PRIVATE HIGHER EDUCATION
IN MALAYSIA:
THE LEARNING CURVE

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MALAYSIAN HIGHER EDUCATION
THE JOURNEY

Elitism       - 1960s
Democratization - 1970s
Accessibility  - 1980s
Liberalization - 1990s
Internationalization  - 2000s
Rating & Ranking   - current
THE GROWTH OF PRIVATE PROVIDERS

Important Acts
Private Higher Education Act 1996
National Higher Education Fund Act 1997
National Accreditation Council Act 1997
Malaysia Qualification Agency Act 2007

Growth (489,800 Students)
Private University – 24 (148,900 students)
Foreign Branch Campuses - 6 (17,000)
Private University College – 22 (93,600)
Private College – 43 (230,300)

International Students - 85,000
GETTING STARTED

- Foreign University Branch Campuses in Malaysia
- Universities by Government Companies
- Twinning Programmes (2+1, 1+2, 3+0, 4+0 etc)
- Validation
- Articulation
- Dual and Joint Degree
PRIVATE Vs PUBLIC

- No government funding for Private
- Greater autonomy in private
- Centralised students selection for public
- Students’ choice courses in Private
- Aggressive marketing and branding in Private
- Abundant talents in public
- Strong R&D&C in Public
COMMON GOALS

- National Rating
  
  SETARA
  MyRA
  My3S

- Fundamental Research Grant by the Ministry of Higher Education

- Quality Students

- International Ranking
TAYLOR’S UNIVERSITY EXPERIENCE

Background

- 42 years in the private education industry
- Starting as Taylor’s College, with 500 students
- Pre University & twinning programmes
- Upgraded to University College in 2006
- Separate Governance for College in January 2010
- Full University status in September 2010
- Homegrown programmes at all levels (Dual/Articulation)
- 10,200 in University (24% international students)
- 450 academic (16% International)
TAYLOR’S UNIVERSITY EXPERIENCE
BUSINESS MODEL

Taylor’s Education Group

Higher Education Division

Taylor’s University
Taylor’s College Subang Jaya
Taylor’s College Sri Hartamas

Garden International School
Sri Garden International
Australian International School Malaysia
Nexus International School

Schools Division
TAYLOR’S UNIVERSITY EXPERIENCE

Challenges
- Meeting expectation of students, parents, employers
- Getting quality students & Staff
- Local and foreign competitors
- Conducive learning environment and lifestyle
- Regulatory requirements
- Research infrastructure needs heavy investment
- Succession planning and talent management
- Profit margin
- To balance between academic with business
WAY FORWARD

Quality Assurance

- Ministry of Higher Education Strategic Thrust
- Malaysian Qualification Agency (MQA) is the catalyst
- Professional bodies, i.e Malaysian Medical Council
- International Recognition, i.e Washington Accord
- ISO, Awards, Competition
- Meeting cross border expectation
- Internal Quality Assurance process needs improvement
- Quality Advancement Department is the important custodian of our “Brand Promise”
WAY FORWARD

Business Continuity

- Reduce dependency on the students fees
- Alternative revenue comes from R&D&C, Executive programmes, services
- Efficient utilisation of space and facilities
- Talent management & succession planning
- Reducing cost per student without compromising the quality/standard
- Embracing technology, i.e. e-learning
- Healthy profit margin and ROI for sustainability
WAY FORWARD
Transnational & Branding
- Franchise our programs to institutions overseas
- Smart partnership with renowned universities
- Setting up branch campuses
- Global Research Clusters
- Balanced mobility of students and staff
- Engaging with industries
- Hiring the “magnets”
- International Ranking
LOOKING AHEAD

- private and public providers will have equal perception by the customers and stakeholders
- competitive funding for all
- Study grants to be given to students, and they choose the universities of their choice
- Graduates to become the top employers’ choice
- Reverse process on the Transnational Education
- Private university could become top university in Malaysia
THANK YOU