The Association of Pacific Rim Universities (APRU)
The 4th Distance Learning and the Internet Conference

Network for e-Learning in Asia:
Japanese Perspective

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Self Introduction

Atsutoshi OSHIMA
“e-Learning Consultant”

Field: HRD, IT, and e-Learning

Main Business:
- Research and Consulting on HRD, IT and e-Learning
- Developing/Producing e-learning contents
- Producing new businesses on e-learning
- Web based Database development and management (ex. Portal site for Investment in Japan)
- Coordinating international network (APEC-HRD MDL, Asia e-Learning Network (AEN), etc.)

First Activity on e-Learning / Distance Learning:
- Asia Pacific Economic Cooperation – HRD Project “Multimedia Distance Learning ” from mid 1990’s

Related Activities:
- Advisor of Academic Association on Japan Distance Learning, advisor of e-learning business site by Nikkei Newspaper, etc.
- Books: “Understanding e-Learning ” (2001) Diamond Publisher, Japan
  “IT Encyclopedia with Illustration” (2001) Toyokeizai Publisher, Japan etc.
Outline

- Trends of e-Learning in Japan
- e-Learning in Asia
- Japanese Initiatives with Asia
- Future of e-Learning
Trends of e-Learning in Japan
e-Learning Trends: Exhibition

• e-Learning World 2002
  – Exhibition: about 150 exhibitors, 26,000 audience.
  – Seminar: about 1000 audience

• e-Learning World 2003
  – July 30-Aug.1 (3days)
  – Exhibition: about 200 exhibitors, 27,400 audience.

• e-Learning World 2004
  – July 27-30 (3days)

Japanese e-Learning Market estimates?

Different estimates from different institutions. But all of those estimates indicate growth of market.

Major sectors are corporate training and higher educations.

Examples of Japanese e-Learning Market estimates

- 2003: MPHPT 82.3 Billion Yen, ALIC 170 Billion Yen
- 2004: MPHPT 115.1 Billion Yen, ALIC 257.5 Billion Yen
- 2005: MPHPT 154.1 Billion Yen, ALIC 348.8 Billion Yen
- 2006: MPHPT 198.5 Billion Yen, ALIC 348.8 Billion Yen

*MPHPT: Ministry of Public Management, Home Affairs, Posts and Telecommunications
*ALIC: Advanced Learning Infrastructure Consortium
e-Learning Market in Japan

Projected Changes in WBT Market in Japan

(Unit: JPY100 million)

- Elementary and Secondary Education
- Higher Education
- Specialized, Vocational and Other Education
- In-house Corporate Education
- Lifelong Education and Other

Source: ALIC survey results
Trends in Major Sectors

**Corporation**
- **Present**: Major users are large corporation and IT related companies.
- **Issues**: Small number of users in medium/small companies. Big issues in quality and variety of content.
- **Prospect**: Increase ASP users, getting less expensive.

**University**
- **Present**: Major universities have started utilizing because of social and institutional changes.
- **Issues**: Students have not yet experienced. Need more experience on content development.
- **Prospect**: Many universities will be out of business. Compete/cooperate with corporations.

**Public Sector**
- **Present**: Local governments and other public organizations are slow to use e-learning.
- **Issues**: Budget issues, No IT strategy and low IT literacy.
- **Prospect**: Possible big market in the long term.
Trends in Universities

Type 1
Independent

Type 2
Universities
Consortium

Type 3
Portal business with
different universities

Majority

example: Gifu prefecture, Mie
prefecture
seeking international cooperation

university and private
training institutions
compete each other to
get adult learning
market

in the future

Getting more expectation to universities
in corporate training and lifelong learning
e-Learning Strategy Map <Corporate Model>

<B: Channel>
- agency training
- supplier training (with SCM)
- customer training (with CRM)
- IR

<D: New biz development & Sales/Marketing>
- New business development
- Marketing products and service through e-Learning

<A: In-house training>
- Efficient training
- Cost reduction
- Knowledge management

<C: Communication>
- Permeation through employees
- Supporting efficient and multi communication and project mgt
- New product and service training

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e-learning Content for Promoting e-Learning

“e-Learning Strategy for Corporate Innovation”

[Objective]
To promote e-Learning in Japan, especially UFJI members (more than 10,000 companies)

[Features]
1. Comprehensive approach on strategic use of e-Learning
2. Suggested study in the order of priority
3. Practical and model case studies
4. Simulation for implementation

<Content>
• Introduction: Trends / Pre test
• Strategy Zone: Strategic approach and case studies
• Knowledge Zone: Knowledge and know-how
• Consulting Zone: Simulation and consulting

Produced by UFJI e-Learning Strategy team
Sample: “e-Learning Strategy”
e-Learning in Asia
Paradigm Shift of Learning Methodology

Synchronous <Live Interactive>
- Conventional Class
  - Real time / Live Type
    - Video/Audio-conferencing (by Satellite, ADSL or ISDN)
    - Web based Live-conferencing

