



The 3rd Annual Forum on e-Learning Excellence in the Middle East 2010

Bringing Global Quality to a Local Context

February 1st - 3rd, 2010
The Address Dubai Mall
Dubai, U.A.E.

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ifip, The International Federation for Information Processing is a non-governmental, not-for-profit umbrella organisation of national learned societies working in the field of Information Technology. It was established in 1960 under the auspices of UNESCO as a result of the first World Computer Congress held in Paris in 1959.



- Is the leading multinational, non-political organisation in Information & Communications Technologies and Sciences, recognised by United Nations and other world bodies
- Comprises IT Societies from 56 countries or regions, covering all 5 continents with a total membership of over half a million
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- Contact your member society
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IFIP Secretariat

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The 3rd Annual Forum on e-Learning Excellence in the Middle East 2010

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Forum Welcome Messages

Welcome Message from HE the Chancellor

Under the Patronage of His Highness Sheikh Hamdan Bin Mohammed Al Maktoum, Crown Prince of Dubai, and President of Hamdan Bin Mohammed e-University, the 3rd e-Learning forum is commencing on the same day that Hamdan Bin Mohammed e-University was launched on February 1st, 2009.

HBMeU has evolved from what used to be known as e-TQM College; under the leadership of His Highness Sheikh Hamdan Bin Mohammed Al Maktoum.

The e-Learning forum has evolved since its inception in 2008. This year the Forum Theme demonstrates and reflects the local experience under the theme of "Bringing Quality to a Local Context" considering the importance of contextualization of learning in a global knowledge society. It places emphasis on systemic approaches of online education and training where every region and culture strives to preserve its own identity and values, while contributing to the construction of a knowledge-based society and economy according to global quality standards

Knowledge as a whole emerges beyond the borders of traditional systems of education while the demands on e-learning and knowledge are significantly growing. After all, knowledge is the currency of this digital age. In order to provide a high quality e-learning experience, technological advancements, innovations, tools and conceptual artefacts are key elements.

We are now in the main stage of the expansion of know-how of e-learning. This will define an era that will truly transform every aspect of business, of government, of society, and life. It will not happen all at once, but simply stated, we are now entering a world where knowledge and learning contents are being transformed from physical and analogue, to digital, mobile, virtual and personal learning arena.

The focus of the forum shall be on the integration of quality and excellence in e-learning design, development, implementation and assessment which combine both global and local expectations and where local contextualization of global quality will depend on our capacity to connect the local context to the global one to help overcome challenges and obstacles.

Finally, it gives me great pleasure to welcome all forum participants who have come from different parts of the world to share their practices, case studies, experiences and exchange ideas in this interactive platform. We hope you find this forum beneficial and rewarding

HE Dr. Mansoor Al Awar

Chancellor

Hamdan Bin Mohammed e-University





Forum Welcome Messages

Welcome Message from HE the Vice Chancellor



Dear Participants,

In the ongoing efforts of the UAE to lay the foundation for a new post-oil era, the role of education and capacity building remains and will remain central, even through the difficult times of an economic crisis. His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai, declared in the Wall Street Journal: “Nearly 1.5 billion people live in our neighbourhood, and more than 50% of them are under the age of 25. In the Arab world alone, some 80 million young people -- out of a total population of 300 million -- are seeking jobs. I look at these young people as extraordinary resources for nation-building. If we can take our vision beyond Dubai, I think we can save a lot of young people from humiliating unemployment, from becoming extremists. Education and entrepreneurship are the twin underpinnings for building a safer world. With these two institutions, we'll have fewer angry young people, fewer frustrated youths ready to embrace radicalism because they have nowhere else to turn”.

Last year saw a major evolution of our institution, from eTQM college to Hamdan Bin Mohammed e-University, with the declared ambition to prepare a new generation of highly qualified and exceptional educators technologically enabled and responsive to the needs of the diverse society of the 21st century. To achieve this goal, Hamdan Bin Mohammed e-University has invested a lot in human brainpower, taking knowledge from the best experts around the world. Time has come now to make the products of that brainpower widely available, and technology allows for this.

Increasing access, improving quality and reducing cost of education– all at the same time, would not be possible without the appropriate technologies. Technology has always made great contributions to increase and improve access to education, allowing to break the iron triangle of access, cost and quality that had constrained education throughout history. Technology-enhanced education allows to overcome the insidious assumption, still prevalent today, that in education you cannot have quality without exclusivity. By creating good learning materials, we may have also avoided the trap of new educational technologies, that would be to focus on technological details rather than educational goals.

We hope that this will make us a privileged engine of educational development in the region and in the whole Arab World, preparing people to walk the talk on access and student-centred pedagogy.

HE Dr. Ibrahim Mahmood

Vice Chancellor

Hamdan Bin Mohammed e-University

Welcome Message from the Forum Chair

Dear Participants,

On behalf of the Forum Organizing Team, it gives me great pleasure to welcome you all to the 3rd Annual Forum on e-Learning Excellence in the Middle East.

For the third consecutive year, our conference is held in Dubai, but for the first time this year, it will be placed under the Patronage of His Highness Sheikh Hamdan Bin Mohammed Al Maktoum, Crown Prince of Dubai and Patron of Hamdan Bin Mohammed e-University.

'Bringing Global Quality to a Local Context', theme of the 2010 e-Learning Forum, reflects the importance we attach to building bridges to the outside world and creating connections with different cultures. The forum emphasizes systemic approaches of networked education and training where every region and culture participates in the construction of a knowledge society and economy according to global quality standards, while striving to preserve its own specificity, identity and values. But the theme of this year reflects also the important change of scale and scope of our institution that evolved in February 2009 from eTQM College to Hamdan Bin Mohammed e-University.

What a challenging year it has been for all of us...

Our focus on e-Learning excellence combines global and local expectations encompassing a wide range of the latest topics in research, design, implementation, and assessment of e-Learning performance. We are convinced that the local contextualization of global quality will depend on our capacity to bridge and balance the local to the global and to help overcome limited scale and restricted attitudes by thinking globally while acting locally.

