WAWASAN Open University (WOU) is extending higher learning opportunities to more Malaysians with new, on-campus, full-time programmes specially designed to meet the needs of post-secondary school-leavers and diploma holders.

An established provider of quality open distance learning (ODL) since January 2007, WOU offers full-time teaching at its scenic waterfront campus in George Town, Penang.

The WOU On Campus programmes started off with the Bachelor of Business (Hons) in Management and Bachelor of Business (Hons) in Accounting – both from the School of Business and Administration (SBA) – in September this year.

WOU vice-chancellor Prof Datuk Dr Ho Sinn Chye said all students are assured of a quality degree since all programmes are accredited by the Malaysian Qualifications Agency and approved by the Ministry of Higher Education.

The syllabus was adapted from its existing ODL modules to suit the study needs of those in the 17 to 24 years age group. Affordably priced, it provides students with extensive learning support and facilities in a conducive learning environment.

Students would also have 24/7 access to rich, digital library resources and learning support services, along with quality tutoring and personalised guidance by experienced academic staff and advisors.

“These two business degree programmes are popular among ODL students. Graduates found them highly relevant. We ensure the same exacting standards of delivery and teaching in the on-campus programme,” Prof Ho noted.

The Management programme covers the fundamental principles and applications of management theories.

Graduates can fit into a wide range of management and administrative positions in any business, government or non-profit organisations, be it in human resource, operations management, general management, retail, business consulting or manufacturing.

Meanwhile, the Accounting option provides a strong grounding and produces graduates who can meet the challenges of a rapidly changing global commercial environment. Career opportunities include being an internal auditor, business analyst, finance officer, management consultant, tax practitioner or company secretary, among others.

Both courses can be completed in three years or less for diploma holders who qualify for credit exemptions.

Study grants, scholarships and attractive fee rebates are available.

On-campus options

WOU, a Setara Tier 5 institution, will offer on-campus equivalents of its other popular Bachelor degree programmes next year. These include the Bachelor of Business (Hons) programmes in Banking and Finance;
Marketing; and Logistics and Supply Chain Management. The Bachelor of Technology (Hons) programme in Computer Systems and Networks will be introduced later next year.

“Our geographical location makes it practical for northern region folk to pursue their tertiary education. From our first intake of 52, we hope to have between 3,000 and 4,000 students studying full time in the next five years.

“Besides ensuring graduates meet current market requirements, we also arrange internships locally through our established networks, facilitate subsequent employment and retain skilled manpower here.

“The on-campus programmes engage with renowned institutions worldwide for student exchanges and possibly credit swaps too,” said Prof Ho.

He added that the on-campus study options complement its ODL offerings, which currently number some 44 programmes, 25 of which are at the first degree level.

“There are some adults who did not enrol in tertiary education as they went straight into employment upon completing high school. As years go by, they appreciate the need to acquire more knowledge, and enhance job prospects.

“Others may already have qualifications, but want to upgrade their skills and knowledge, to move up the ladder.

“To date, some 12,500 students have taken advantage of WOU’s ODL mode of education to fulfil their learning goals. We make use of modern technology for delivery of well-developed course materials catered to self-directed learning. They have been designed so the learner does not feel alone while studying.

“This practice is now being extended to our full-time on-campus students,” said Prof Ho, who has been in the education industry for over four decades.

He also feels WOU is playing its part in making Penang a regional education hub to complement those established in the Klang Valley and Iskandar, Johor, and fulfil the nation’s human resource needs.

■ For more information, visit www.wou.edu.my, or call the toll-free careline at 1300 888 968 (WOU).