

# Integrating Curricula for International Delivery: A Case Study of Australia, Dubai, Malaysia, Singapore and Online

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School of Built Environment

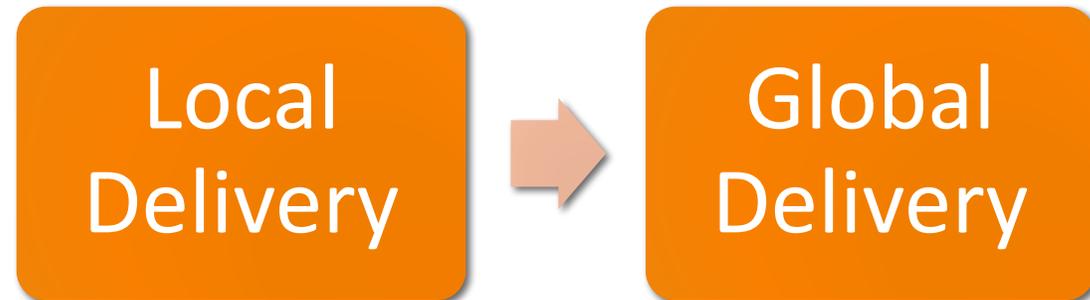
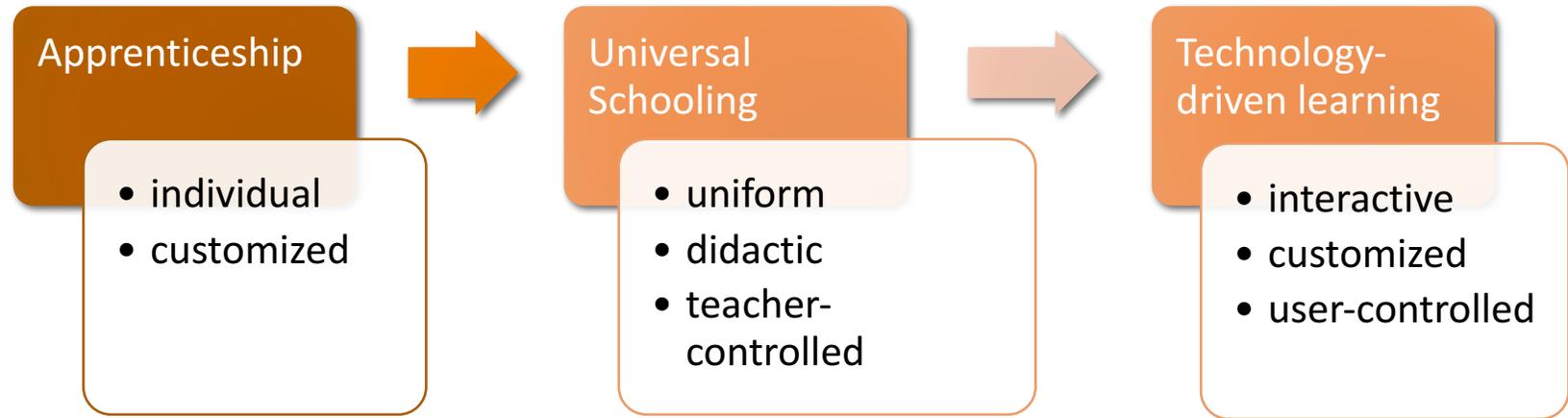


# Changing our mindset

First educational revolution



Second educational revolution



# Growing pains and gains

- Changing organizational environment
  - integration and hierarchy
  - mobility and flexibility
- Changing fiscal environment
  - determining cost of delivery
  - determining price point
- Changing technical environment
  - introduction of instructional technology tools
  - accessible, user-friendly informational software packages
- Changing pedagogical environment
  - multi-cultural and multi-lingual
  - foundation and acquired skills

