



# E-Content and Smart Learning

ITU/ALECSO Smart Learning Forum

December, 2015

# Who is a “digital native”?

*A person born or brought up during the age of digital technology and very familiar with computers and the Internet from an early age.*

# An interesting story...



*My son Usman (now 11 years old...)*



“The era of traditional teaching methods is over, and these no longer have a place in UAE education. We are looking towards the future. We are preparing our citizens and building a generation of innovators by consolidating a national culture that encourages creativity and ways to benefit from modern technology.”

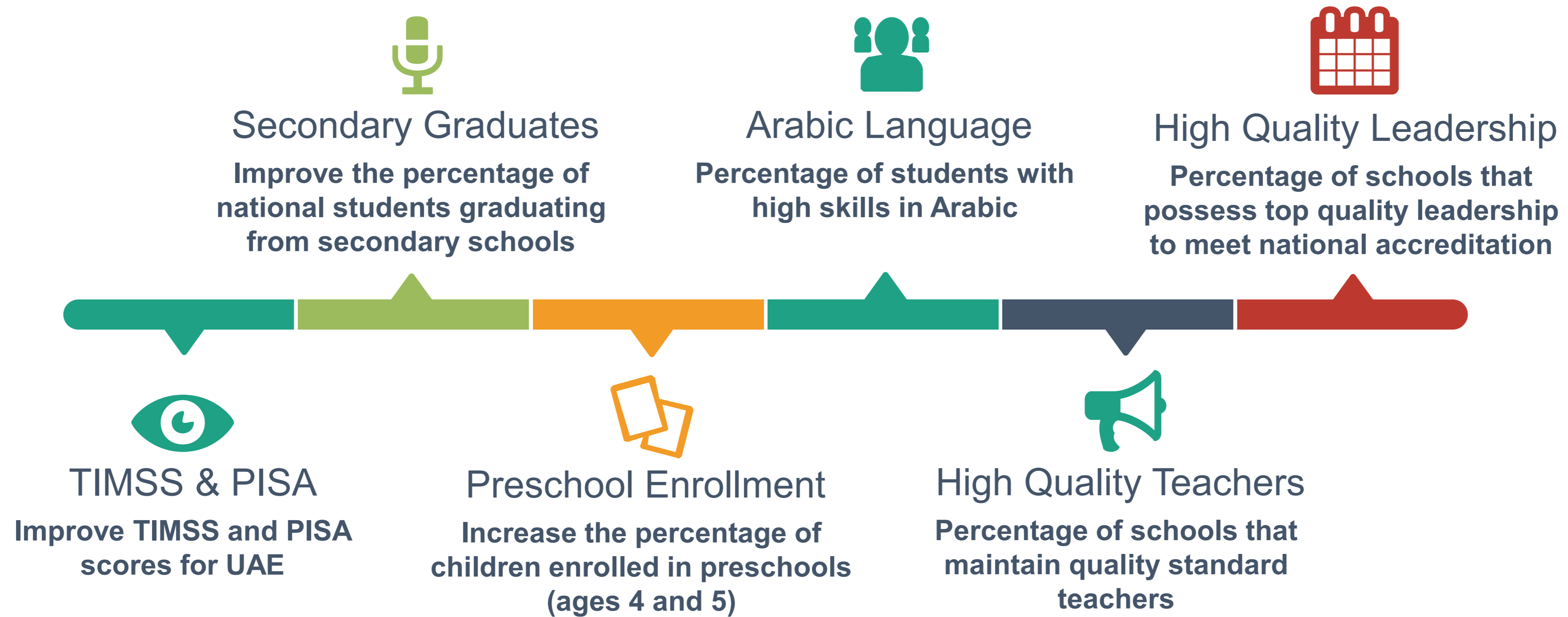
–HH Sheikh Mohammed Bin Rashid Al-Maktoum  
Vice President and Prime Minister of United Arab Emirates

“In 50 years, when we might have the last barrel of oil, the question is: when it is shipped abroad, will we be sad? If we are investing today in the right sectors, I can tell you we will celebrate at that moment.”

