti Utara Malaysia 8. St. Paul University of the Philippines 9. Lyceum of the Philippines University 10. University of St. La Salle 11. University of Mindanao 12. St. Louis University 13. Ateneo de Manila University 14. De La Salle University 15. University of the Philippines 16. Chulalongkorn University 17. Mahidol University 18. Thammasat University 19. Foreign Trade University 20. Hue University 21. University of Tsukuba 22. Waseda University 23. Ritsumeikan University 24. Hannam University 25. Kangwon National University