

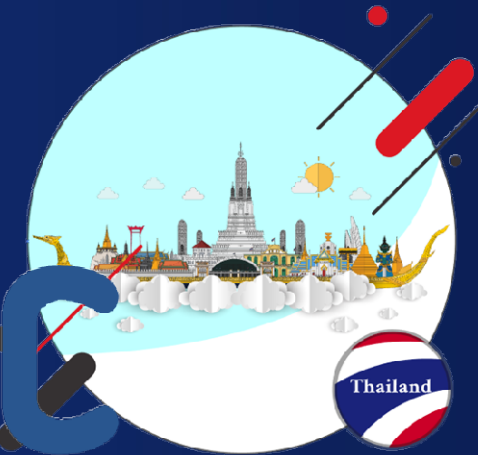


ASEM: MOOC's Stakeholder Forum 2020

# ThaiMOOC

Thailand Massive Open Online Course

Thai MOOC | Lifelong learning space for all | [www.ThaiMOOC.org](http://www.ThaiMOOC.org)



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Presentation presented at: ASEM: MOOC's Stakeholder Forum 2020 | 17 December 2020

# Thai MOOC

Thailand Massive Open Online Course

Thailand Cyber University Project (TCU), under the Ministry of Higher Education Science Research and Innovation, back in 2005, has developed a strategic plan related to open education that will lead to a learning society and promote lifelong learning via ICT and open content. TCU's flagship project over the past three years has been **Thai MOOC**, which is a national MOOC platform of Thailand. **Thai MOOC has providing services since 2016**, cooperated with over a hundred universities and institutions in production and improvement on MOOC platform and courses, to ensure qualities and effectiveness on its courses for LLL learners and sustainability of LLL



Nowaday, Thai MOOC has more than

**577,850** users

The average amount of users during COVID-19 is

**35,000 – 50,000**

users /a day

**472** Courses  
(Increase **58.7%**)



**89** University/institution/college cooperate in developing courses

**9** Higher Education Networks

- Upper Northern Higher Education Development Network (Chiang Mai University)
- Lower Northern Higher Education Development Network (Naresuan University)
- Upper Northeast Higher Education Development Network (Khon Kaen University)
- Lower Northeast Higher Education Development Network (Suranaree University of Technology)
- Eastern Higher Education Development Network (Burapha University)
- Upper Central Higher Education Development Network (Chulalongkorn University)
- Lower Central Higher Education Development Network (King Mongkut's University of Technology Thonburi)
- Upper Southern Higher Education Development Network (Walailak University)
- Lower Southern Higher Education Development Network (Prince of Songkla University)



Thai MOOC has learners from 13 - 60+ years retired people)

The statistic shows that more than 50% of Thai MOOC learners are in their adulthood (working-age) which is the largest group of learners.



13 years old

School-Age and  
Adolescent

- Formal education students
- Non-formal education students

Working-Age

- Government officer
- Company Employee
- Entrepreneur
- Farmers
- Unemployed

60+ years old

Retired Age

- Want to earn extra income
- Want to gain knowledge and skills

# 21 Agencies

- Department of Disease Control
- Naval Education Department
- Department of Science Service
- Department of Agricultural Extension
- Excise Department
- Office of the Civil Service Commission
- Office of the Non-Formal and Informal Education
- WORLDDIDAK Association
- Office of the National Digital Economy and Society - Commission
- Office of Information Technology Administration for Educational Development
- Social Work Professions Council
- BUREAU of Information and Communication Technology
- National Electronics and Computer Technology Center
- Provincial Electricity Authority
- TOT Public Company Limited
- Advertising Association of Thailand
- Professional and Organization Development Network of Thailand Higher Education
- Toyota Motor Thailand Co., Ltd.
- Home Pro Company Limited
- Thai Airways International Public Company Limited
- Bangkok Hospital

Government Agencies, and private companies who use Thai MOOC courses for a professional development (upskill and reskill)





## International Bilateral and Multilateral Cooperation

Online courses exchanges: 22 Courses (as of 2020)



Xuetangx : Chinese  
(6 courses)



Università di Napoli Federico II  
Federica Web Learning  
(2 courses)



K-MOOC  
KMOOC : Korea  
(7 courses)



Kyushu University, Japan  
(1 courses)



National Chiao Tung University  
Taiwan, China  
(1 courses)



National Open University of  
Taiwan, Taiwan, China  
(3 courses)



TAIWANMOOC :  
Taiwan, China  
(2 courses)

Thai MOOC has cooperated with leading international universities in **the exchange of open online courses** to ensure high quality of online courses from foreign countries for Thai learners. **We are looking for strengthening the cooperation in course exchanging, course co-creating, and co-developing of MOOC courses.**



# International Bilateral and Multilateral Cooperation



K-MOOC

International Cooperation



The 1<sup>st</sup> Asia-Pacific MOOCs Stakeholders Summit (Thailand) March 3, 2017



Present: International cooperation regarding the courses exchange



教育部  
在线教育研究中心  
MOE Research Center for Online Education



Federica Weblearning  
Università di Napoli Federico II

Localizing courses with English Subtitles and also Thai Subtitles.