Asynchronous <Self Paced / On Demand>
- Information Center/Library
- Computer Based Training (CBT)
  - On Demand Type
    - Web based Training (WBT)
    - Streaming Video

One location

At Distance

Mobile Learning
Trends of e-Learning in Asia

- **Methodology**
  - synchronous/asynchronous
  - blending

- **Technology/Standards**
  - rapid change/de-fact standards

- **Market/Player**
  - active in higher education/large corporations

- **Content/Service**
  - mainly IT skills/language education

- **HRD**
  - developing e-Learning experts/managers?
APEC Multimedia Distance Learning (MDL) Project

• To enhance the concept and practices of e-Learning in APEC region
• From the middle of 1990s. until Year 2000
• 2 Conference: 1998 in Taipei and 2000 in Sapporo, Japan
Asia e-Learning Initiative Forum
(Bangkok, Thailand, 5 June, 2002)

• Thailand government organized the forum to support the concept of AEN.
• Japan (METI and ALIC), Singapore, Malaysia, Philippines and Thailand made presentation on status of e-Learning and best practices.
The 1st National Conference on e-Learning  
(Manila, Philippines, 1-2 August, 2002)

• Philippines’ ITECC organized the domestic conference on e-Learning.
• Plenary and 3 Parallel Session with small exhibition (15 companies)
• About 900 participants. Mainly from School and universities.
Korea e-Learning 2002
(Seoul, Korea, November 14-15, 2002)

- Organized by Korean government and KELIA
- more than 400 participants from government, universities, and industry
- more than 20 companies exhibited
Japanese Initiatives with Asia
Asia e-Learning Network (AEN): Objectives and Background

Objectives:

- Initiate Asian cooperation to facilitate the spread of e-Learning
  - Improving access to high-quality education/training
  - Standardization
  - Knowledge sharing

- Establishment of “Asia e-Learning Network (AEN)”

Background:

- At the AEM+3 meeting in Siem Reap, Cambodia in May 2001
  Proposed as a new initiative by METI, Japan

- At the AEM+3 meeting in Hanoi, Viet Nam in August 2001
  Approved as an AEM+3 project by many countries

*AEM+3: ASEAN 10 countries with Japan, China and Korea*
Framework of AEN [FY2002]

Human network for promoting e-Learning in the region.
(a) Sharing information on the latest e-Learning trends and technologies
(b) Promoting interoperability of e-Learning systems and contents
(c) Promoting the spread of knowledge and effective use of e-Learning
1st AEN Conference was held in Tokyo on July 24-25th, 2002.

Day 1: July 24th: In the morning, AEN Organizing meeting. Participated from 12 countries. AEN Tokyo Statement was endorsed. In the afternoon, each experimental projects group had discussion for finalizing project plan.

Day 2: July 25th: Keynote Speech, Country Reports and introduction of AEN Experimental Projects. CEO, ADL from USA made a keynote speech. 50 international participants in 200 selected participants.
Countries working on AEN Experimental Projects (FY2002)

5 SE Asian countries with Japan (6 projects)
Japanese Higher Education, Vendors together with Asian countries fro IT Human Resource Development

- Thirteen Higher Education systems in six countries will use two types of SCORM based e-Learning materials to promote and educate IT Human Resources.

<table>
<thead>
<tr>
<th>Type</th>
<th>Japan</th>
<th>Asia</th>
<th>Vendors</th>
<th>Status</th>
<th>Genres</th>
<th>Contents</th>
<th>Hours</th>
<th>Student Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of Tokyo,</td>
<td>Singapore, Nanyang</td>
<td>IBM Japan</td>
<td>WBT Self Study, Electronic BBS, VOD, TV conference</td>
<td>Government policy, Law, Economics, IT</td>
<td>Electronic Governing and Electronic Commerce</td>
<td>11-15 hours</td>
<td>2 Instructors 10-30 University students (or equivalent)</td>
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<td></td>
<td>NIME</td>
<td>Technological University</td>
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<tr>
<td>1</td>
<td>Tokyo Institute of</td>
<td>Thailand, Asian Institute</td>
<td>Hitachi Electronics</td>
<td>Satellite communications</td>
<td>IT</td>
<td>Intelligent Signal Processing, 「VLSI Design」</td>
<td>90 mins x 14 weeks x classes</td>
<td>1 Instructor + TA per class 50 Japanese students, 35 Thailand Students</td>
</tr>
<tr>
<td></td>
<td>Technology</td>
<td>of Technology</td>
<td>Services</td>
<td>course -&gt; WBT Self Study</td>
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<td>1</td>
<td>Aoyama Gakuin University</td>
<td>Philippines, De La Salle University</td>
<td>Unisys Japan</td>
<td>Non synchronous method learning</td>
<td>Economics, IT</td>
<td>Material Requirements Planning (MRP) system</td>
<td>90 mins x 8 times</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Kyoto University,</td>
<td>Malaysia, Multimedia</td>
<td>NTT-X</td>
<td>WBT Self Study</td>
<td>IT</td>
<td>Visual process</td>
<td>90 mins x units</td>
<td>Few Instructors 10-20 Students</td>
</tr>
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<td></td>
<td>Waseda University</td>
<td>University</td>
<td></td>
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<tr>
<td>2</td>
<td>Keio University</td>
<td>Vietnam, Vietnam National</td>
<td>HITACHI</td>
<td>WBT Self Study</td>
<td>Law, Economics</td>
<td>International Relationship Theory, Comparative Development Theory</td>
<td>90 mins x 13 weeks x classes</td>
<td>5 Instructors 50-100 students</td>
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<tr>
<td></td>
<td></td>
<td>University, Hanoi</td>
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*All WBT is SCORM based.*
Promotion & Enlightenment Content of e-Learning (CD-ROM and WBT)

