



## **E-Content and Smart Learning**

ITU/ALECSO Smart Learning Forum December, 2015



# Who is a "digital native"?

# Internet from an early age.

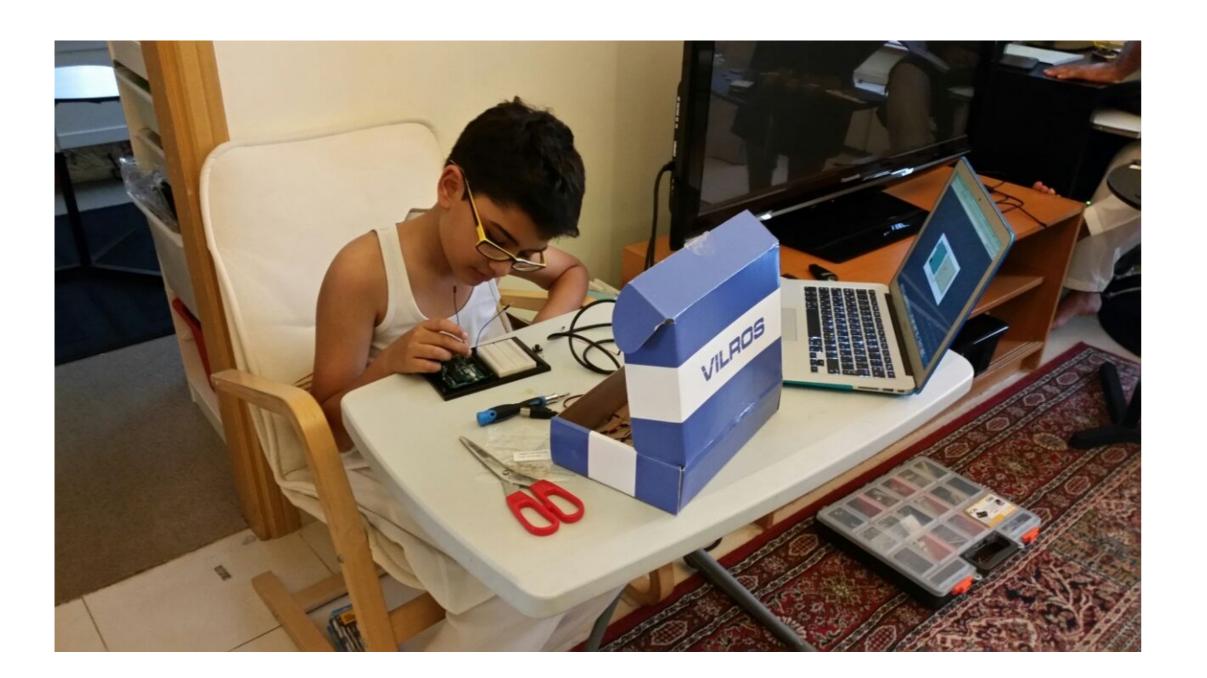


A person born or brought up during the age of digital technology and very familiar with computers and the