Ministry of Higher Education, Science, Research and Innovation (MHESI) Thailand Cyber University Project (TCU)





Localizing courses with English Subtitles and also Thai Subtitles.

Importance of Gastronomy Tourism

Week 7 Gastronomy Tourism Clip 02 Importance of Gastronomy Tourism  
**FOOD TOURISM IN 2015**

Emerging Destinations | Outbound Tourism | Traditional Destinations

According to World Food Travel Association, Food tourism is a 150 billion dollar global industry and that's about twice the Spanish tourism market in 2013, the 3rd largest in the world.

That's about twice the Spanish tourism market in 2013 (The third largest in the world).  
Food has played a significant role in travel industry. From a survey, 88.2 percents of survey respondents consider food as a brand image of travel destinations and a major motivation for choosing a destination. One third of tourism expenditures are on food and drink. The truth is we have to eat everyday, so when we travel we tend to eat at least 2 or 3 meals per day. Food lovers also spend a bit more than the average of 25 percent spent by travelers in general. Tourists can be less sensitive about food prices. There is the evidence showing that

กรณีศึกษา ตอนที่ 1 (Case Study ep.1)

บทที่ 9 หัวข้อตอนที่ 9.3.1 กรณีศึกษากรณีศึกษา [EP.1]

Overall, my businesses belong to my family

and CSR, because his businesses seem to have certain roles on this wide area, whether on the overall, or the environment We'd like to see his view today on his own definition or meaning in your point of view of CRM and CSR. Please, brother Sand **Overall, my businesses belong to my family** I'm the second generation of the family, my businesses have been supported by local people for more than 40 years. About the definition of CRM and CSR, to me I'm familiar with many activities which have already been exercised, but for the characteristic of CRM applied by my company,





Cooperation with



# ภาษาเกาหลีเบื้องต้น

A Bridge to the world:  
Korean Language For Beginners

เริ่มลงทะเบียน 9 พฤศจิกายน 2563

เริ่มเรียน 16 พฤศจิกายน 2563

รหัสวิชา

Beginners I K-MOOC001

Beginners II K-MOOC002



# ASEM Network for MOOCs Initiative

## ASEM: MOOC's Stakeholder Forum 2020

*Envisioning future MOOC: the Pride, the Promise,  
the New Norm of Reality, and the Future*



## Special projects during a pandemic period

Thai MOOC Talk Webinar | Online Community | Online training | hybrid Conference

## Before COVID-19

The JMOOC K-MOOC and Thai MOOC Executive Meeting for Collaborative Activities Planning incombining with "Nano degree" content experts meeting 15-16 January 2018 The Windsor Suites & Convention Hotel, Bangkok , Thailand

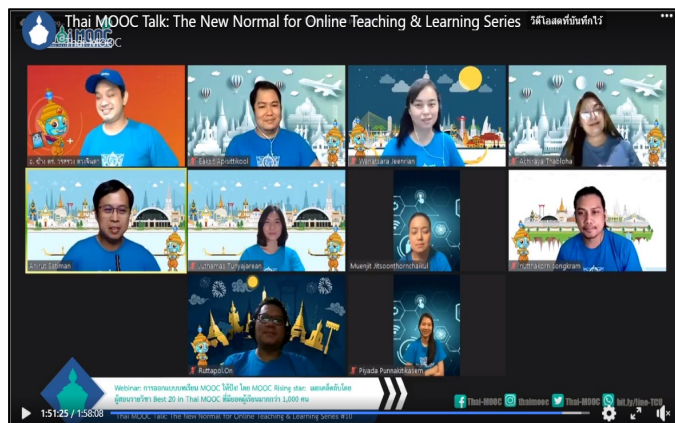


## Before COVID-19

The 10th TCU International e-Learning Conference 2019 Imagine MOOCs for All July 08-09, 2019  
BITEC Bangna, Bangkok, Thailand



**TALK**  
**Thai MOOC**  
 THAILAND MASSIVE OPEN ONLINE COURSE  
**175,900**  
 views



## Thai MOOC Talk Activities (March-July 2020)

Online broadcast through Facebook and YouTube | Live stream on every Thursday (7.00-9.00 pm.)