–HH Sheikh Mohammed Bin Zayed Al Nahyan  
Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces

# UAE Vision 2021 - Education

National KPI's for a first-rate education system



# Smart Learning Rewards

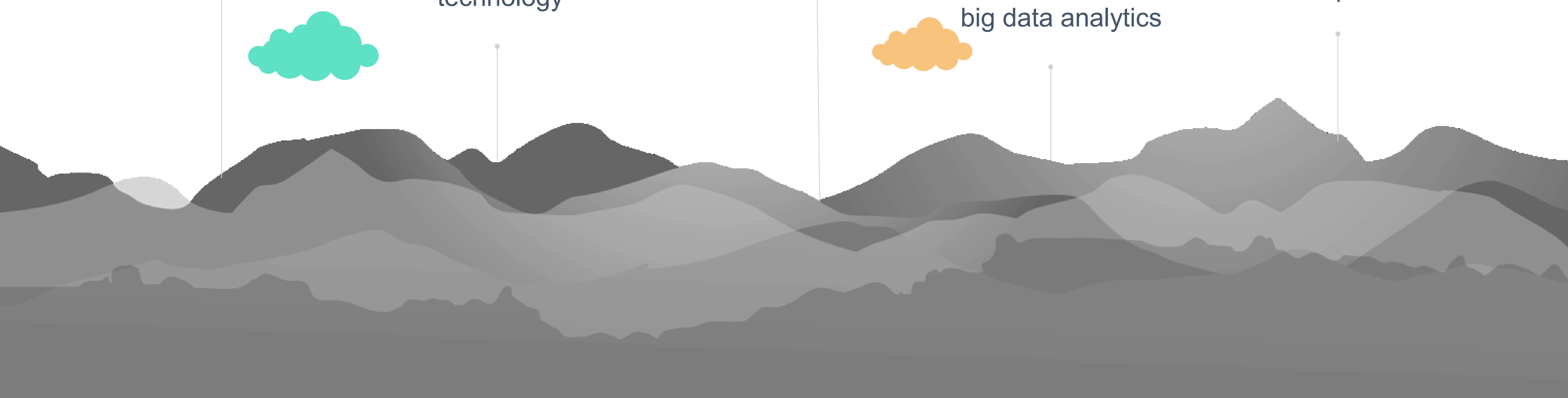
**Personalized**  
An ecosystem that delivers personalized learning to students

**Integration**  
Close integration of pedagogy, content and technology

**Quality Content**  
High quality digital content that is tied closely with curriculum

**Governance**  
Monitor school/student performance driven by big data analytics

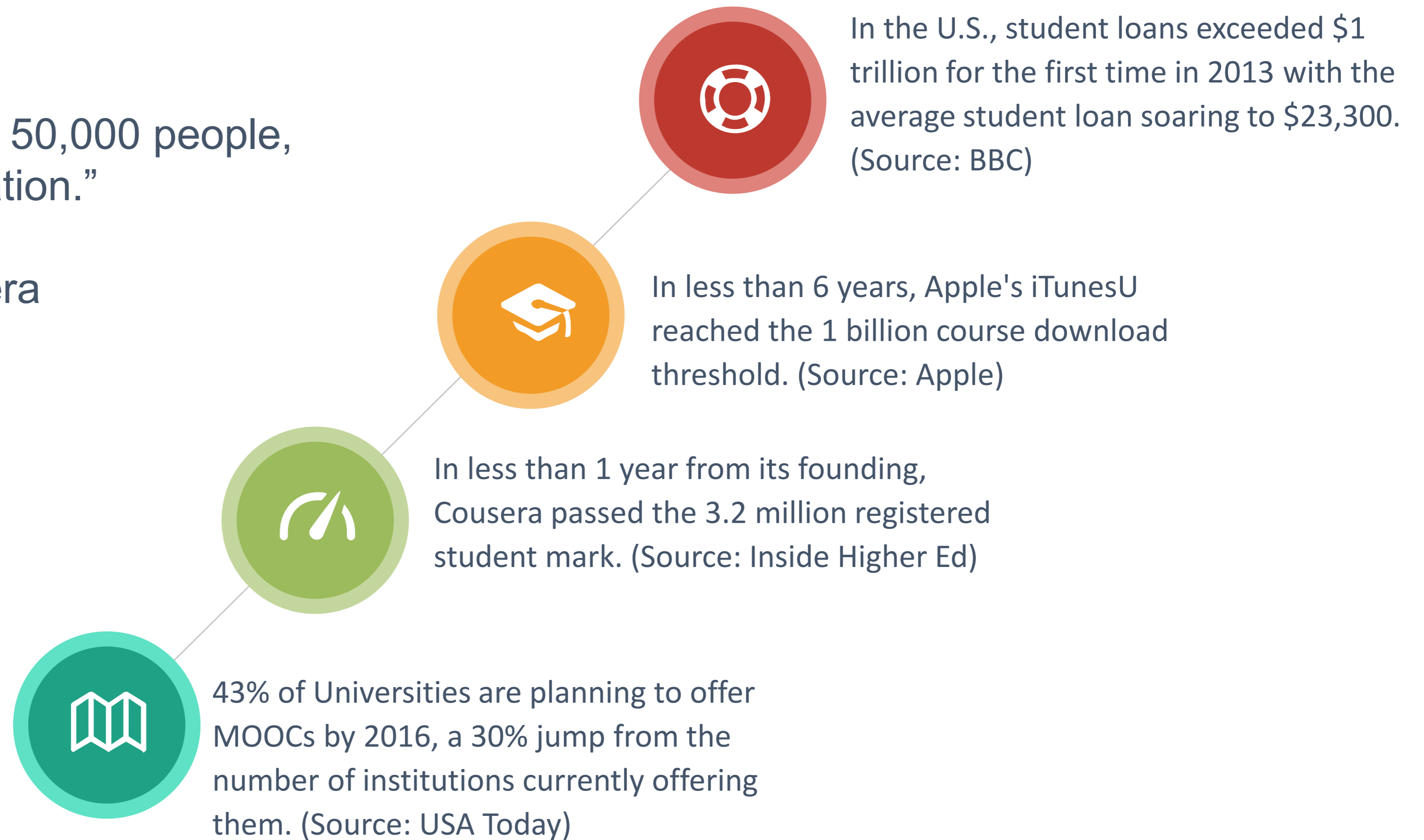
**Cost**  
Reduce the cost of education per student