# Reasons for International Engagement

1960s

- humanitarian
- development aid

1980s

- commercial
- trade

2000s

- educating the masses
- mobility

2010s

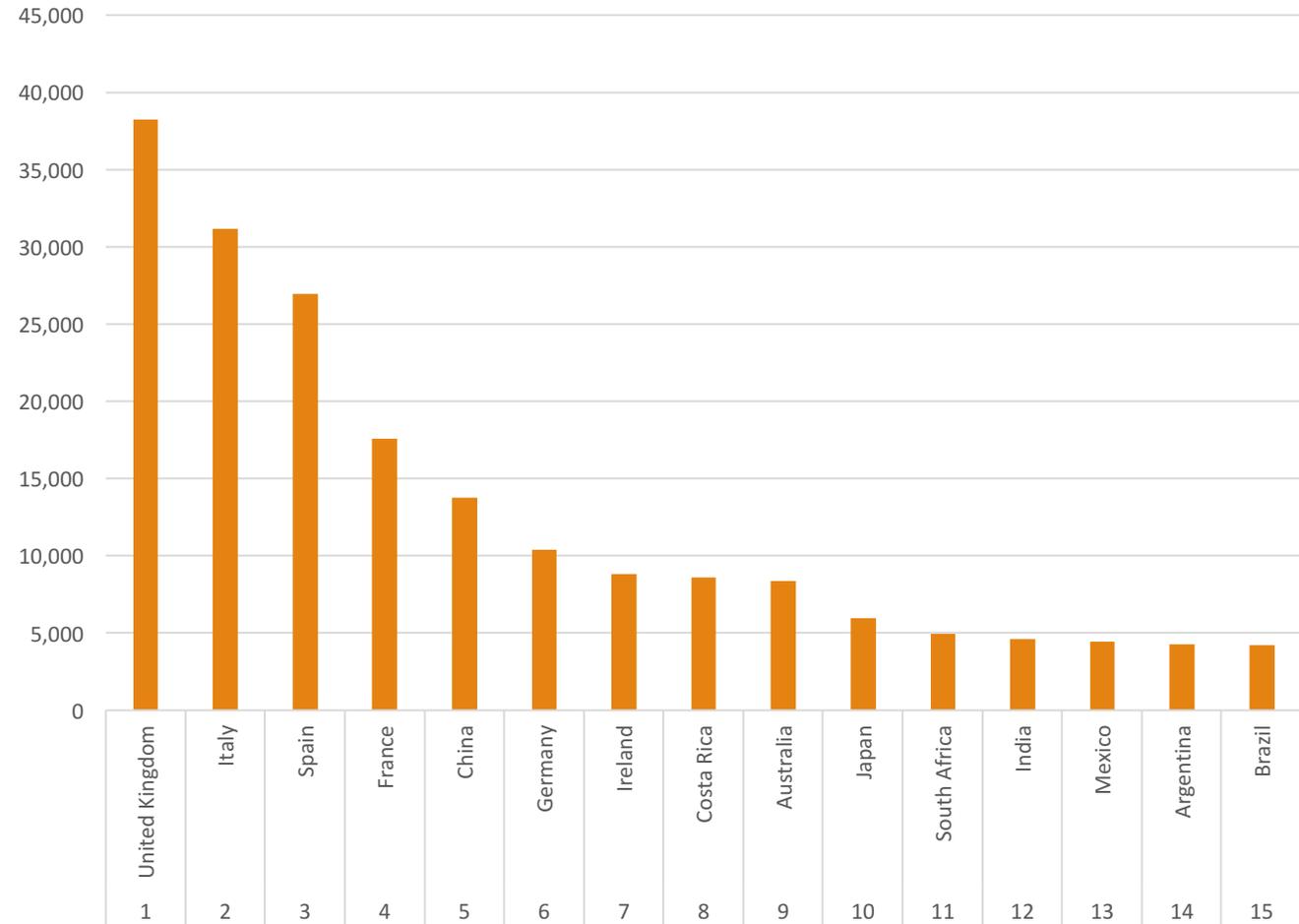
- distance learning
- partnerships

# American Students Abroad

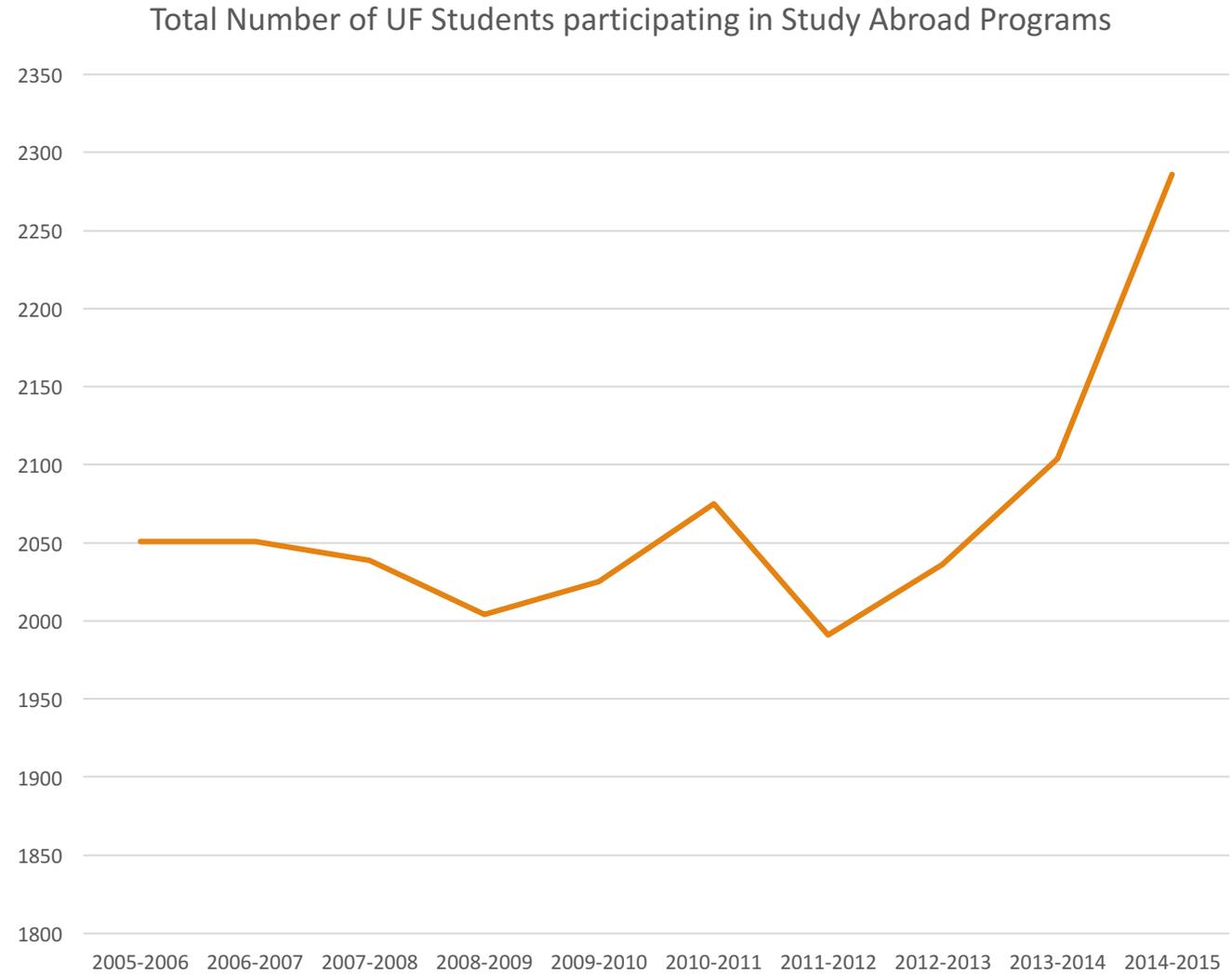
- National Security Education Act - 1991
  - Language instruction
  - Intercultural understanding
  - Employability
- 
- 1994 / 1995
    - 84,403 students
    - 6%
  - 2004 / 2005
    - 205,983 students
    - 12%
  - 2013 / 2014
    - 304,467 students
    - 15% of total enrollment
- 
- Length of program
    - One semester: 32%
    - One year: 3%
    - Summer: 38%
  - Student Profile
    - Undergraduates: 87%
    - Gender & Ethnicity
      -  65%
      -  35%
      - 75% White

# American Students Abroad

TOP 25 DESTINATIONS OF  
U.S. STUDY ABROAD STUDENTS, 2013/14



# American Students Abroad



# Australian Case Study

School of Built  
Environment at  
Curtin University

2017	Architecture & Interior Architecture	Construction & Project Management	Urban Planning & Geography	TOTAL
Australia	844	877	500	2,221
Malaysia	--	74	--	74
Singapore	--	29	--	29
Online	539	523	154	1,216
Other	166	--	--	166



# School of Built Environment

Perth, Australia

Bentley Campus



- Curtin University | 1987
  - Western Australia Institute of Technology | 1967

# School of Built Environment



- Curtin Malaysia | 1999
  - Project Management | 2011

# School of Built Environment

Curtin Malaysia



- Construction Management | 2018
- Architecture | 2019

# School of Built Environment



- Singapore | 2008
  - Project Management | 2013
  - Interior Architecture | 2018

# School of Built Environment



- Dubai | 2016
  - Project Management | 2018

# School of Built Environment

Dubai



- Urban and Regional Planning | 2019
- Sustainability and the Built Environment | 2020

# Curtin University Dubai

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## 2018 | PROGRAMS

- Business School
  - 4 Bachelor's
  - 1 Master's
- Science & Engineering
  - 4 Bachelor's
- Humanities
  - 2 Bachelor's
  - 2 Master's