[:https://thaimooctalk.thaicyberu.go.th](https://thaimooctalk.thaicyberu.go.th)

- » **The 1<sup>st</sup> Thai MOOC Talk**  
 Discussion about Online Teaching and Learning During the Epidemic of COVID-19  
 Broadcast on 12 March 2020 with 8.6K reach  
**7.6K Views**
- » **The 2<sup>nd</sup> Thai MOOC Talk**  
 Tools Demonstration  
 Online Teaching and Learning  
 Broadcast on 19 March 2020 with 103K reach  
**7.2K Views**
- » **The 3<sup>rd</sup> Thai MOOC Talk**  
 Keep Abreast of Online Teaching and Learning from Overseas  
 Broadcast on 26 March 2020 with 8.2K reach  
**4.4K Views**



# Thai MOOC courses: Solutions during and after the epidemic

Series of courses for the preparation to the **New Normal**.

Series of courses for the preparation to the **Workforce**.

Thai MOOC

Dashboard Search **Organization** About Questionnaire

Search Organization [Search] [Clear]

All Organization 65 Organization

 aat สมาคมโฆษณารับรองมาตรฐาน advertising association of thailand AAT-MOOC	 KMUTL MOOC	 PIM MOOC	 CMU MOOC Learning & Wisdom
 สำนักงาน ก.พ. OCSC Office of the Civil Service Commission OCSC-MOOC	 STOU MOOC	 CU MOOC	 KMUTT MOOC
 depa กรมส่งเสริมการค้าระหว่างประเทศ Digital Economy Promotion Agency DEPA-MOOC	 NU MOOC	 TSU MOOC	 SPUMU MOOC SRIPATUM UNIVERSITY



# Thai MOOC Series of courses for the preparation to the...

Thailand Massive Open Online Course

## New Normal

- Professional development for online teaching series includes 32 courses, i.e.
  - Information technology and Communication for education <https://cutt.ly/CU022>
  - Technology Enhanced Learning for Digital Era <https://cutt.ly/SPU005>
  - Fun and Practical Active Learning in Classrooms <https://cutt.ly/CMU021>
  - Competency for teacher in digital age <https://cutt.ly/SWU006>
  - Innovation and Digital Technology for Education <https://cutt.ly/KU004>



## Workforce (competency readiness)

- Professional development for elderly caretaker series includes 9 courses, i.e.
  - Gerontological Nursing <https://cutt.ly/CMU003>
  - Geriatric health status care in 21st century <https://cutt.ly/CPRU004>
  - Food for Elders <https://cutt.ly/CRRU012>
  - Caregivers techniques <https://cutt.ly/MU014>
- Learners will receive both the professional certification & credit bank counted toward the degree programs for community colleges and university level.)



# Online Community

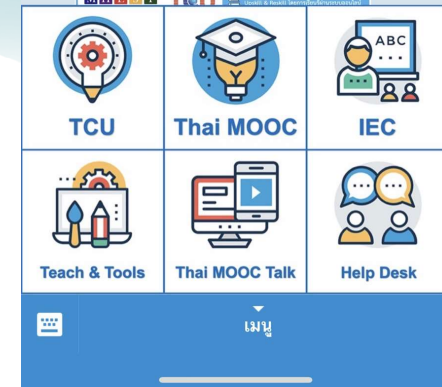
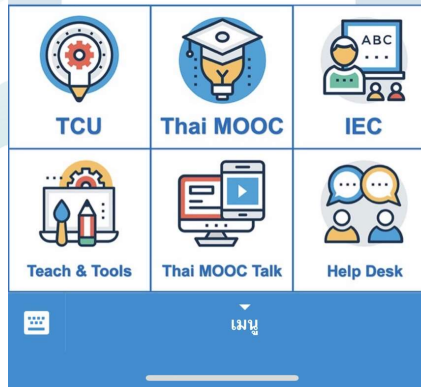
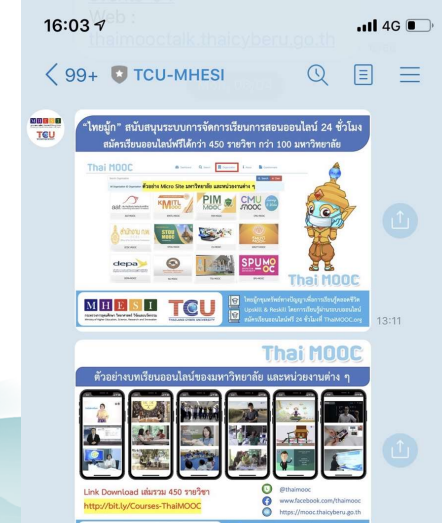
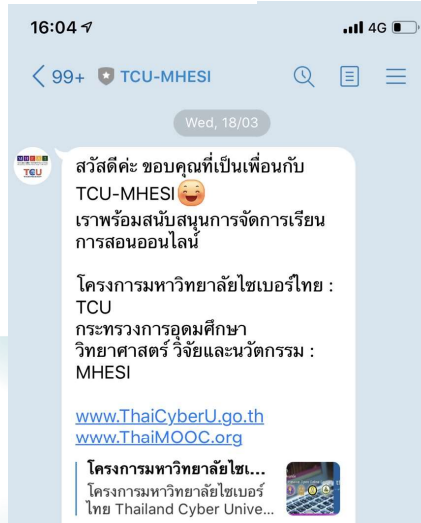


