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CHAPTER 11

The Malaysia MOOC Initiative: The Universiti Malaysia Sarawak Experience

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Abstract

As one of the pioneers for Malaysia MOOC, Universiti Malaysia Sarawak (UNIMAS) has gained valuable insights as to how MOOC can be designed and developed effectively to meet the current educational demands. Since its first MOOC in 2013, the UNIMAS MOOC team aspires to ensure quality MOOCs are produced without ignoring the need to introduce localized contents to the global audience. This chapter outlines the philosophy behind each MOOC published by UNIMAS, which includes the instructional principles as well as content development steps. Future MOOCs produced by UNIMAS will continue to uphold its principle of injecting local essence by further emphasizing the unique and diverse communities in Sarawak, Malaysia.

Introduction

A Massive Open Online Course (MOOC) is an online course aimed at a large audience, with open access via the Internet. The term MOOC was coined by Dave Cormier back in 2008 when he offered a course (*Connectivism and Connective Knowledge*) taken by a small cohort of fee-paying students but also offered to over 2200 online students from the general public (Head, 2014; Taib, Chuah & Aziz, 2017). From there, MOOC is slowly growing in popularity so much so that it is predicted to replace general education (Head, 2014), but only in late 2011, MOOC became a worldwide phenomenon through the launching of several initiatives (Coursera,

Udacity, & edX) backed by top universities such as Stanford, MIT, Princeton, CMU, and others.

This is a preview of the chapter. Full chapter is available via:
https://www.crcpress.com/The-Impact-of-MOOCs-on-Distance-Education-in-Malaysia-and-Beyond/Ally-Embi-Norman/p/book/9780367026615?fbclid=IwAR2a30P0_yTulRshSqbV0e-GT3koxqfRMD_GeseM34XZUbbaXGtK4G-SzUM

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Chuah Kee Man is a lecturer at the Faculty of Language and Communication, Universiti Malaysia Sarawak and also the e-Learning Coordinator of the university. He has won several awards at national and international levels for various innovations in teaching and learning. His research interest revolves mainly in the realms of cognitive linguistics, technology-enhanced learning, assistive technology and learning analytics.

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Noorhaslina Senin is a Lecturer in the Design Technology Program, Universiti Malaysia Sarawak, and currently holding a position as Faculty Industrial Training Coordinator. Her areas of expertise include graphic design and publication design. She started her carrier with UNIMAS since 2007 as tutor with Degree in Applied Arts with Honors (Design Technology) from Universiti Malaysia Sarawak. She then pursued her study in Visual Communication & New Media related subject and obtained her Master Degree in Art and Design from Universiti Teknologi MARA (UiTM).