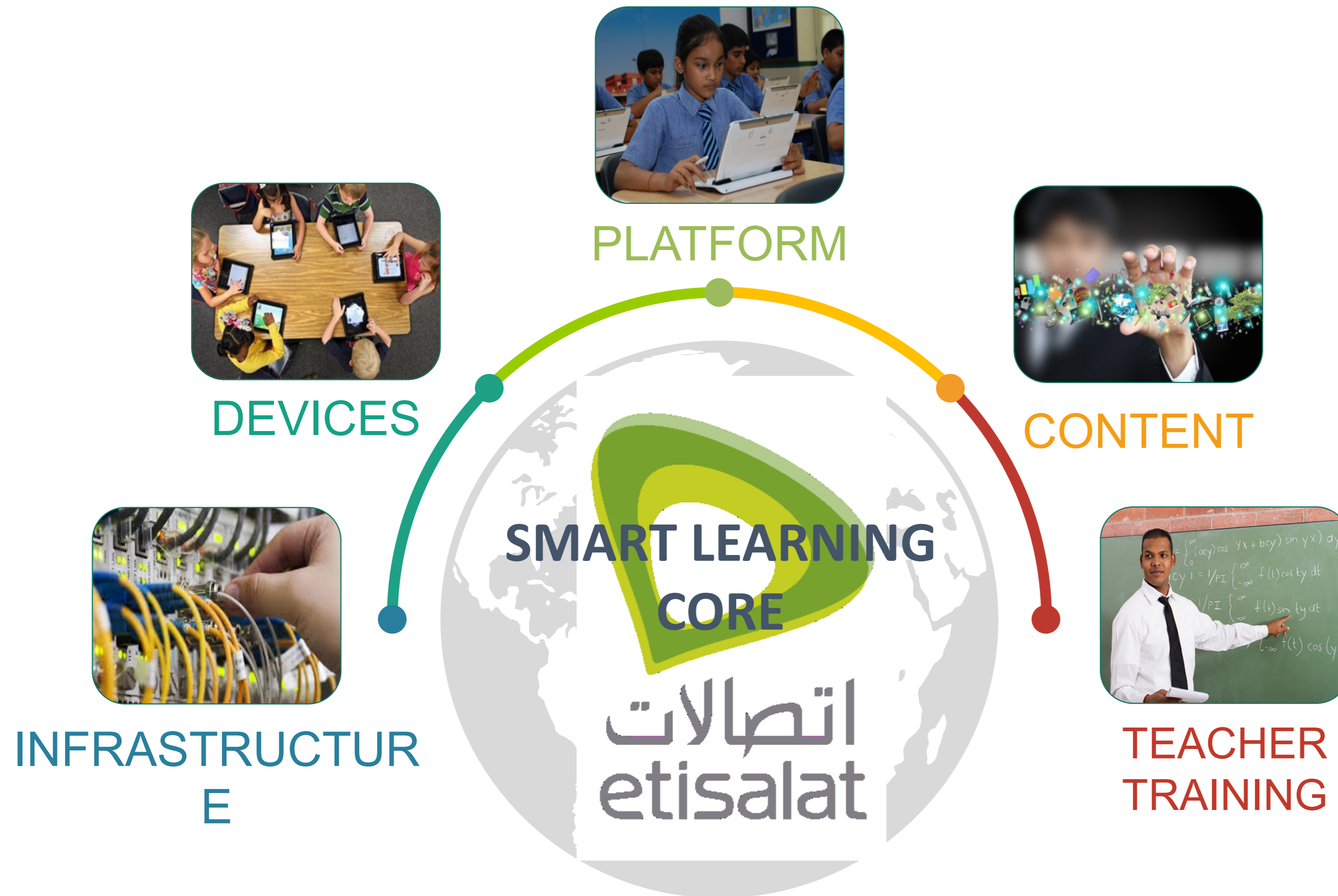
# Did you know...