# LINE Official Account



TCU-MHESI

Friends 339







Hybrid Conference



# The 11<sup>th</sup> TCU International e-Learning Conference 2020 Hybrid Conference

Online Webinar

## DISRUPTIVE ECOLOGY: NEW NORMAL OF EDUCATION IN POST COVID-19

### Highlighted Speakers

Associate Professor  
**Soranit Siltharm, M.D.**  
Permanent Secretary, Ministry of Higher Education,  
Science, Research and Innovation, Thailand



Thaponee Thammeter



Curtis J. Bonk



Susan Elliott



Dhawal Shah



Bruno Siciliano



Catherine Mongenet



Shuaiguo Wang



Ruth Kerr



Gerurd Hanley



Kurunam Pushpanotham



Wan Zuhainis binti Saad



Melinda dP. Bundaluria



Yoshida Masami



Chaitis Dhiruthiti



Supoet Srimutapong



Anuchai Theeraroungchoisri



Jintavee Khlaisang



Prawnanya Suwannathachote



Varasuang Duangchinda



Anirut Satiman



Live Video Conference

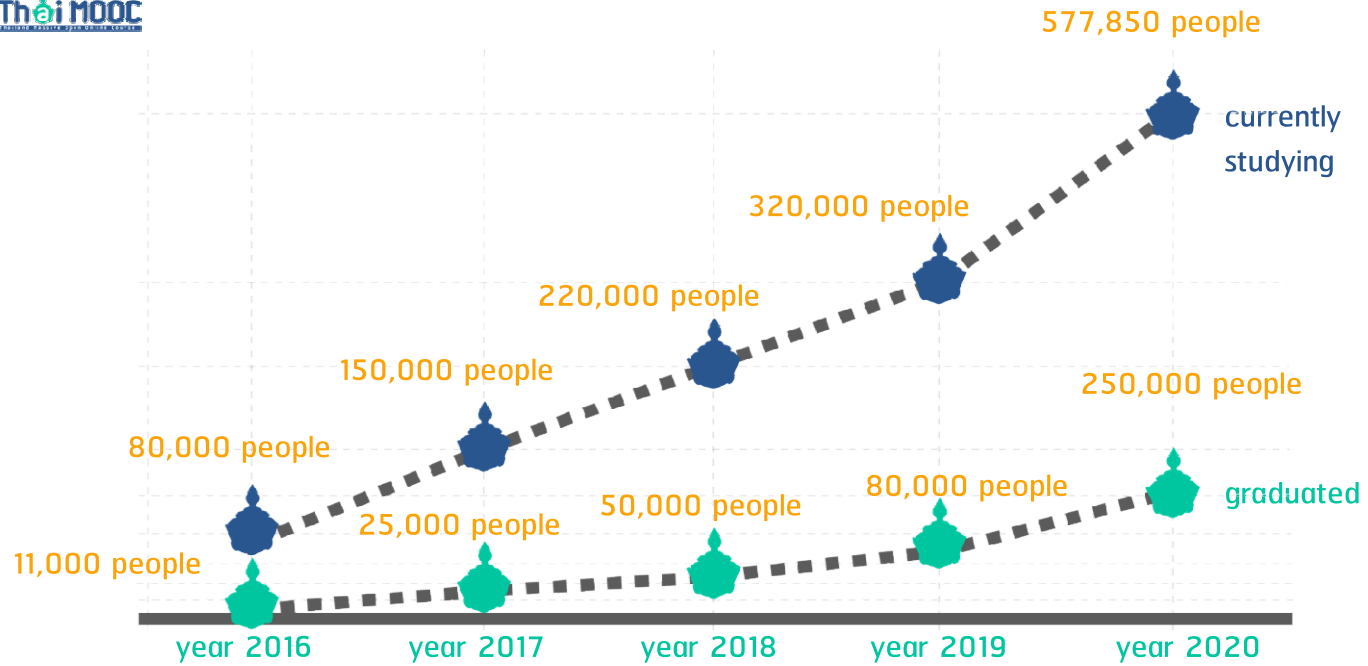
# 30<sup>th</sup> July 2020

8.30-15.30 (GMT+7)



<https://iec2020.thaicyberu.go.th>

#tcuiec2020



The statistics of current users and graduated users who have passed course criteria  
Annual information from 2016 to 2020