All these complex and challenging issues are addressed in six Keynote Addresses by outstanding international researchers in the field, including on the first day of the conference Dr Narimane Hadj Hamou, Assistant Chancellor for Academic Development at HBMeU, Professor Dieter Euler, from the Swiss Centre for Innovations in Learning at the University of St.Gallen (Switzerland), and Professor Gilbert Paquette, Canada Research Chair in Cognition and Educational Engineering. On the second day of the forum, Professor Denise Kirkpatrick, Pro Vice-Chancellor Learning, Teaching and Quality at the Open University (UK) and Professor Walter R. Allen, Allan Murray Cartter Professor of Higher Education at the University of California, Los Angeles (USA). And for the third day, Dr Julie Little, Senior Director, Teaching, Learning, and Professional Development EDUCAUSE (USA) and Professor Carmel McNaught, Director of the Centre for Learning Enhancement And Research (CLEAR) at the Chinese University of Hong Kong (China).

Every morning, the forum offers a Discussion Panel on a topic related to the keynote addresses of the day. In a lively interaction with the keynote speakers, participants are invited to express their personal opinion on specific questions and issues related to these topics, using electronic voting devices and microphones.

The first Discussion Panel will discuss 'Bringing Global Quality to a Local Context', the second one 'Learning, Teaching & Quality', while the third one addresses 'Effectiveness of e-learning policies, implementation and delivery'.

On the afternoon of the second day, a Research Panel allowing to discuss research trends in quality e-Learning, will be chaired by Prof Mohamed Abd El Hafeez Youssef, the Assistant Vice Chancellor for Scientific Research at Hamdan Bin Mohammed e-University.

In addition this year, the forum will propose three Special Interest Groups in Corporate e-Learning, K12 Education and Higher Education.

During the first day of the forum, corporate best practices are showcased in the first Special Interest Group on 'eLearning in the Corporate Sector', involving major e-learning providers such as Xpert





Learning, service providers such as Adobe and Apple, as well as organisations using e-Learning for their professional development and training, e.g. Emirates Airlines, ENOC, ADCO and Petrofac.

In parallel the same afternoon, a second Special Interest Group addresses topics related to 'Technology in the Classroom', allowing for the discussion on Technology-Enhanced learning in the K-12 education context.

The third Special Interest Group on Higher Education, will be held during the afternoon of the third day, taking the form of a round table chaired by Professor Bruce Taylor, distinguished representative of the Ministry of Higher Education & Scientific Research (MOHESR) of the UAE. This round table will give participants the opportunity to outline issues of quality assurance in online education state of the art in UAE universities, and to discuss the way forward.

As usual, more than seventy research papers and case studies will be presented every day by the delegates, in the context of thematic parallel sessions.

As in the previous editions of the forum, a set of six post-conference Capacity-Building Workshops will be offered on the third day, on topics such as situated-learning design, qualification frameworks or open and social learning. This year, video clips of keynote addresses will be available in podcast format for display on mobile devices. And last but not least, this year for the first time, there will be four offerings of a three hours workshop for school teachers, purely in Arabic. With groups of twenty teachers at time, the workshop will discuss the integration of ICT in K12 traditional teaching set ups, using some examples of simple and straightforward technology-enhanced learning projects in the classroom as case studies.

And last but not least, this year for the first time, there will be four offerings of a three hours workshop for school teachers, purely in Arabic. With groups of twenty teachers at time, the workshop will discuss the integration of ICT in K12 traditional teaching set ups, using some examples of simple and straightforward technology-enhanced learning projects in the classroom as case studies.

As usual, the forum features a variety of Networking Opportunities and Special Events during which new initiatives will be announced, as well as an exclusive Gala Dinner on the second day of the forum, during which the best paper will be awarded.

The excellent conference program of the 3rd Annual Forum on e-Learning Excellence in the Middle East 2010 is a result of the efforts of many individuals who contributed their time and expertise leading up to the event.

On behalf of the organizing committee, I would like to thank all team members for their hard work in selecting an exceptional set of papers and presentations. On a personal note, I would also like to thank our colleagues of the organizing and production committees for their support and camaraderie. We are indebted to the support of the conference sponsors including the International Federation for Information Processing (IFIP), our partners Xpert Learning, Arab Business Machines and Apple, GraphEast and Adobe.

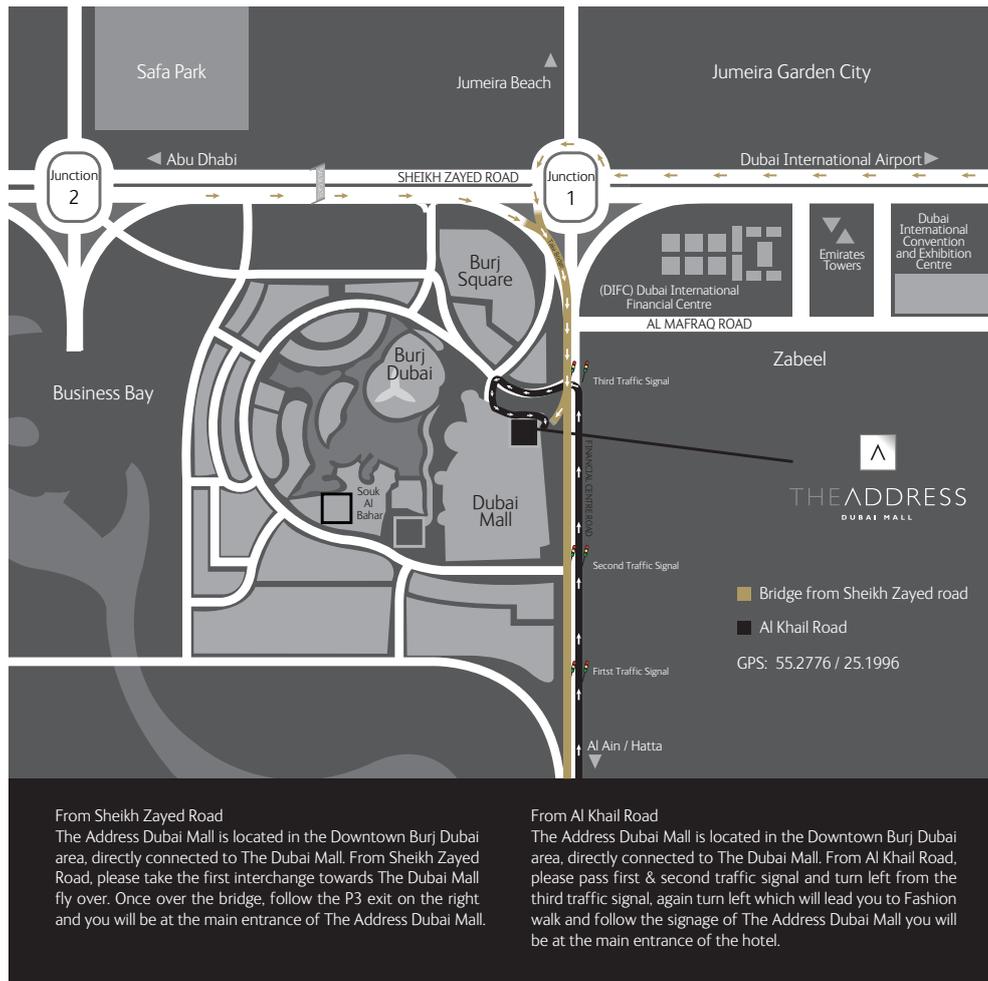
Finally, and on behalf of the forum organizing team, I would like to invite you to take an active role in this forum by presenting your work, participating in the discussions, or simply honoring us with your presence. We hope you have a rewarding and enjoyable time at the 2010 Forum on e-Learning Excellence in the Middle-East.