## 2020 | PROGRAMS

- Business School
  - 5 Bachelor's
  - 4 Master's
- Science & Engineering
  - 6 Bachelor's
  - 2 Master's
- Humanities
  - 3 Bachelor's
  - 2 Master's
- Health Sciences
  - 1 Master's

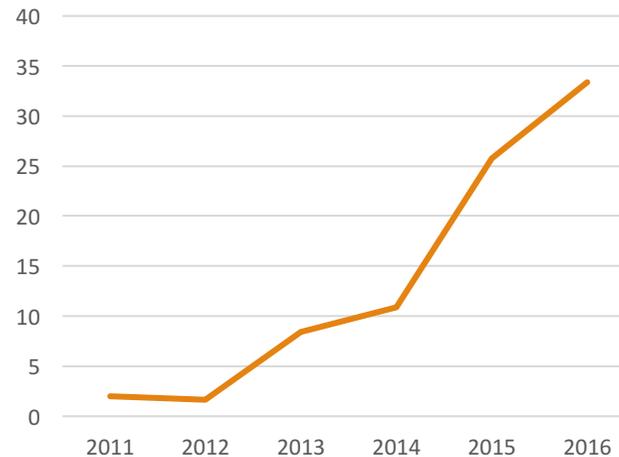
# Curtin University Dubai

2018

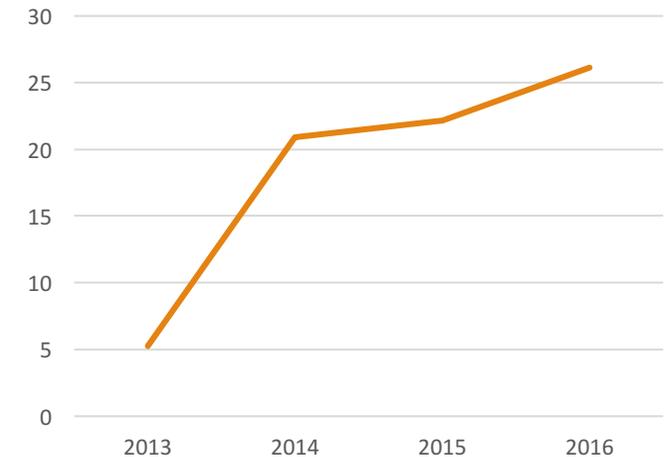
- Projected full-time student load
  - 783
- Students
  - Foundation: 390
  - Business School: 163
  - Science & Engineering: 124
  - Humanities: 106

## ■ Project Management

Curtin Malaysia



Curtin Singapore



# Curtin Alliances



- University of Aberdeen, Scotland
  - Urban and Regional Planning | 2018
  - Project Management | 2019

# School of Built Environment

other international programs

- Architecture Franchises
  - Limkokwing University of Creative Technology, Kuala Lumpur, Malaysia
    - 210 students (2014-2017)
  - Hong Kong University / HKU Space, Hong Kong
    - 180 students (2014-2018)
- Urban and Regional Planning Initiatives
  - University of Gadjadara, Indonesia
    - two-year initiative (2014 - 2015)
    - 24 Indonesian students graduated
- Memoranda of Understanding
  - Chongqing University, China
  - University of Technology, Papua New Guinea

# School of Built Environment

other international programs

- International Study Tours
  - Japan | Toyo University: since 2008
  - India | Lakhnu Village: since 2014
  - Italy | Politecnico di Milano: 2018
- New Colombo Plan (NCP) grants
  - 2015-2017: internships - Hong Kong, China and Singapore. 22 students
  - 2016: mobility – Papua New Guinea. 2 students
  - 2017 round: 50% of Faculty funds (\$203,500)
  - 2018 round: 75% of Faculty funds, 36% of university total (\$404,000)

distance distributed  
hybrid online  
e-learning  
flexible  
blended

# Integrating the curriculum

new way of learning



new way of teaching

- 1990s
  - incorporation of web-based tools in traditional classrooms



- 2010s
  - 90% of colleges in the United States offer online courses
  - 10% of academic staff teach online

# Open Universities Australia | OUA

1993 Monash



2004 OUA

- 1993
  - Open Learning Agency of Australia (OLA)
- 2004
  - Open Universities Australia (OUA)
- 2013
  - Open2Study
  - Interact Learning / e3Learning
  - Open Training Institute
- 170 qualifications available online