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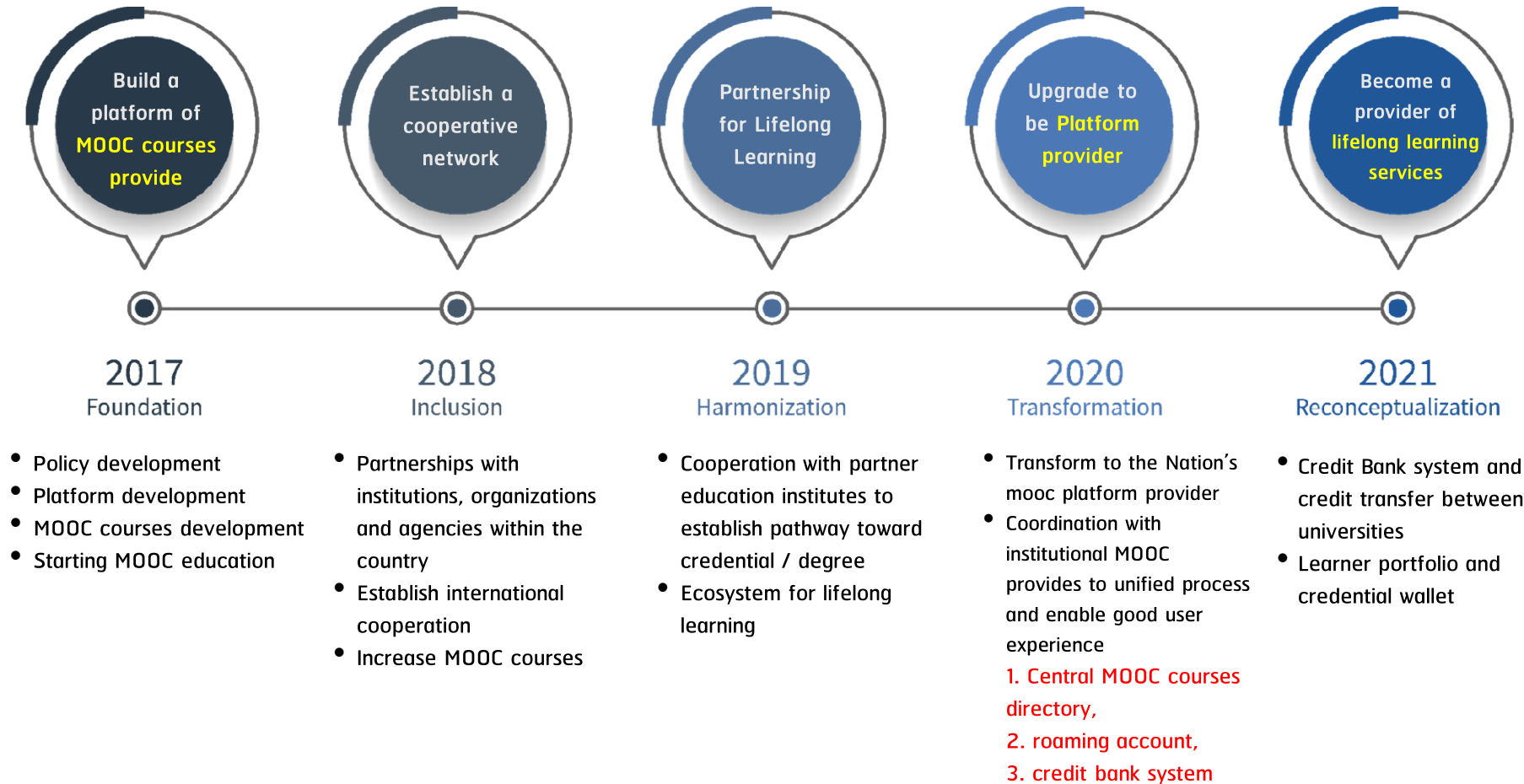


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Thailand Massive Open Online Course