Prof Alain Senteni

Dean of the School of e-Education
Hamdan Bin Mohammed e-University

Forum Venue

The Address Hotel, Dubai Mall





Founded in 2003 Xpert Learning is one of the leading content and e-learning solution providers in the Middle East. As one of the first businesses in Knowledge Village Dubai, UAE, Xpert Learning provides solutions for e-learning and training across a range of market verticals working with blue-chip companies, fast-growth start-ups, educational institutions and public sector organisations.

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General Forum Information

FORUM VENUE

The 3rd Annual Forum on e-Learning Excellence in the Middle East will offer to all delegates and guests a unique opportunity to escape into a sumptuous world rich in Arabian culture & heritage. This year the forum will be taking place at The Address Dubai Mall overlooking the world's tallest tower, Burj Dubai, and connected to the world's largest mall, The Dubai Mall.

REGISTRATION DESK

Advance registration is highly recommended to save time at the registration desk during the forum. Delegates who have already been registered can walk into the registration area and approach their respective registration desks where they may collect their delegate bags and badges. Separate Registration Desks for presenters, sponsors and partners are set for your convenience.

Delegates can also register during the first day of the forum on the 1st of February through the "Walk in Registration" Desk. However, in such cases, delegates will need to make their payment in cash (AED) or using their credit cards via the online registration system.

Registration Desk will be available on the 1st of February 2010 (From 08:00-13:00) and on the 3rd of February for post forum workshops registration from (8:00 am to 9:30 am and from 12:30 to 14:00) in the pre-function reception area of the Diamond Ballroom of The Address, Dubai Mall.

FORUM INFORMATION DESK

For the convenience of our delegates, an Information Desk is set in the pre-function area throughout the forum. Delegates are welcome to approach the Forum Information Desk for any inquiry.

DELEGATE BAGS

All registered delegates will receive a delegate bag, sponsored by SUKAD that includes a CD containing forum proceedings, in addition to the Forum Program, Forum Evaluation Form and some other promotional material. Please make sure not to lose the materials within your delegate bags as the forum organizing team will not be able to replace any lost materials.



General Forum Information

DELEGATE BADGES

Badges are required to be worn at all times to enter forum sessions and events. The forum management reserves the right to ask you to show your badge at any time during the event. Lost badges may be replaced for a fee of 50 AED, so please keep track of your badges on site!

Help us serve you in a better way!

POST FORUM WORKSHOPS

As in the previous editions of the forum, a set of six post-conference Capacity-Building Workshops will be offered on the third day, on topics such as situated-learning design, qualification frameworks or open and social learning. An innovation this year is the availability of video clips of all keynote addresses in podcast format for display on mobile devices. And last but not least, this year for the first time, there will be four offerings of a three hours workshop for school teachers, purely in Arabic. With groups of twenty teachers at a time, the workshop will discuss the integration of ICT in K12 traditional teaching set ups, using some examples of simple and straightforward technology-enhanced learning projects in the classroom as case studies.

Delegates will need to be pre-registered at the workshops in order to attend.

Certificates of attendance for the workshops will be sent within ten days from the workshop date.

SPECIAL INTEREST GROUPS AND LUNCHES

In addition this year, the forum will propose three Special Interest Groups in Corporate e-Learning, K12 Education and Higher Education.

During the first day of the forum, corporate best practices are showcased in the first Special Interest Group on 'eLearning in the Corporate Sector', involving major e-learning providers such as Xpert Learning, service providers such as Adobe and Apple, as well as organisations using e-Learning for their professional development and training, e.g. Emirates Airlines, ENOC, ADCO, Petrofac.

In parallel the same afternoon, a second Special Interest Group addresses 'Technology in the Classroom' issues, allowing for the discussion on Technology-Enhanced learning in the K-12 education context.

The third Special Interest Group on Higher Education, will be held during the afternoon of the third day, taking the form of a round table chaired by Professor Bruce Taylor, distinguished representative of the Ministry of Higher Education & Scientific Research (MOHESR). This round table will give participants the opportunity to outline issues of quality assurance in online education', state of the art in UAE universities, and to discuss the way forward.

As usual, more than sixty research papers and case studies will be presented every day by the delegates, in the context of thematic parallel sessions.

Specific tables during the lunches of the 1st and 3rd February, 2010 will be allocated so that people with a common interest may meet and network.

General Forum Information

INTERNET ACCESS

Wireless internet access is available in all the forum central areas. Additionally, you will find six computer kiosks in the pre-function area, you may use them free of charge to check your email at any time in case you are not carrying your laptop or other wireless devices that would allow you to do so. Please make sure that you use these computers for only short periods of time to allow other delegates to use them.

KEYNOTE ADDRESSES PODCASTING

In addition this year, with the support of our partners Arab Business machines, MediaCast and Apple, the video clips of all keynote addresses will be available on iMacs placed in the forum lobby with the possibility to access them either on mobile devices as podcast, on DVDs burnt on the spot, or later in the conference website.

PRAYER ROOMS

The Address Dubai Mall has prayer rooms (both male and female) available for Muslim delegates; you may ask at the Information Desk for assistance in locating these rooms.

COFFEE BREAKS

Coffee breaks will be taking place on all 3 days of the forum, including the post-forum workshops in the pre-function area as indicated on the signage boards.