## An interesting story...



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











## **UAE Leadership**

"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











Improve the percentage of national students graduating from secondary schools



**TIMSS & PISA** 

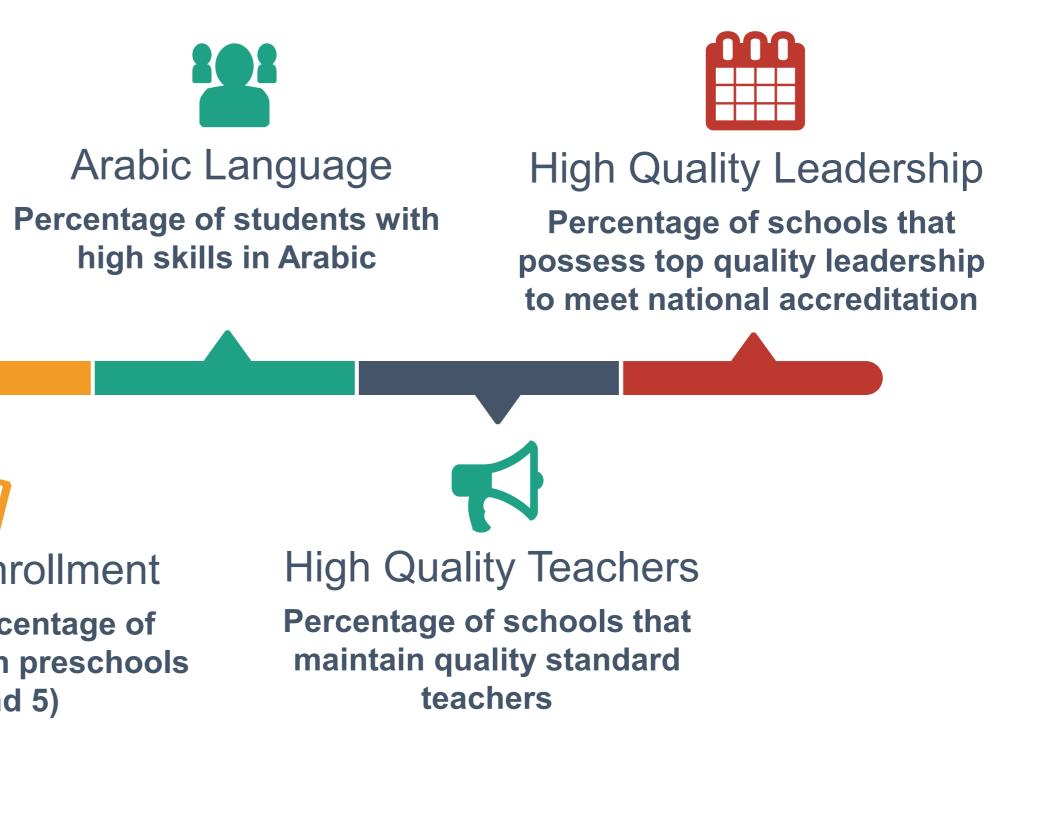
Improve TIMSS and PISA scores for UAE

Preschool Enrollment

Increase the percentage of children enrolled in preschools (ages 4 and 5)

## **UAE Vision 2021 - Education**

National KPI's for a first-rate education system







# **Smart Learning Rewards**



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

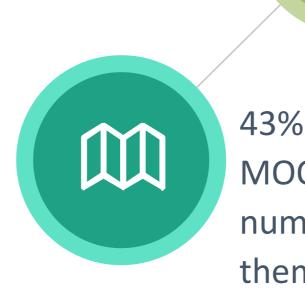
Cost Reduce the cost of education per student



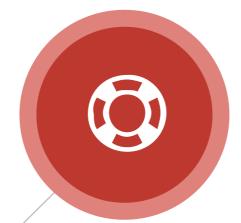


#### "When one professor can teach 50,000 people, it alters the economics of education."

#### - Andrew Ng, founder of Coursera



## Did you know...



In the U.S., student loans exceeded \$1 trillion for the first time in 2013 with the average student loan soaring to \$23,300. (Source: BBC)



In less than 6 years, Apple's iTunesU reached the 1 billion course download threshold. (Source: Apple)

In less than 1 year from its founding, Cousera passed the 3.2 million registered student mark. (Source: Inside Higher Ed)

43% of Universities are planning to offer MOOCs by 2016, a 30% jump from the number of institutions currently offering them. (Source: USA Today)