# FUTURE DIRECTION

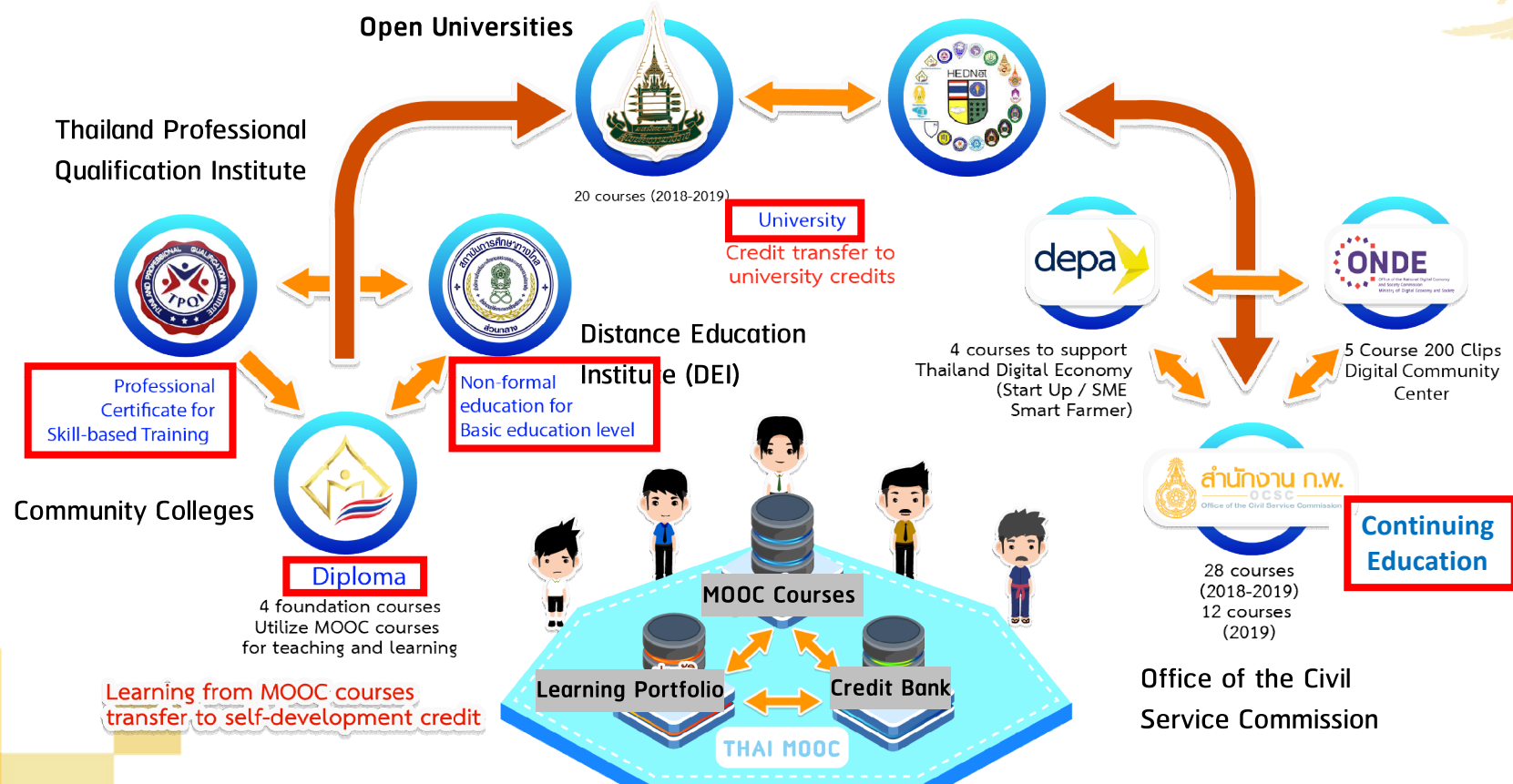
Roaming Account | MOOC Courses Directory | Credit Bank System