LUNCHESES

All lunches throughout the forum will be taking place around 13:00 on all days of the forum. Fees for lunches are included within the registration fees. All delegates will need to be wearing their badges at the time of lunches. All lunches are scheduled for no longer than one hour, therefore delegates are kindly requested to keep track of time.



General Forum Information

THE FORUM GALA DINNER

Hosted by the Hamdan Bin Mohammed e-University, the Forum Gala Dinner will take place on the 2nd of February 2010, at 20:00 at the Diamond Ballroom in The Address Dubai Mall. All authors whose papers and case studies are presented during the forum will receive an invitation to the Gala Dinner, within their delegate bags.

Other delegates may register separately for the Gala Dinner at the time of registration. The cost for the Gala Dinner is 150 AED per person.

The announcement of the winners of the Best Paper and Best Presentation awards will also be made during the Gala Dinner along with the acknowledgement of all forum sponsors, partners and supporters.

FORUM HIGHLIGHTS

SMOKING

Please note that the 3rd Annual Forum on e-Learning Excellence in the Middle East is a 'smoking free' event, therefore smoking in any of the forum venues is not allowed.

ALCOHOL

Alcohol will not be served throughout the event; and delegates are kindly requested to abstain from bringing alcoholic drinks to any of the forum venues.

DRESS CODE

The dress code throughout all days of the forum is business casual, and UAE national dress for both males and females is also a welcome option.

USE OF MOBILE PHONE

Delegates are required to keep their mobiles on silent mode throughout the forum functions including plenary sessions, post-forum workshops, debate, best practice showcase and research paper presentations.

TIMING

Delegates are kindly requested to be punctual at the different events and functions of the forum to ensure they do not distract other attendees.

General Information on Dubai

Dubai is the second largest emirate within the United Arab Emirates. It is a desert city-state on the shores of the beautiful Arabian Gulf, replete with clean, sandy beaches and clear, blue-green waters. It has an ancient heritage that survives amidst the skyscrapers and highways of a modern, cosmopolitan city.

Dubai offers a breath-taking variety of attractions and activities for visitors

MUSEUMS & SIGHTSEEING

Dubai Museum & Sheikh Saeed Al Maktoum's House

A trip to the Dubai museum will give you a glimpse into Dubai's fascinating past. We also advise to visit Sheikh Saeed Al Maktoum's house to view a collection of old photographs. The Heritage and Diving Village at Dubai is a must see for all traditional arts and crafts lovers.

Al Bastakia

Al Bastakia Area in Bur Dubai dates back to the early 1900s, and occupies the eastern section of the old town along the Creek, extending to a length of 300 meters, and depth of 200 meters in the southern direction. This area represents an important area in the history of architecture, and the urban development of the town.

Jumeirah Mosque

One of the largest and most beautiful mosques is the Jumeirah Mosque. It is a spectacular example of modern Islamic architecture and is built of stone in medieval Fatimid tradition, the mosque is a city landmark in Dubai. It is particularly attractive at night when subtle lighting throws its artistry into relief.

Burj Al Arab

Burj Al Arab which has become an iconic symbol of Dubai is a part of The Jumeirah Beach Resort, it is designed to resemble a billowing sail; the hotel soars to a height of 321 meters, dominating the Dubai coastline. At night, it offers an unforgettable sight, surrounded by choreographed color sculptures of water and fire. This all-suite hotel reflects the finest that the world has to offer.

Dubai Palm Islands

Palm Islands Dubai (Jumeirah Palm Island one of the islands) are one of the most ambitious real-estate developments on earth, heralded as the 8th wonder of the world. These artificial islands have been designed to cater to the tourists coming to the city, they house luxury resorts and hotels such as the Atlantis and resorts, private villas, shopping malls, water theme parks as well as eateries and health spas. They are definitely very spectacular and not to miss by anyone visiting Dubai.

SHOPPING MALLS AND SOUQS

Dubai is labeled as the "Shopping Capital of the Middle East". With so many shopping malls and souqs, there's no better place to find products at unbeatable prices. It is truly a duty free shopper's paradise. Dubai's numerous shopping malls cater to every consumer need, clothing both prêt a porter and haute couture, jewellery, electronics, furnishing, gift items and souvenirs, sporting equipments, and any other goods will likely all be under the same roof. Luckily this year, our forum is taking place during the famous Dubai Shopping Festival.

SHOPPING MALLS

BurJuman Centre

The residence of high-fashion BurJuman brings the world before your eyes. Here's where the world's leading brands mingle comfortably with one another. Louis Vuitton, Dior, Hermes, Valentino, Emanuel Ungaro, Loewe, Etro, Cartier, Van Cleef & Arpels, Christian Lacroix,



General Information on Dubai

Salvatore Ferragamo, Just Cavalli, and many more.

Deira City Centre

With over 350 shops, Deira City Center is considered to be one of the most popular mall of Dubai, it adjoins the Sofitel City Centre Hotel opposite the Dubai Creek Golf & Yacht Club.

Dubai Mall

Actual retail space about 3.8m sq ft, and internal area about 5.9m sq ft including posh restaurants, an Olympic ice-skating rink, and the largest goldfish bowl you've ever seen. The Dubai Mall is opened daily from 10:00 am to midnight.

Dubai Outlet Mall

It is home to over 200 stores offering top brands at heavily discounted prices of up to 90 percent (last season's products of course). Products available include clothes, shoes, sportswear and sporting goods, perfumes and cosmetics, electrical goods, watches, sunglasses, furniture, and toys.

Festival Waterfront Centre

Festival Waterfront Centre brings together a magnificent retail offering, an unsurpassed selection of restaurants and cafés and a rich entertainment experience all within an architectural masterpiece. It features 550 shops, including 20 anchor stores, 90 restaurants, cafés and bistros, a 12-screen Cinema, and a vast entertainment centre.

Ibn Battuta Mall

Named after famous traveller and explorer Ibn Battuta. The mall is split into five main courts: China, India, Persia, Egypt and Andalusia.

Mall of the Emirates

The Mall of the Emirate on Sheikh Zayed Road has over 400 stores and entertainment options that include Ski Dubai- the world's largest indoor ski park, a 14-screen Cinema and Dubai Community Arts and Theatre. It also has 65 restaurants and coffee shops with everything from fast food to themed restaurants and exclusive dining alternatives. This is one of the largest malls outside North America and one of the biggest malls in Dubai.

Mercato Mall

"Mercato" is the Italian word for "market," and this mall is modeled after the Italian Renaissance. The structural design is intended to create the feel of the Mediterranean.

