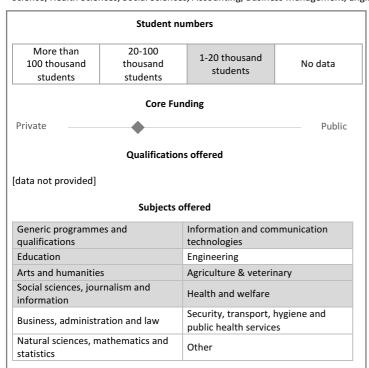
# Malaysia - Kolej Poly-Tech Mara (KPTM)

Located in Kuala Lumpur, Malaysia, Kolej Poly-Tech MARA (KPTM), formerly known as Kolej Yayasan Pelajaran MARA (KYPM) was established as a private higher educational institution under the Private Higher Educational Institutions Act 1996 (Act 555) in September 2003. Managed by Kolej Poly-Tech MARA Sdn. Bhd., a wholly owned subsidiary of Majlis Amanah Rakyat (MARA), KPTM offers a wide range of educational opportunities in the field of Information Technology, Computer Science, Health Sciences, Social Sciences, Accounting, Business Management, Engineering, Humanities and Bio-Industry.



Business Model			
Entrepreneurial model with fixed core			
Defender-related characteristics versus Prospector-related characteristics			
	Profitability/ sustainability		
	Networks		
	Competitive advantage		
	Value chain		
	Communication channels		
	Target group		
Products / services			

#### **Business Model: Additional Information**

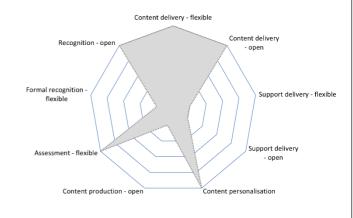
The business model focuses on using digital technologies to reach new markets via new or innovative channels using the same of similar products and services as in the past.

Primarily distance learning provision (correspondence)		Primarily online provision	
ogy-enhance	d learning e	lements	
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	
	urse rces (OER)	pgy-enhanced learning e urse Virtual Le. (VLE) rces (OER) Wikis Videoconi Teleconfe Learning I (LMS) Mobile Le ging Bring You	

#### 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 multiple projects



### OOFAT Model: Additional Information

#### Content

[data not provided]

## Delivery

[data not provided]

#### Recognition

[data not provided]