## Operation Plans of **Thoi MOOC** 5 years (2017-2021)



# Stackable MOOC courses

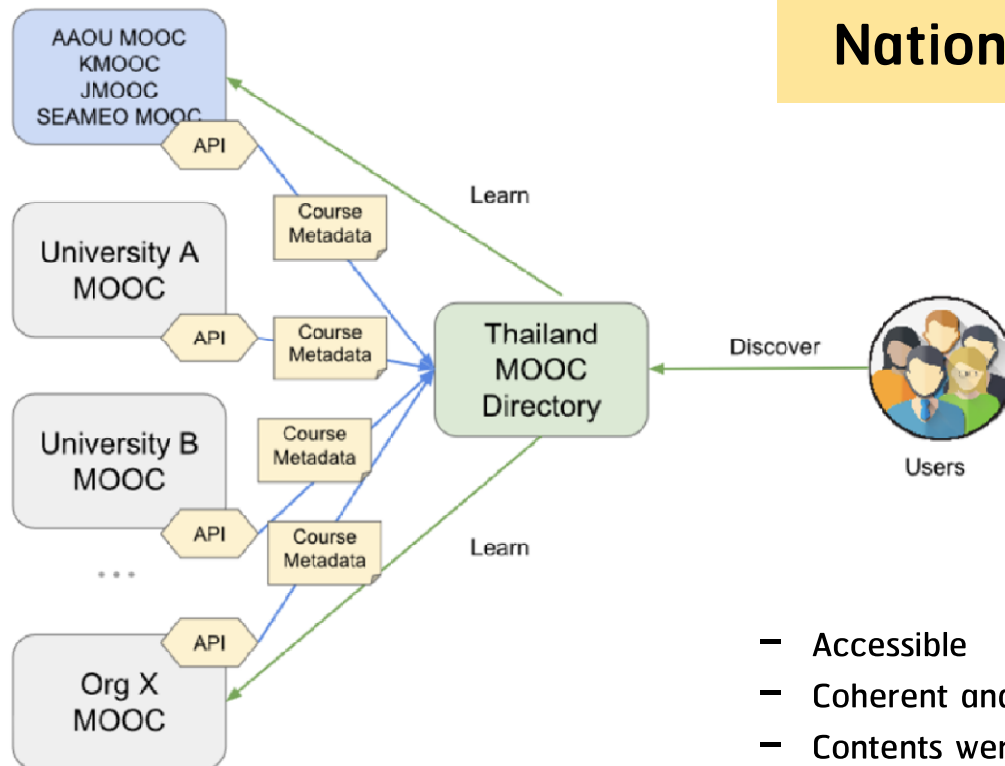
toward degree programs



Learning from MOOC courses transfer to self-development credit

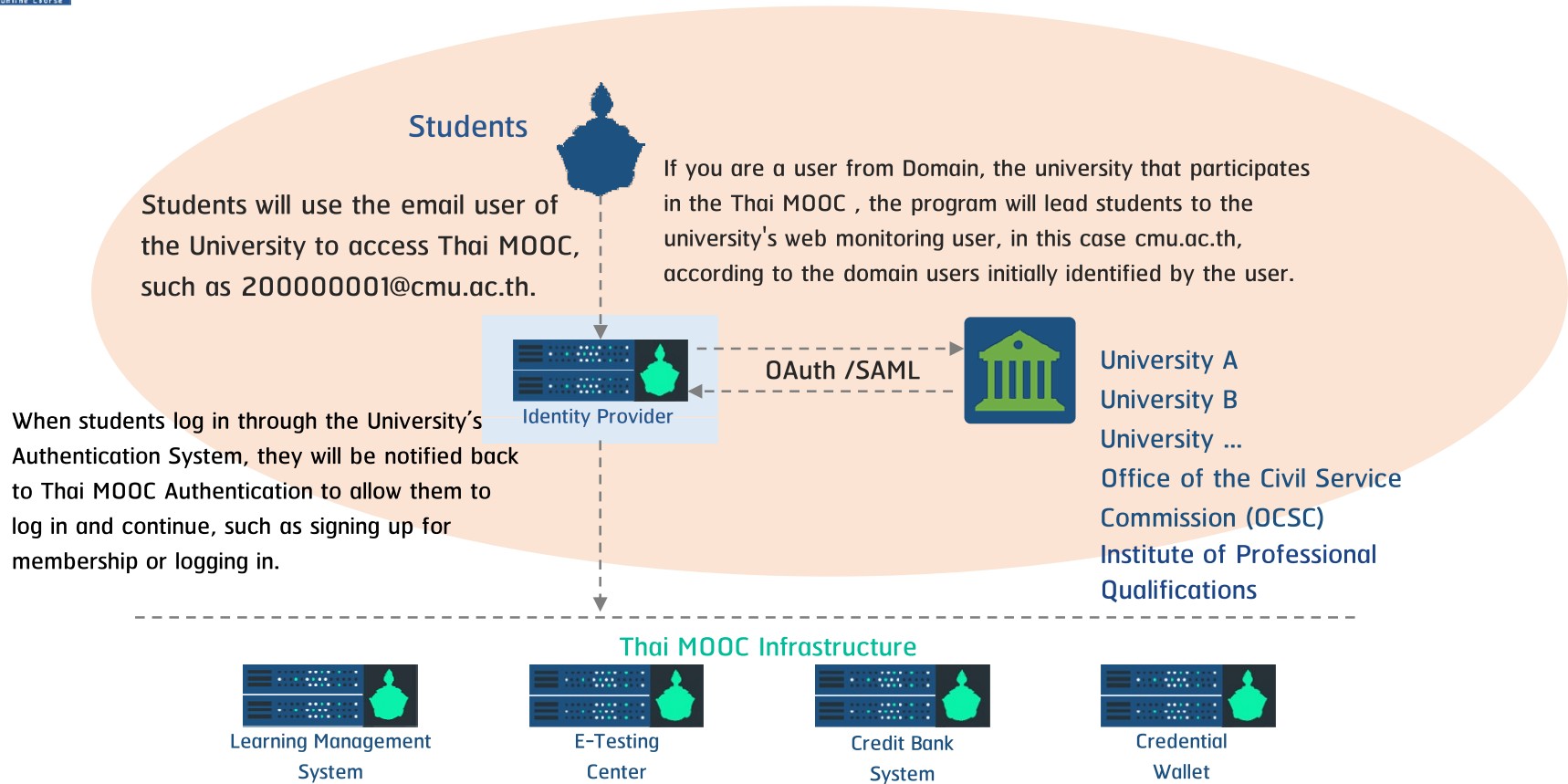
## Conceptual Model of Thai MOOC Directory