Wafi Shopping Mall

Wafi Shopping Mall is regarded as one of the most elegant shopping complexes in Dubai, having distinct pyramid-shaped atrium roofs. It houses a popular family entertainment center, Encounter Zone, features a roller-blading rink, virtual reality simulators, a 3D motion theatre, and crystal maze. The Khan Murjan underground souk, which was recently inaugurated is part of the Wafi Center complex and is designed as the 14th century Souq - the Khan Murjan Caravanserai in Baghdad, Iraq, with inspiration taken from other souks around the Middle East. It is considered to be a tourist attraction rather than a full-on shopping center.

Generally, most of the shopping malls are open all days of the week from 10:00 to 22:00, except on Fridays where some shops open after the Friday Prayer (14:00 onwards)

General Information on Dubai

SOUQS

Gold Souq

The gold souq is a vibrant centre for gold-loving buyers. There are plenty of designs to choose from. The most popular are 24-carat, you can also get 18, 21 and 22 carat gold.

Souq Madinat Jumeirah

Only 15 minutes away from the forum venue, the souq Madinat Jumeirah offers a colorful and vibrant market experience in an Arabian city.

Souq Al Bahar

Souk Al Bahar is an Arabesque shopping mall and entertainment destination located in the heart of the prestigious Downtown Burj Dubai, on the Old Town Island. Souk Al Bahar includes over 130 shops in an eclectic retail mix that includes 25 restaurants, cafés and lounges framing the souk's extensive waterfront promenade. Souk Al Bahar is linked to Dubai Mall and the future Burj Dubai tallest building in the World.

Spice Souq

The Iranian shops in the spice souq stock just about any spice you could think of. The thin alleyways of the souq are fragranced by the pungent spices the vendors have on display. Big barrels of cumin, dried lemons and coriander seed surround you on all sides and vie for space alongside baskets of star of anise, stacks of cinnamon sticks and oodles of frankincense.

The Dubai Shopping Festival (DSF)

The 3rd Annual Forum on e-Learning Excellence in the Middle East is taking place during the Dubai Shopping Festival (DSF) which starts on the 28th of January. The DSF is the ultimate in tourism marketing, in which retailers offer prizes to shoppers as well as huge discounts, a scheme which recently has been bringing at least an extra 3 million people to Dubai each time the event is held.

DESERT SAFARI AND DUBAI TOURS

Desert Safari

A trip to the Middle East is not complete without exploring the massive sand dunes of the Arabian deserts. Why not take a camel ride, or try sand surfing down the huge red sand dunes when the sun goes down, huddle around the campfire for a BBQ dinner and belly dancing show.

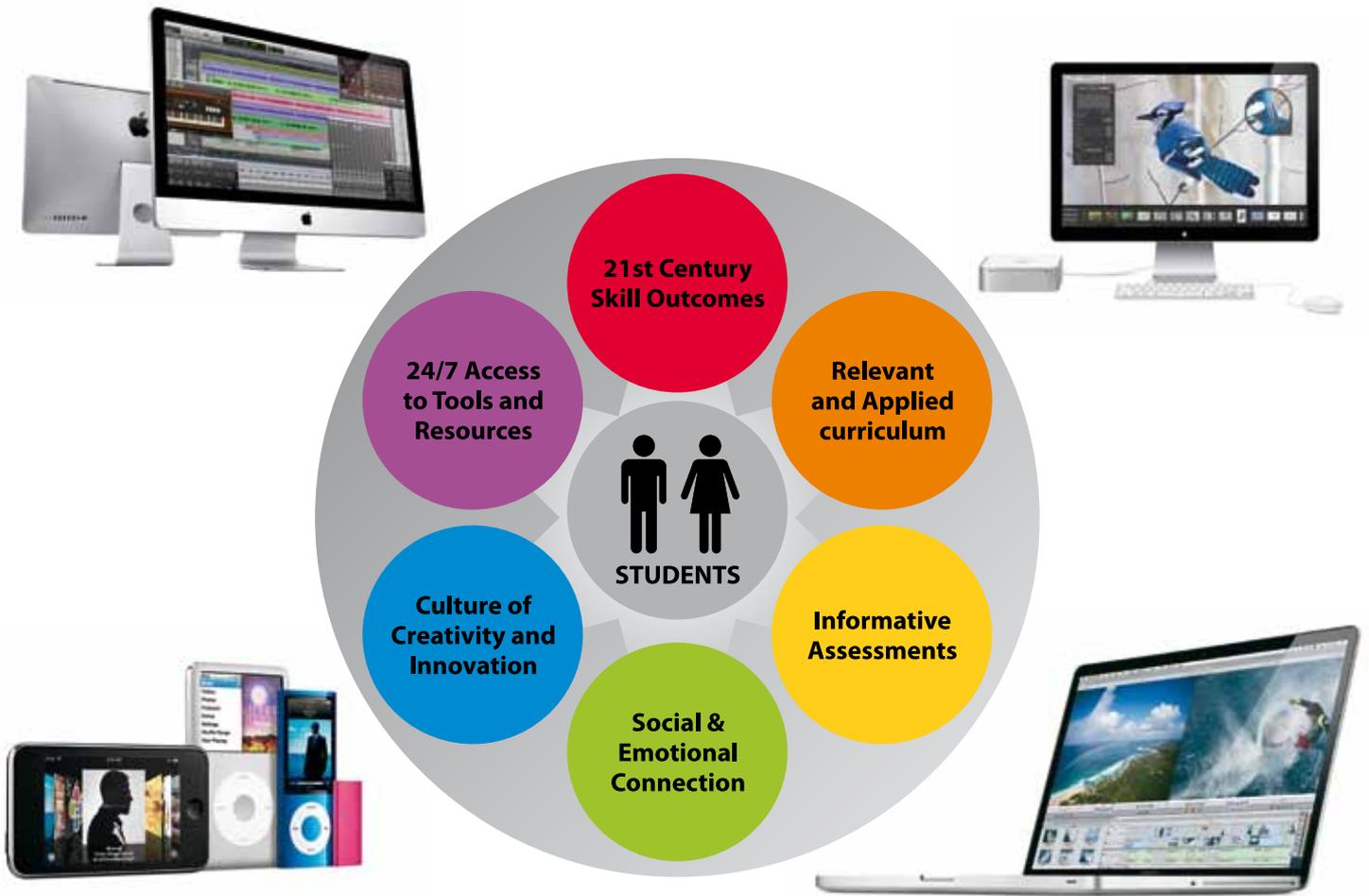
The Big Bus Tour

The Big Bus aims to give you the most enjoyable and memorable experience of life in Dubai. From the towering sail-shaped Burj Al Arab hotel to the mysterious gold and spice souqs, what better way to see Dubai's breathtaking views? So, hop onto the big brownish-red double decker bus for a quick tour of Dubai's main attractions starting and finishing at Wafi City.