“When one professor can teach 50,000 people, it alters the economics of education.”

- Andrew Ng, founder of Coursera



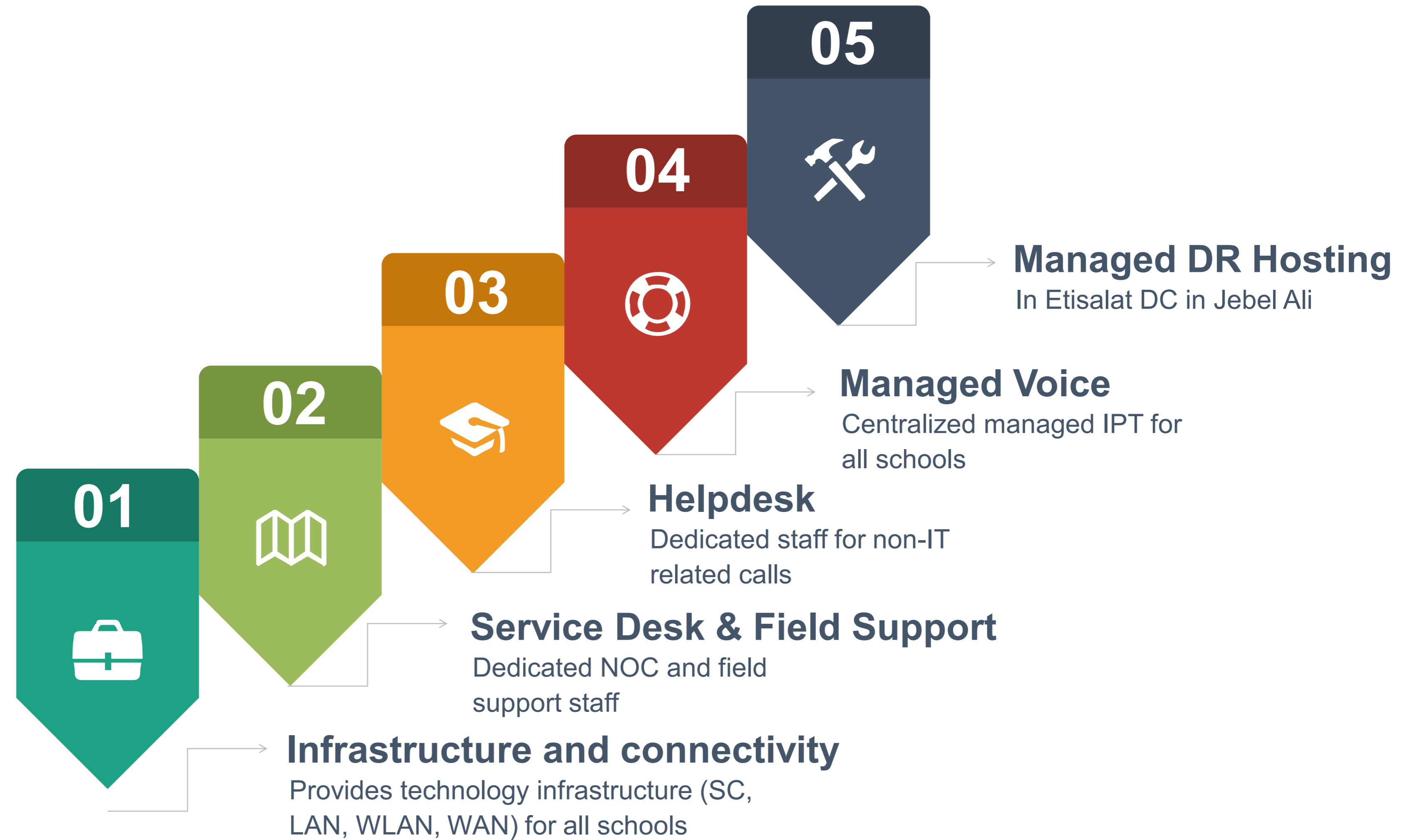
# Smart Learning Value Chain



*Smart Learning available on any device, any time, any where...*



# Etisalat Services today



# Critical Success Factors

How to have a winning initiative



## Vision

Have a clear vision about what you have to achieve



## Govt. Strategic Plan

Ensure your initiative is aligned with the government's vision



## Executive Sponsorship

Use communication and collaboration to gain momentum with your executive sponsors



## Value Chain

Address all elements in the smart learning value chain



## Change Management

Ensure you have a strategy to tackle change management



# Thank you

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