# National MOOC Courses Directory

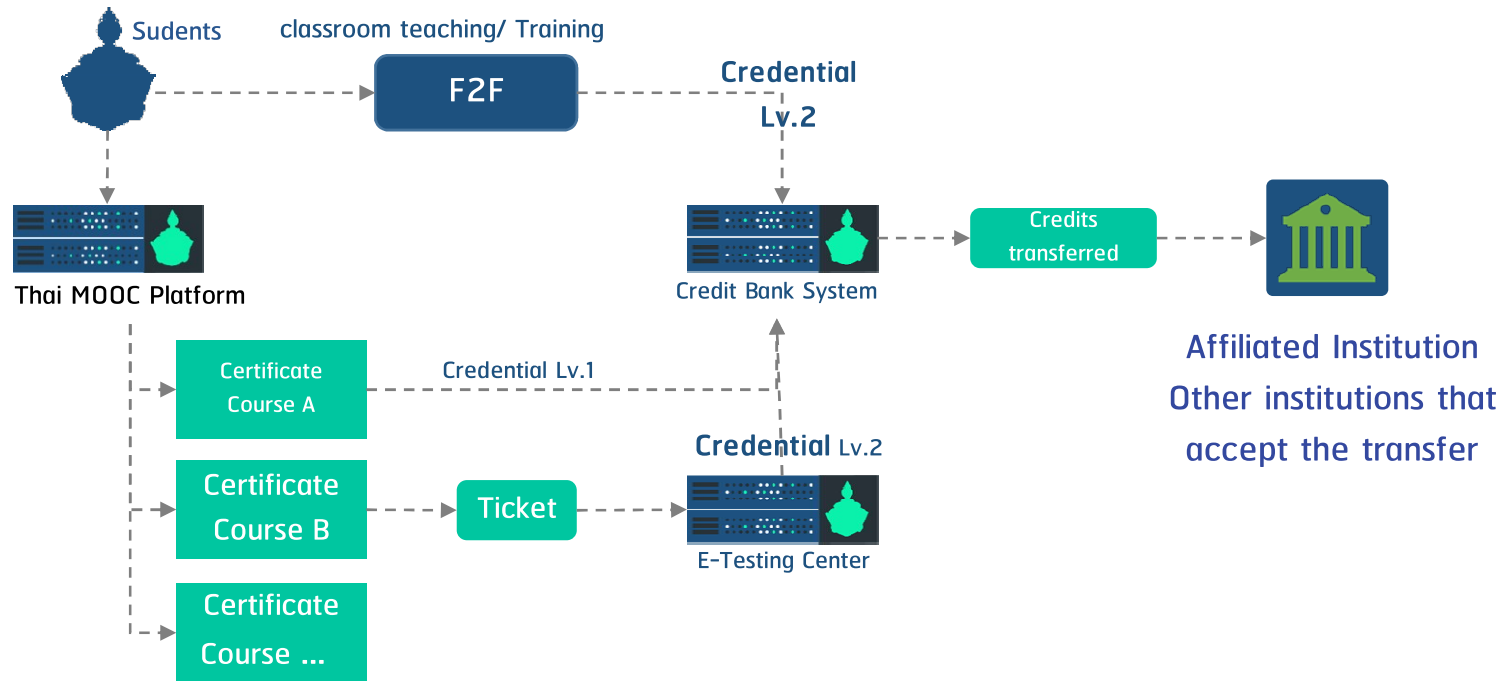


- Accessible
- Coherent and complete curriculum
- Contents were developed without reproducing duplicate contents

# Roaming Account : Conceptual Model



# Credit Bank System : Conceptual Model





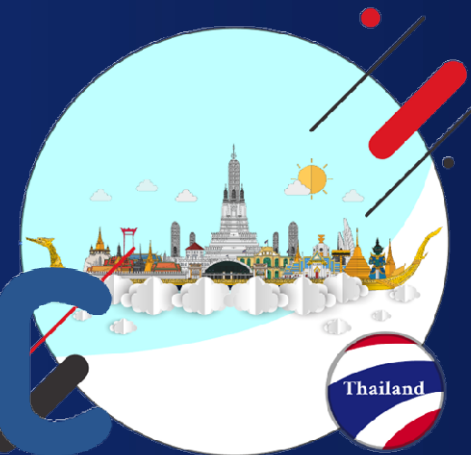


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