## Smart Learning Value Chain



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



PLATFORM



#### CONTENT

#### SMART LEARNING CORE اتصالات etisalat

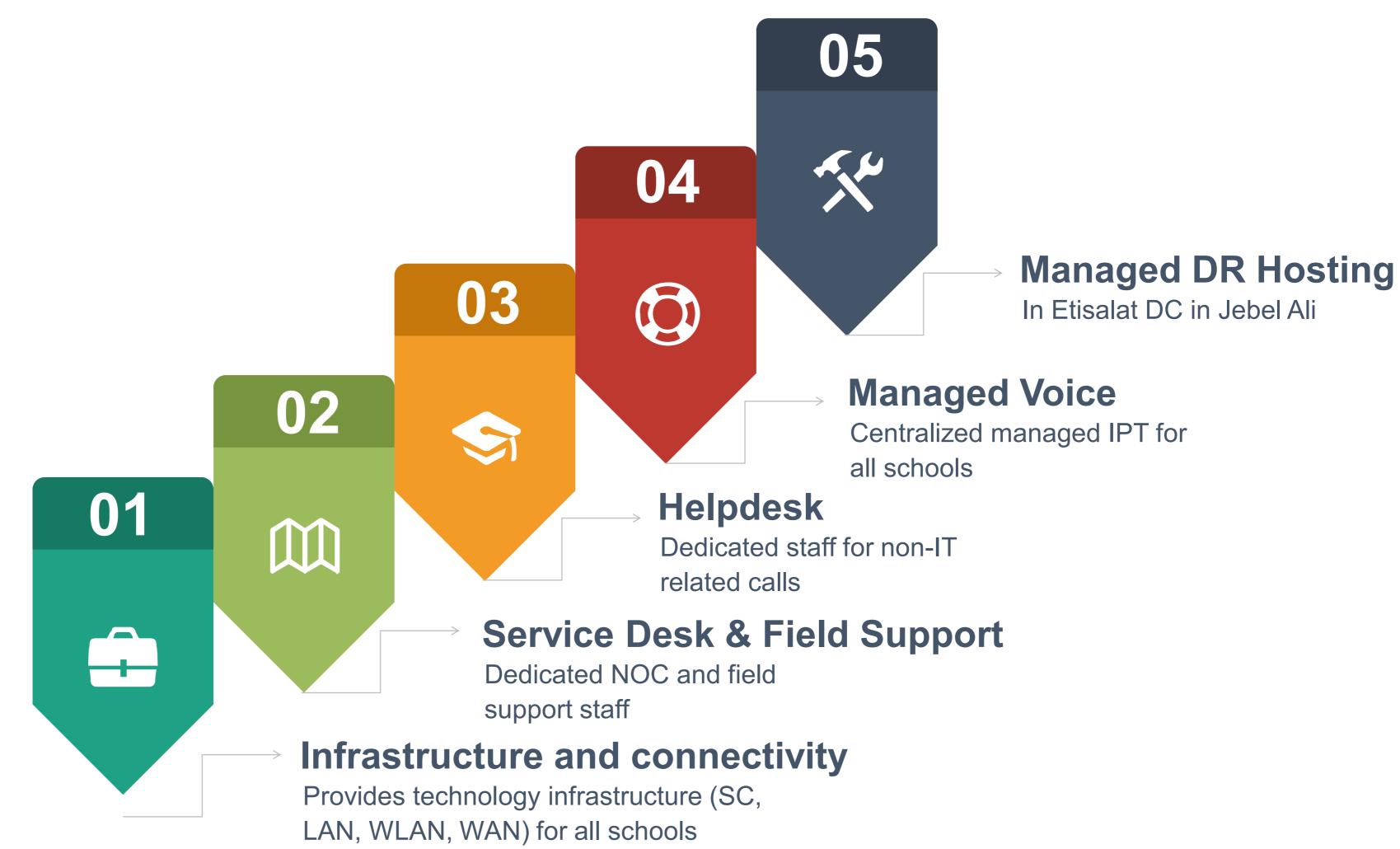


TEACHER TRAINING





## **Etisalat Services today**



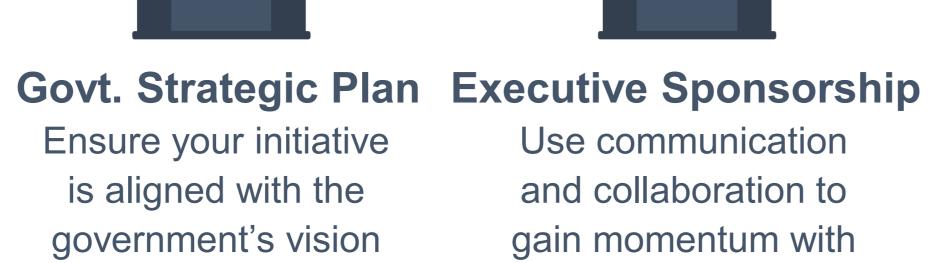




#### **Critical Success Factors** How to have a winning initiative



Vision Have a clear vision about what you have to achieve



Use communication and collaboration to gain momentum with your executive sponsors





Address all elements in the smart learning value chain



#### **Change Management**

Ensure you have a strategy to tackle change management













### Thank you ITU/ALECSO Smart Learning Forum December, 2015

