



## **13<sup>th</sup> Strategy Seminar**

# **INNOVATIVE THINKING AND PRACTICES FOR HIGHER EDUCATION**

Guest of Honour

**Yang Berbahagia Datin Professor Ir Dr Siti Hamisah Tapsir**  
Deputy Director General  
Ministry of Higher Education Malaysia

Saturday, 17 April 2010 0800 – 1700 hrs

Sabah Room  
Basement II  
Shangri-La Hotel, Kuala Lumpur

## HELP University College 13<sup>th</sup> Strategy Seminar

### INNOVATIVE THINKING AND PRACTICES FOR HIGHER EDUCATION

TIME	SESSION	PRESENTERS
8.00 am	<b>Registration of Guests</b>	
9.00 am	<b>Welcome Note</b>  <b>Seminar Introduction</b>	<b>Datuk Dr Paul Chan</b> <i>President</i> <i>HELP University College</i>  <b>Dr Khong Kim Hoong</b> <i>Senior Vice President (Academic)</i> <i>HELP University College</i>
9.10 am	<b>Keynote Address</b>	<b>YBhg Datin Professor Ir Dr Siti Hamisah Tapsir</b> <i>Deputy Director General</i> <i>Ministry of Higher Education Malaysia</i>
9.35 am	<u>Session 1</u> <b>AnimaCation: How Animation HELPs Education</b>	<b>Mr Nickson Fong</b> <i>President</i> <i>Egg Story Digital Arts School, Singapore</i>
10.00 am	<b>MOU Signing Ceremony followed by Group Photograph and Morning Tea</b>	
10.20 am	<u>Session 2</u> <b>Building the Collaborative Campus: The Now, The Near and The Future Technology for Universities</b>	<b>Mr Jason Trump</b> <i>Education Industry Solution Strategist</i> <i>Public Sector, Microsoft Asia Pacific</i> <i>Microsoft Corporation</i>
10.45 am	<u>Session 3</u> <b>Learning Contents and Learning Support for Corporate Training</b>	<b>Mr Andreas Dittrich</b> <i>Chief Operation Officer</i> <i>BRIDGE2THINK</i>
11.05 am	<u>Session 4</u> <b>Innovation – Keeping up with People and the Times</b>	<b>Mr Lim Eng Weng</b> <i>Managing Director</i> <i>Ricoh (Malaysia) Sdn Bhd</i>
11.25 am	<u>Session 5</u> <b>The Changing Face of E-Learning, Edutainment, Game Based Learning and the Impact on Human Behaviour</b>	<b>Mr Dawid Falck</b> <i>Chief Executive Officer</i> <i>The CyberInstitute</i> <i>Australian Institute of Management</i>
11.45 am	<b>Panel Session 1</b> <i>Panel Chair: Professor David A Ross, HELP University College</i>	

12.30 pm	<b>Buffet Lunch</b> <i>(Perak &amp; Selangor Rooms)</i>	
1.30 pm	<u>Session 6</u> <b>Trends and Opportunities for Transnational Education in China: the GEM-HELP Model</b>	<b>Datuk P Y Lai</b> <i>Chairman</i> <i>Global EduTech Management, Suzhou</i>
1.50 pm	<u>Session 7</u> <b>Reforming American Higher Education - A Process of Transformation</b>	<b>Professor Sanjeev Phukan</b> <i>Professor of Business Administration</i> <i>Director, International Relations</i> <i>Bemidji State University</i>
2.10 pm	<u>Session 8</u> <b>Innovation in the UK Higher Education Sector</b>	<b>Mrs Rosemary Gosling</b> <i>Director, LSE External Study</i> <i>London School of Economics and Political Science</i>
2.30 pm	<u>Session 9</u> <b>Innovation and the Teaching University</b>	<b>Professor Paul Bailes</b> <i>Head, School of Information Technology &amp; Electrical Engineering</i> <i>University of Queensland</i>
2.50 pm	<u>Session 10</u> <b>An Edge in Business: Employability Skills for Business Graduates</b>	<b>Associate Professor Maryam Omari</b> <i>Associate Dean, International Faculty of Business &amp; Law</i> <i>Edith Cowan University</i>
3.10 pm	<b>Afternoon Tea</b>	
3.20 pm	<u>Session 11</u> <b>A New Approach to Teaching Business at the University of Bedfordshire</b>	<b>Professor Paul Burns</b> <i>Dean, Business School</i> <i>University of Bedfordshire</i>
3.40 pm	<u>Session 12</u> <b>Education 2.0 in a Demographic Shift</b>	<b>Mrs Nadja Giuffrida</b> <i>CEO &amp; President , Dextro LLC</i>
4.00 pm	<b>Panel Session 2</b> <i>Panel Chair: Datuk Professor Dr Zakaria Ahmad, Senior Vice-President, HELP University College</i>	
4.45 pm	<b>Closing Summary</b>	<b>Datuk Dr Paul Chan</b> <i>President</i> <i>HELP University College</i>
7.00 pm	<b>Strategy Seminar Dinner</b> <i>(Selangor Room)</i>	