Hot Air Ballooning

Glide gently in a hot air balloon over giant sand dunes, wandering camels, oasis and rugged mountains, while you marvel at breathtaking views of the sunrise and its magical effect on the desert vistas.

For Desert Safari and open top bus tours you may contact your hotel concierge.



Mac. Built for Education.

Photo books



Movies



Music



Podcasts



Wikis and blogs



Websites



Presentations



Solution Expert



Forum Program

DAY 1	Monday, February 01, 2010	
8:00-9:00	Registration	Lobby
9:00-10:00	Forum Opening Launching of the 'Middle East e-Learning Association' Dr Narimane Hadj Hamou, HBMeU Prof Sebastian Von Solms, IFIP President, Forum Hon. Chair	Ballroom
10:00-10:45	Opening Address [Quality Development in Technology Enhanced Education from an International Perspective] Prof Dieter Euler, Swiss Centre for Innovations in Learning, St.Gallen Univ. (SW) Dr Narimane Hadj Hamou, Hamdan Bin Mohammed e-University (Dubai)	
10:45 - 11:15	Keynote Address I Prof Gilbert Paquette, Canada Research Chair in Cognitive and Educational Engineering (CAN)	
11:15 - 11:45	Refreshments & Networking	Lobby
11:45-12:15	Discussion Panel 1 [Bringing Global Quality to a Local Context] Moderator: Prof Carmel Mc Naught, CUHK Prof Dieter Euler, SCILD Narimane Hadj Hamou, HBMeU Prof Gilbert Paquette, LICEF Prof Walter R. Allen, UCLA	Ballroom
12.15 – 13:15	Morning Concurrent Sessions 1 Session 1a eLearning Strategies, Policies & Management Session 1b - eLearning Strategies, Policies & Management Session 1c Accreditation & Quality Assurance Session 1d Work Integrated Learning Session 1e Work Integrated Learning	Sapphire
		Ruby
		Topaz
		Emerald
		Ballroom
13:15 – 14:15	Lunch	Ballroom
14:15 - 17:15	Special Interest Group 1 [eLearning in the Corporate Sector] Chair: Paul Michael Gledhill, Director & Co Founder, Xpert Learning Quality & Best Practices in Corporate eLearning in the MENA Region	Ruby
	Special Interest Group 2 [eLearning in the Classroom] Chair Dr Rana Tamim, School of e-Education, HBMeU Quality & Best Practices for Technology in the Classroom	Sapphire
17:15 – 17:30	Refreshments – Networking- Announcements & Closing of Day 1	Ballroom
17:30	School of e-Education Advisory Board Meeting	Topaz



Tuesday, February 02, 2010
The Address, Dubai Mall

Forum Program

DAY 2		Tuesday, February 02, 2010	
8:30 – 9:00	Forum Opening & Announcements		
9:00 – 12:00	Workshop in Arabic [Technology in the Classroom] Dr Norma Ghamraoui, Lebanese University Dr Rana Tamim, HBMeU		Emerald
9:00 – 9:30	Keynote Address II Prof Denise Kirkpatrick, Pro VC Learning, Teaching & Quality, Open University (UK)		Ballroom
9:30 – 10:00	Keynote Address III Prof . Walter R. Allen, Allan Murray Carter Professor of Higher Education, University of California Los Angeles (USA)		
10:00 – 10:30	Discussion Panel 2 [Learning, Teaching & Quality] Moderator: Prof Mohammed Ally, Athabasca University (CAN) Prof Denise Kirkpatrick, Open University Prof Walter R. Allen, UCLA Dr Julie Little, EDUCAUSE		
10:30 -11:00	Refreshments & Networking		Lobby
11:00 -13:00	Morning Concurrent Sessions 2	Session 2a Effectiveness of e-Learning	Sapphire
		Session 2b Effectiveness of e-Learning	Ruby
		Session 2c Technology-Enhanced Learning	Onyx
		Session 2d Technology-Enhanced Learning	Topaz
		Session 2e Technology-Enhanced Learning	Ballroom
13:00 – 14:00	Lunch		Ballroom
14:00-15:00	Middle-East E-learning Association (MEEA) 1st General Assembly		Topaz
15:00-16:30	Middle-East E-learning Association (MEEA) Board of Directors		Topaz
14:00 – 17:00	Workshop in Arabic [Technology in the Classroom] Dr Norma Ghamraoui, Lebanese University Dr Rana Tamim, HBMeU		Emerald
14:00 - 15:30	Afternoon Concurrent Sessions 3	Session 3a Designing for Learning	Sapphire
		Session 3b Designing for Learning	Ruby
		Session 3c- Facilitating Online Learning	Ballroom 1
		Session 3d Historical Evolution & Research-Based Evidence	Ballroom 2
		Session 3e Historical Evolution & Research-Based Evidence	Ballroom 3
15:30 – 16:00	Refreshments & Networking		Lobby
16:00-17:00	Research Panel [Research in e-Learning] Chair: Prof Mohamed Abd El Hafeez Youssef, HBMeU Prof Gilbert Paquette, LICEF Prof Carmel Mc Naught, CUHK Dr Najwa Dham, HBMeU Dr Bryn Holmes, HBMeU		Ruby
16:00-17:00	Academic Advising Discussion Group Prof Denise Kirkpatrick Chair: Prof Nabil Baydoun AA systems and experience AA in an online environment AA with large audiences Automating large AA systems		Sapphire
17 :00	Announcements & Closing of Day 2		Ballroom
20:00 - 23:00	GALA DINER & BEST PAPER		Ballroom