WBT Content for promoting e-Learning "Understanding e-Learning and e-Testing: Basic, Trends and Practices"

• e-Learning basics, methods, and tools
• Japan and Worldwide trends
• Case studies and guidelines

*This content was developed by UFJI for JIPDEC and METI, Japan as Japanese contribution to AEN.
Image: Introduction of e-Learning

Understanding e-Learning & e-Testing / Part 2

Yamatake Building Systems
Best Blending of In-House Content

1. Blending
2. Development of a system to promote e-Learning implementation
3. Knowledge management

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JICA-Net

- two-way communications tool and web contents to improve effectiveness and efficiency of technical cooperation programs.
- complements ordinary technical cooperation programs enabling more knowledge transfer and exchange opportunities.

Source: JICA (Japan International Cooperation Agency)
Series Programs

• Mixing real-time and on-demand programs.

• Series of lectures on major subjects.

Launch in this year:

• Practical Business Management
• Rural Revitalization and Local Government
• Computing Literacy
• E-Government
• Public Administration and Policy
• Japanese Language
AOTS Distance Training

- Synchronous: Video conferencing and Interwise
- Asynchronous: WBT on Japanese language, etc

Oshima’s lecture in video conference with Interwise

Source: AOTS (Association for Overseas Technical Scholarship)
Future of e-Learning:
Key Factors for the future
Toward Future Cooperation

- Spread understanding of e-Learning and its standard
- Develop useful contents internationally
- Share know-how and technology for human resources development
- Foster e-learning specialist/ e-learning manager / instructional designer
- Linkage among International Initiatives
3 Approach for Promoting e-Learning

A) Contribute to the Standardization/technology development
B) develop international content and methodology
C) Enhance the awareness of e-Learning

- Enough Qualified Contents
- Improvement of Usability
- Domestic/Int’l Cooperation

Internationally and Domestically
Key Factors for the Future Sustainable Development

- Rapid changes in e-Learning Industry
- Mobile and Ubiquitous Learning
- Copyright, Security, Privacy Policy, etc.
- Instructional Design (ID) for e-Learning
- Domestic and International Cooperation
- User-centered concept
- Link Evaluation with Performance: e-BSC
The Concept of Ubiquitous Learning

Ubiquitous Learning
= e-learning + mobile learning

spread of broadband service

Progress of mobile devices

Any ware, Anytime and Anybody

mobile phone
digital TV
PDA
satellite
game
multimedia kiosk
Server

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educational Balanced Score Card (e-BSC)  
- Navigator for linking Evaluation and Performance – <4 Approach>

**Vision & HR Strategy**

- **Business results**
  - Evaluate the level of contribution to improvement of corporate culture, performance, etc
    - performance improvement made by training
    - development of leaders
    - intellectual property strategy etc.

- **Finance**
  - Evaluate financial accountability
    - financial accountability
    - ratio of outsourcing in total education cost
    - cost per trainee
    - level of cost reduction etc.

- **Learning process**
  - Evaluate educational quality management system
    - quality criteria
    - training management system
    - competency
    - Reduction of cost and time

- **Employees / Customers**
  - Evaluation the level of contribution to improvement of satisfaction inside/outside organization
    - Improvement of education/training
    - create collaborative corporate culture
    - employees’ retention
    - customer satisfaction and retention etc.

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e-Learning portal and community website
produced by Atsutoshi OSHIMA

“Learning Technology Network (LTN)”

WBT Content:
“e-Learning Navigation:
Basic, Practices and Simulations”

http://www.learning-technology.net/  <Japanese>
http://www.learning-technology.net/en/  <English>

*note: Most of contents in LTN are currently made in Japanese language.
Reference


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*most of papers/articles are written in Japanese.
Thank you!

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* Reference: e-Learning portal site produced by OSHIMA
  “Learning Technology Network (LTN)”
  http://www.learning-technology.net/en/