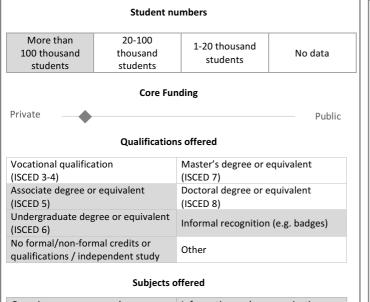
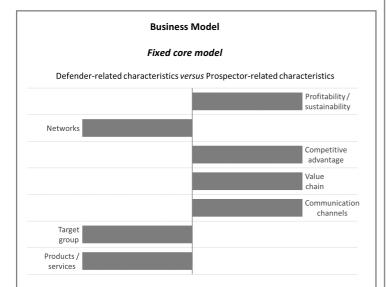
China – Open University of China (OUC)

The Open University of China (OUC) is a new-style university without walls, open to all members of society. OUC was established in Beijing in 1979 on the basis of the former China Central Radio and TV University (CCRTVU) and local radio and TV universities (RTVUs), and uses modern information technology to support a school network covering all urban and rural areas in China.



Generic programmes and qualifications	Information and communication technologies
Education	Engineering
Arts and humanities	Agriculture & veterinary
Social sciences, journalism and information	Health and welfare
Business, administration and law	Security, transport, hygiene and public health services
Natural sciences, mathematics and statistics	Other



Business Model: Additional Information

The business model focuses on using digital technologies to reach existing markets via new or innovative channels using the same products and services as in the past.

Organisation of learning provision			
Primarily campus	Primarily distance	Primarily online	
provision	learning provision	provision	
	(correspondence)		

Technology-enhanced learning elements

Massive Open Online Course (MOOC)	Virtual Learning Environment (VLE)
Open Educational Resources (OER)	Wikis
Digital Badging	Videoconference
Learning Analytics	Teleconference
Artificial Intelligence	Learning Management System (LMS)
E-Portfolios	Mobile Learning
Blogging and micro-blogging	Bring Your Own Device (BYOD)
Social Media	Online Assessment
Other	

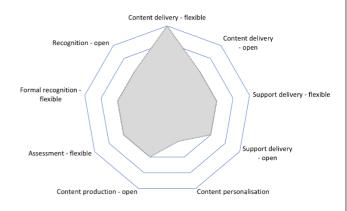
TEL Strategy

OUC has a strategy on technology-enhanced learning for the next 5 years that focuses on the six online learning elements of online learning courses, classroom, support, teaching staff, assessment, management.

OOFAT Model

Interpretation: The closer the line moves towards the centre, the more fixed and institution-specific the approach taken by the institution. The further from the centre, the more flexible and open the approach.

OOFAT for a specific purpose



OOFAT Model: Additional Information

Content

Contents are not personalised to individual learners. Companies also will attend the course design. The government support the open university.

Delivery

Access to contents possible at all times and places. Courses are partially open to the public. Support partially available at all times, in certain cases (e.g. academic support) only available at fixed times. Academic support provided by OUC teaching staff, technical support provided by IT staff, career support provided by management staff. Learners will sometimes form learning groups to discuss study questions.

Recognition

Intention for students to control and grasp their own learning process, as well as to choose their own learning methods and evaluate their own learning effect. Assessment is rather inflexible. Credit certification is just getting started.