Forum Program

DAY 3	Wednesday, February 03, 2010	
8:30 – 9:00	Forum Opening & Announcements	Ballroom
9:00 – 12:00	Workshop in Arabic [Technology in the Classroom] Dr Norma Ghamraoui, Lebanese University Dr Rana Tamim, HBMeU	Emerald
9:00 – 9:30	Keynote Address IV Prof Carmel McNaught, Centre for Learning Enhancement And Research (CLEAR), The Chinese University of Hong Kong (CH)	Ballroom
9:30 – 10:00	Keynote Address V Dr Julie Little, EDUCAUSE Learning Initiative (USA)	
10:00 – 10:30	Discussion Panel 3 [Effectiveness of e-Learning policies, implementation and delivery] Moderator: Prof Mohammed Ali, Athabasca University Prof Carmel McNaught, CUHK Dr Julie Little, EDUCAUSE John Lesperance, COL Sheila Jagannathan, World Bank Institute	
10:30 -11:00	Refreshments & Networking	Lobby
11:00 – 12:30	Wrapup round table [Challenges and way forward] Moderator: Dr Narimane Hadj Hamou, HBMeU - All Keynote Speakers	Ballroom
12:30 – 13:00	Forum Closure	
13:00 – 14:00	Lunch	
14:00 – 17:00	Workshop in Arabic [Technology in the Classroom] Dr Norma Ghamraoui, Lebanese University Dr Rana Tamim, HBMeU	Emerald
14:00 – 17:00	Special Interest Group 3 [eLearning in Higher Education] Chair: Professor Bruce Taylor MoHESR Round Table on Quality Assurance in Online Education in the UAE	Topaz
14:00 - 17:00	[W1] m-Learning Prof Mohamed Ally, Director, Centre for Distance Education, Athabasca University (CAN)	Ruby
	[W2] Situated Learning Design for e-Learning Prof Mohan Menon, UNWRA (JORDAN)	Sapphire
	Conference Workshops [W3] COL's Transnational Qualification Framework (TQF) Mr John Lesperance, Commonwealth of Learning (CAN)	Onyx
	[W4] Research-Based Evidence for e-Learning Effectiveness Prof Carmel McNaught, CLEAR, The Chinese University of Hong Kong (CH)	Ballroom
	[W5] Acrobat Connect by ADOBE/Graph East e-Learning Solutions	Lobby 2 nd floor



Forum Program: Keynote Speakers [Ballroom]

Monday 1st February 2010, 10:00-10:45,

Quality Development in Technology Enhanced Education from an International Perspective: Lessons learnt and challenges for the design of quality systems

Dr Narimane Hadj Hamou, Assistant Chancellor for Academic Development, HBMeU (Dubai)
Professor Dieter Euler, Swiss Centre for Innovation in Learning, University of St.Gallen (Switzerland)

Quality development is one of the key issues for the further advancement of educational programs and institutions. But how to put this aspiration into practice? What are the key factors in setting up and implementing a quality management system in education? Where are the obstacles and how to overcome them?

The keynote will address these questions by drawing on international experiences. There is a growing consensus on the major ingredients of a demanding quality development system. Some of the major components will be outlined and discussed with regard to their implications and benefits for educational practice. In addition, special emphasis will be placed on the Middle East e-Learning Quality Framework which has been developed jointly by Hamdin Bin Mohammed e-University and the Swiss Center for Innovation and Learning at the University of St. Gallen. The framework which gives special attention to the particularities of the region, tackles six different dimensions including: Learning & Development, Economic, Organization, Change, Strategy and Technology.

Monday 1st February 2010, 10:45 - 11:15

Semantic Web Environments: Merging Learning and Knowledge Management

Professor Gilbert Paquette, Canada Research Chair in Instructional and Cognitive Engineering (CICE) and LICEF Research Center – Télé-université (Canada)

The beginning of this twenty-first century is characterized by the advent of what we have come to label “the knowledge society”. This mass movement is propelled by the Internet that now provides us with a large part of the knowledge that humanity has built through the ages and is building right now. Within a few clicks, one can reach, all around the world, libraries, museums, journals, radio or television stations, universities and schools, and knowledgeable persons. All these resources provide a huge mass of information and a starting point to process knowledge and acquire new knowledge and competencies.

Knowledge management and learning are thus merging, propelled by the now ubiquitous Web. In a few years, the Internet has evolved through overlapping generations that are most of the time called the Information Web, the Social Web and now, the knowledge or Semantic Web. I will discuss the impact of the Internet revolution on the new ways we gather information, transform it into knowledge and competency in order to learn, facilitate learning and process knowledge in order to work in organizations. I will underline the potential, as well as the limitations of Web 2.0, the Social Web, advocating the blending of collaborative activities with knowledge modeling, both in learning and working contexts. How can we make the Web more useful, more interactive and intelligent, more knowledge intensive to fulfill our more and more demanding learning and working needs? This is the subject of this address and of a forthcoming book, published in 2010 by IGI Global. It builds on knowledge and results developed in recent research or innovation project, some of which will be presented together with the tools and methods that have been developed and used.

Forum Program: Keynote Speakers [Ballroom]

Tuesday 2nd February 2010, 9:00-9:30

Putting the Social into Distance Learning

Denise Kirkpatrick, Pro Vice-Chancellor Learning, Teaching and Quality, The Open University (UK)

Community is a key feature of an effective learning environment and a success factor in providing effective learner support. The distributed nature of distance learning, and potential for students studying by distance to feel isolated exacerbates the need to develop and sustain formal and informal communities of learners. Learners studying by distance lack the association with a physical 'place' that accompanies campus-based education and that contributes to the sense of being part of that community. The creation of strong and sustainable learning communities is challenging when students are geographically distributed and are balancing life and work commitments with the demands of university study. The OU's approach to learning and teaching has always been underpinned by technology and Web 2.0 technologies have created opportunities for staff and students to engage in different ways and in new forms of communities. In recognition of the growing demand for personalised, social learning a number of projects support learners and learning in formal and informal settings. OpenLearn provides open educational resources drawn from our own learning materials and the contributions of others, from universities to learning groups. The activities associated with this project contribute significantly to the creation of a borderless learning community. "Open Social Learning" places learners in control of what, when, how and with whom they learn: material is in smaller chunks, studied when convenient, configurable from diverse providers, and if desired, may be tested and accredited. It supports and exploits the social dimensions of effective learning in formal and informal settings. Virtual worlds provide an alternative environment for student learning, through a virtual graduate school, classrooms, and labs. Second Life also provides a valued informal community and 'place' where students come together to socialise, share learning and support each other.

