

# OUM App makes learning a 24/7 business



Senior vice-president Prof Dr Mansor Fadzil says **OUM** is a **firm believer** in the power of **mobile learning**

**B**EING true to its vision of being the leading provider of flexible learning, Open University Malaysia (OUM) has developed its first mobile app — OUM App.

Targeting students, faculty members, staff and visitors as users, the app presents an exciting mobile experience by providing convenience to users to access course modules and materials any time, anywhere.

Senior vice-president Prof Dr Mansor Fadzil says OUM strongly believes in the power that tablets can bring in education.

"The OUM App is a step in the right direction. It uses positive reinforcement to encourage learning. It can be used to complement one's learning through face-to-face tutorials, printed modules, iLectures, audio podcasts and videos. The app allows users to keep abreast with the latest campus news and publications as well," says Mansor.

"What makes the OUM App special is that it has been formulated with our learners in mind. The app is the university's way of making learning even more user-friendly."

At present, 30 modules have been placed in the app for learners from various faculties.

Come September, learners from the Faculty of Business and Management, who are pursuing degree programmes in Business Administration, Human Resource Management and Management, will be able to access their modules via the app. Modules for other programmes and faculties will be made available in stages.

Mansor says the university is committed to developing e-content and making it available through convenient modes such as on tablets and smartphones.

"As for now, we will focus on the IOS platform, making the OUM App available on the App Store. Next year, we aim to develop on multiple platforms so that our learners can also access the modules through Android smartphones and tablets."

Users can download the modules and read them offline. The app does not require Internet connection, hence it can be used anywhere, any time. The OUM App can be downloaded from the Apple App Store Market at <https://itunes.apple.com/my/app/oum-app/id593817522?l=en&mt=8>.

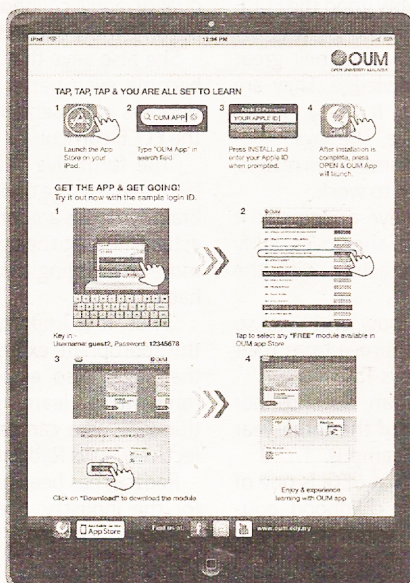
The OUM App is developed by a dedicated team at the university's Centre for Instructional Design and Technology (CiDT), and powered by IT solutions specialist Fireworks Solutions Sdn Bhd.

As an open and distance learning (ODL) provider, OUM strives to provide greater opportunity for people from all walks of life to attain quality education by leveraging on technology, which enables learners to study anywhere, any time and at their own pace.

Established in 2000, OUM currently has 32 learning centres nationwide with a cumulative learner enrolment of more than 120,000.

It also offers programmes internationally in 10 countries through its collaboration with partners in Yemen, Bahrain, Maldives, Sri Lanka, Vietnam, Hungary, Ghana, Somalia, Zambia and Mauritius.

Through these endeavours, OUM aims to play a key role in making Malaysia the hub for educational excellence.



The **OUM App** offers 30 modules which can be read offline.

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