Queensland, Australia



**MONASH**  
University



**MACQUARIE**  
University  
SYDNEY · AUSTRALIA



**Curtin University**



**RMIT**  
UNIVERSITY



**University of**  
**South Australia**



# Open Universities Australia | OUA

Curtin Prime

Curtin Online

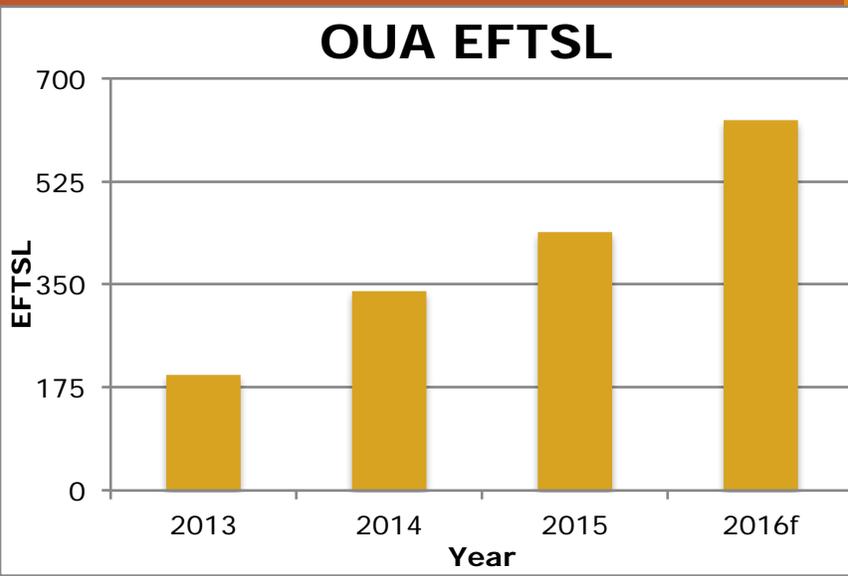
- OUA at Curtin University
  - 53 degrees in 35 disciplines
  - Bachelor's
  - Graduate Certificate
  - Graduate Diploma
  - Master's
  
- 10,000 students per period
- 30,000 students per annum

# School of Built Environment

Digital Education

- Online

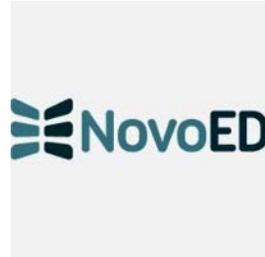
- Master in Urban and Regional Planning
- Master in Architecture
- Bachelor of Applied Science, Architectural Science
- Bachelor of Applied Science, Interior Architecture
- Bachelor of Applied Science, Construction Management
- Graduate Certificate in Development Planning
- Graduate Certificate in Geography Teaching



Online  
Education

Open Platforms  
& MOOCs

coursera



Udemy  
Faculty Project



FutureLearn



# Online Education

## MOOCs

### Massive Open Online Courses



- established by Harvard and MIT in 2012
- Curtin: 6 MOOCs in 2015-2016
- Curtin's first two MOOCs attracted over 35,000 enrolments from 169 countries

# Online Education

## MOOCs

### Massive Open Online Courses



# Environmental Studies: A Global Perspective

## INITIAL COURSE RUN (SEP-NOV 2016)

TOTAL ENROLMENTS:

**3,857**

VERIFIED ENROLMENTS:

**51**

COURSE COMPLETION:

**100**

(2.6% of total enrolments)  
(10.2% of active learners)

LEARNERS  
ENROLLED FROM  
**158**  
COUNTRIES

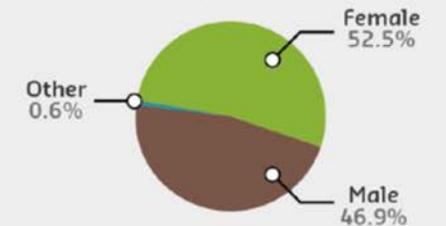
:: TOP 3 COUNTRIES ::

MEDIAN  
LEARNER  
AGE:

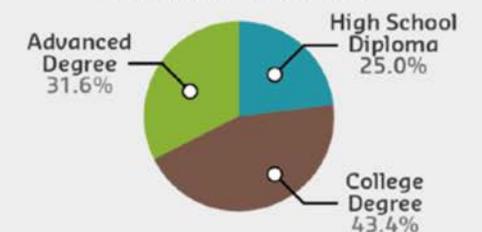
**27**



**GENDER RATIO:**



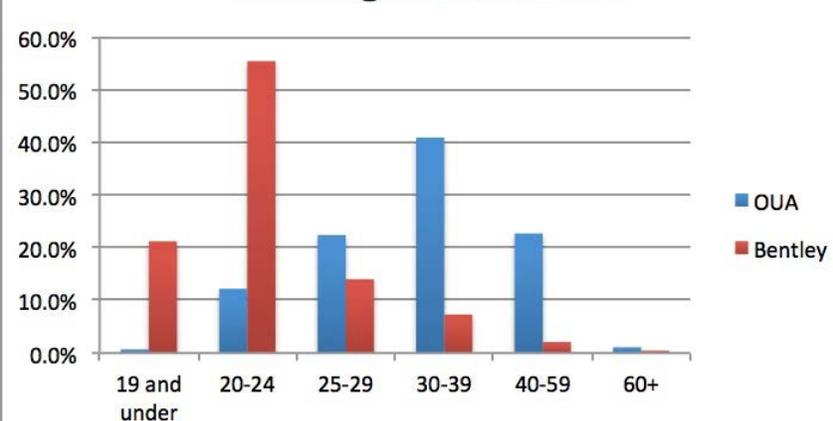
**EDUCATIONAL LEVEL:**



Not your usual  
student cohort...

- Mature
- Non-traditional
- Returning to school
  
- Employed full-time
- Living far away from educational centers
- Serving in the military

**SoBE Age Distribution**

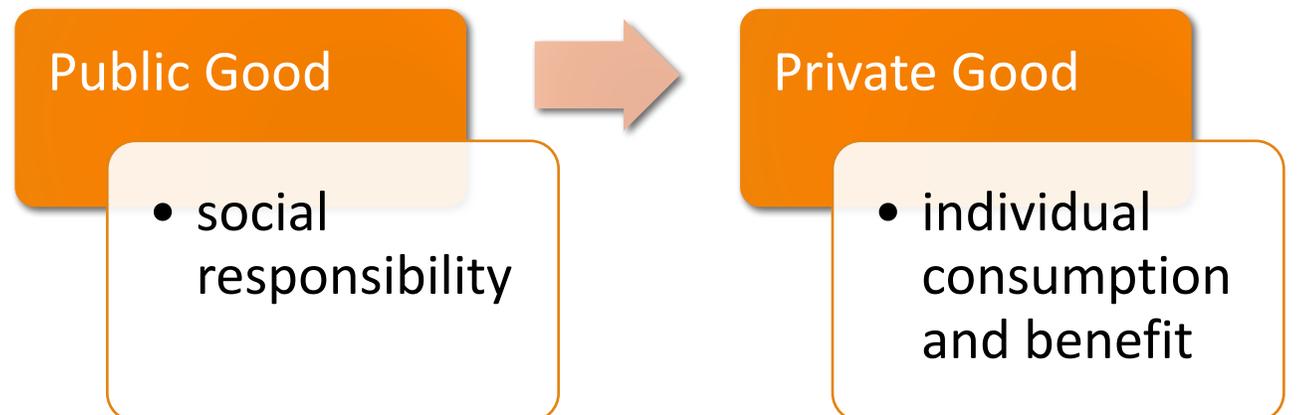


# Strategic Considerations

- Policies and organizational structures
  - clear and concise vision
  - integrated v. parallel
- Leadership
  - articulate strategic position clearly
  - champion at executive level
- Pedagogical alignment
  - requirements and rigor
- Choice of Learning Management System
  - Influence of ICT
  - Coordination with IT departments

# Commodification of Education

- Click v. Brick Institutions
- Commercial Providers
- Education as a tradable service (GATS)
  - Trade = Competition
- Cross-border recognition of qualifications
  - International accreditation agencies
- Global competition





# Strategic Challenges

recognition & branding

markets & location

level of involvement

- exchange
- collaboration
- branch campus

## Rankings

### Architecture & Built Environment

- 7<sup>th</sup> National
- 51-100 World (QS 2016)

### Art & Design

- 8<sup>th</sup> National
- 51-100 World (QS 2016)

### Curtin University

- 15<sup>th</sup> National
- 262 World (QS 2017)
- 5 stars



# Financial Challenges

systematic approach to  
resource allocation

provision of adequate  
infrastructure

physical infrastructure





# Operational Challenges

Learning Management Systems

integrated v. parallel delivery

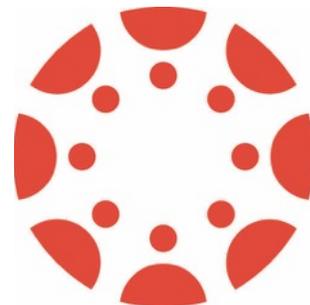
availability of information

staff engagement, support and training

workload, compensation and recognition



Blackboard



canvas  
BY INSTRUCTURE

# Managerial Challenges

fee structure

adequate levels of staffing /  
faculty buy-in

legal and administrative  
issues

financial arrangements

credit for prior learning





# Achieving Success

Integration

Flexibility

Adaptability

- Recognize differences in pedagogy and adapt accordingly
- Recognize differences in student profile
  - culture
  - professional / academic aspirations
- Provide conditions that are conducive to new ways of learning
  - broader access to higher education
- Provide full-time support offering individual services to staff and students
- Develop a process for student and staff feedback
  - evaluation
  - improvement
    - tuition patterns / learning platforms
    - staff training
    - student satisfaction



