

## 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.

Student numbers			
More than 100 thousand students	20-100 thousand students	1-20 thousand students	No data
Core Funding			
Private	◆	Public	
Qualifications offered			
Vocational qualification (ISCED 3-4)	Master's degree or equivalent (ISCED 7)		
Associate degree or equivalent (ISCED 5)	Doctoral degree or equivalent (ISCED 8)		
Undergraduate degree or equivalent (ISCED 6)	Informal recognition (e.g. badges)		
No formal/non-formal credits or qualifications / independent study	Other		
Subjects offered			
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		

Organisation of learning provision		
Primarily campus provision	Primarily distance learning provision (correspondence)	Primarily online provision
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	
<p>The radar chart displays eight learning elements on an eight-pointed star. The innermost line represents the most flexible and institution-specific approach, while the outermost line represents the most open and flexible approach. The elements and their relative positions are: Content delivery - flexible (outermost), Content delivery - open, Support delivery - flexible, Support delivery - open, Content personalisation, Content production - open, Assessment - flexible, and Formal recognition - flexible (innermost).</p>	
OOFAT Model: Additional Information	
<u>Content</u>	Contents are not personalised to individual learners. Companies also will attend the course design. The government support the open university.
<u>Delivery</u>	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.
<u>Recognition</u>	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.

Business Model	
Fixed core model	
Defender-related characteristics <i>versus</i> Prospector-related characteristics	
Networks	Profitability / sustainability
	Competitive advantage
	Value chain
	Communication channels
Target group	
Products / services	
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.	