**Thank you!**

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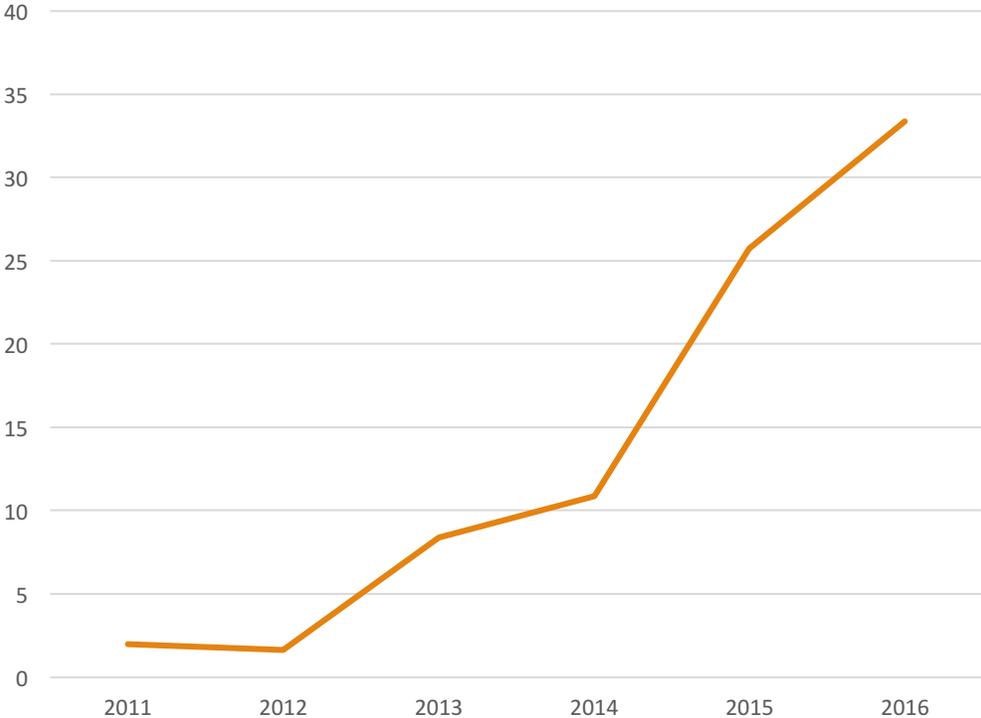


**Curtin University**

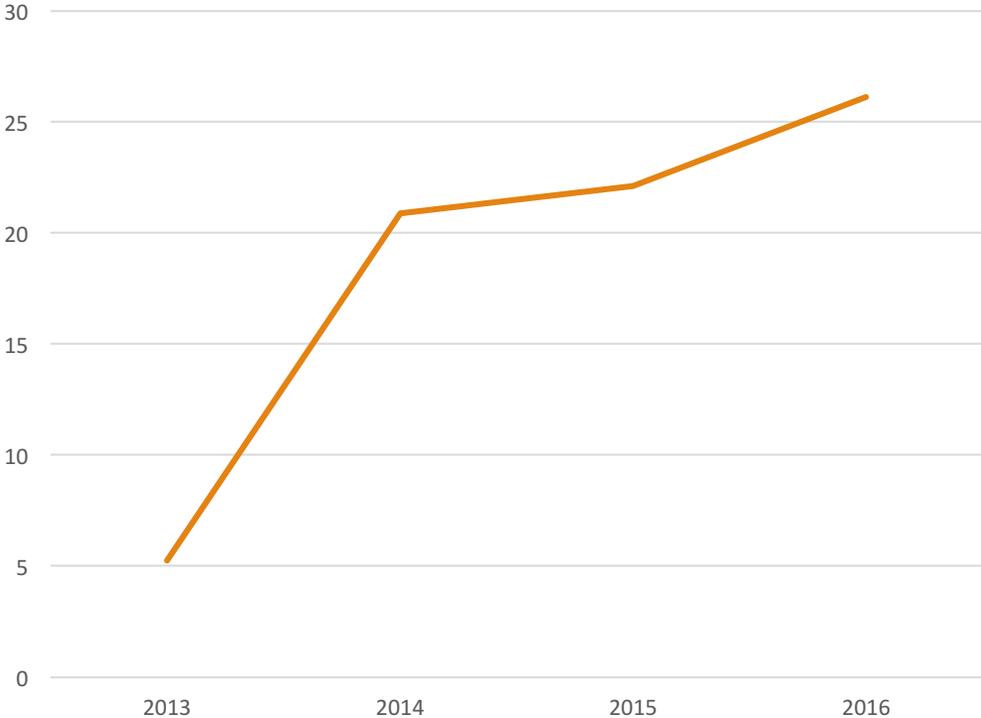
# Project Management Offshore

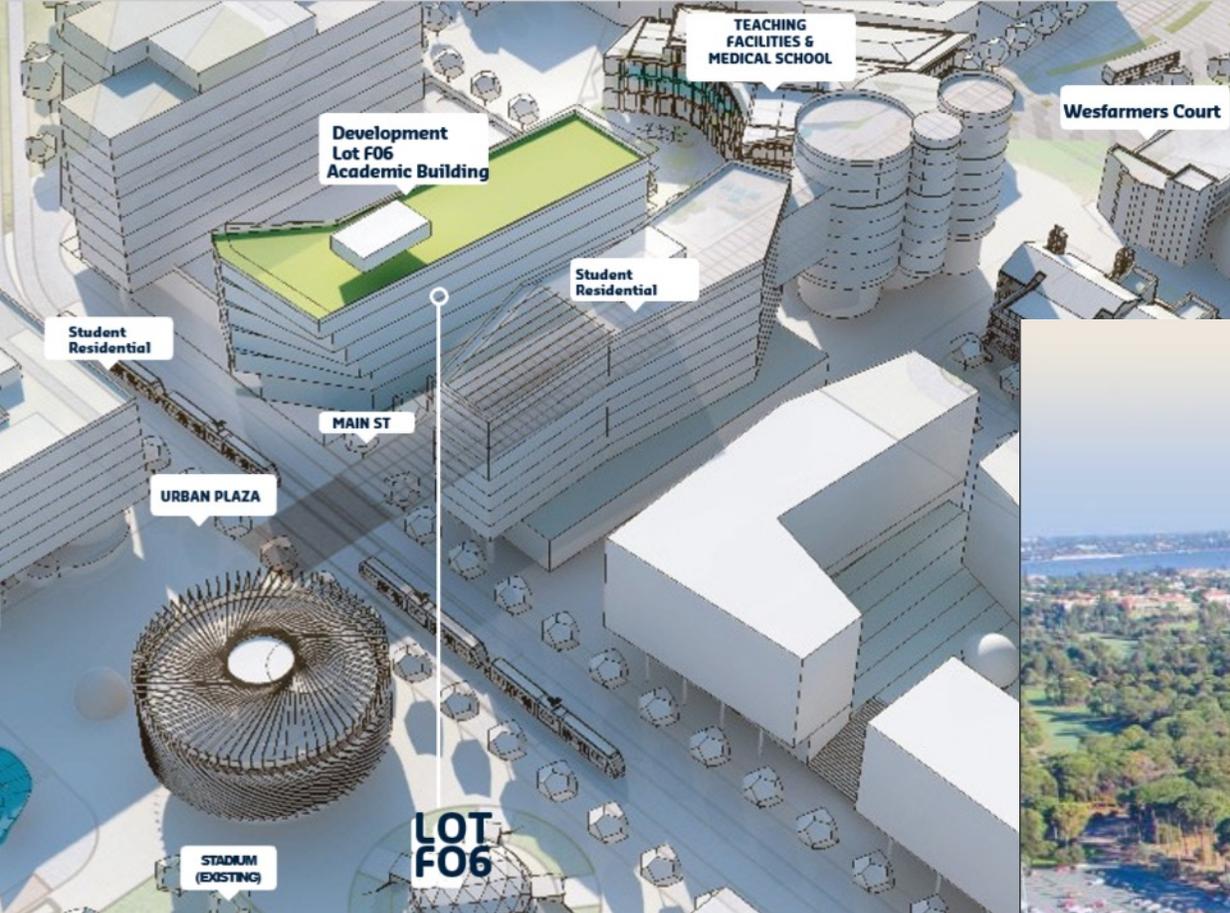
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Curtin Malaysia



Curtin Singapore





## Greater Curtin Stage 1: F06 School of Built Environment