Tuesday 2nd February 2010, 9:30-10:00

[Quality + Diversity = Global Excellence] Embracing Difference to Improve University Teaching and Learning

Walter R. Allen, Ph.D., Allan Murray Carter Professor of Higher Education, Distinguished Professor of Sociology, University of California, Los Angeles (USA)

A primary challenge is to bring global quality to local contexts in ways respectful of difference. Generally the question is how to merge the best from global approaches to quality in higher education with the best from local models for delivery of higher education. Some argue the two goals are incompatible, they assume traditional perspectives must be completely eradicated for the benefits of so-called modern perspectives to be fully realized in higher education. I will draw on my research and practical experience with university programs that merge educational equity, cultural diversity and academic excellence to show how these sometimes competing goals can be successfully reconciled. This presentation will consider research and programs that inform efforts to implement global quality standards while being respectful of identity and values from specific local contexts.



Forum Program: Keynote Speakers [Ballroom]

Wednesday 3rd February 2010, 9:00-9:30

Using the voices of teachers and students to authenticate institutional policies on quality

Carmel McNaught, Director & Professor of Learning Enhancement, Centre for Learning Enhancement And Research, The Chinese University of Hong Kong (China)

The process of global benchmarking has brought great value to many emerging educational systems and institutions, and the value of rigorous processes to ensure the quality of teaching and learning is without question. However, all too often, universities look fixedly outside their own borders to seek ideas and status by aligning themselves somewhat unthinkingly with so-called international standards. It is this unthinking internationalization that I want to challenge in this keynote address. Each culture and each institution needs to balance external demands with the nature of its own internal community practices and expectations. During this talk I will use two projects at The Chinese University of Hong Kong (CUHK) to illustrate how the grounded experience of our teachers and our students is used to inform policy development in our own University, regionally, and even more widely through scholarly publishing. The first project involved interviewing 18 of our teachers who were recognized by students, peers and the University as being truly exemplary. The principles of excellent practice which emanated from these interviews were benchmarked globally and used in the framing of internal policies for teaching and learning, and eLearning development. The second project involved interviewing 57 recent humanities graduates to gather deeper perspectives on learning outcomes in the Humanities. The reflections of our graduates contribute to continuing reflections on the University's Strategic Plan and the design of forthcoming University-wide curriculum changes, including changes to the eLearning platform at CUHK.

Wednesday 3rd February 2010, 9:30-10:00

Innovation in Action: New Learning Environments for the 21st Century

Dr. Julie K. Little, Senior Director, Teaching, Learning, and Professional Development, EDUCAUSE (USA)

As we discover more about the way that people learn, the challenge is to design inquiry-driven learning environments focused on knowledge creation while moving outside the box of four-walls to access virtual experiences and content. And, while shaped by a lifetime of technological innovation, today's learner seamlessly moves around virtual spaces creating, sharing, and communicating; however, impulse does not translate into purpose and fluidity does not equate to literacy. How can higher education leverage our understanding of learning, the experiences of today's learner, and emerging technologies—from wikis and blogs to social networks and cyberinfrastructure—to build learning ecologies where students are encouraged to think critically and work collaboratively and content is generated and exchanged? Creating new learning environments that promote active learning, critical thinking, collaborative learning, and knowledge creation, and reaching and engaging today's students have been two of the five issues at the forefront of the EDUCAUSE Top Teaching and Learning Challenges Project. During this presentation, Dr. Little will cast a spotlight on ways to engage today's learners and prepare them to thrive in the 21st century. Activate your imagination. Join the dialogue.



بطاقة تفوق توقعاتك

"التجاري الإسلامي"، برنامج الخدمات المصرفية الإسلامية من بنك دبي التجاري، يقدم بطاقة التجاري الإسلامي فيزا انفينيت الائتمانية والتي صممت خصيصاً لتناسب واحتياجات عملائنا المتميزين بما تقدمه من المرونة المالية والقوة الشرائية بالإضافة إلى العديد من العروض الحصرية.

بطاقة التجاري الإسلامي فيزا انفينيت تجمع كل مزايا البطاقات الائتمانية وأكثر. إنها جواز مروركم إلى عالم متكامل من المزايا التي لا تضاهي كمناخ تأمين السفر واستخدام صالات الاستراحة في المطارات وخدمة المساعدة على الطريق إضافة إلى الحصول على نقاط التجاري والتي تتيح لك استبدال رصيدك من النقاط بأميال سكاى واردة أو بهدايا قيمة.

بطاقة التجاري الإسلامي فيزا انفينيت الائتمانية هي مجرد واحدة من المزايا العديدة لبرنامج الدانة الإسلامي لإدارة الثروات.

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Introduction

To encourage and contribute to the development of scientific thinking in the Arab world and the Middle East, The Hamdan Bin Mohammed e-University, Dubai is very proud to have published six bi-yearly refereed International Journals of Excellence on Education, Tourism Hospitality & Catering, e-Solutions for Management, Healthcare Management, Public Sector Management and e-Learning.

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Forum Workshops

WKS 1 [Design and Implementation of Mobile Learning]

Dr. Mohamed Ally, Director and Professor, Centre for Distance Education, Athabasca University (Canada)

Wed. February 3rd

14:00-17:00

Room: Ruby

As we move into the 21st century, it is important that everyone has access to quality education so that they can be productive in society. Learners must be able to access learning materials from anywhere and at anytime. The use of mobile learning will allow flexible access for workers on the job, people who live in remote locations, students, females who want to learn without leaving their communities, and the younger generation who have mobile devices and are comfortable using the devices. This workshop will cover how to design quality mobile learning materials and how to successfully implement mobile learning. Examples of mobile learning materials will be demonstrated and successful mobile learning projects will be described at the workshop. At the end of the workshop participants will contribute to a brainstorming session on how to successfully implement mobile learning in the United Arab Emirates and the Gulf region.

WKS 2 [Situating Learning Design for e-Learning]

Prof Mohan Menon, Chief, Educational Planning and Management, UNRWA-UNESCO Education Programme, Amman (Jordan)

Wed. February 3rd

14:00-17:00

Room: Sapphire

Contemporary thinking around learning suggests that learning is most effective and efficient when it is situated within a meaningful learning context, real or contrived. The most meaningful and effective ones are those that closely reflect real life, and those that do reflect real life are considered most authentic. This is called situated learning. The notion of situated learning is grounded in the belief that learning is most effective and efficient when learners are engaged in problem-solving, reflecting upon their actions and learning by doing within authentic learning contexts. The problems, scenarios and cases used in these learning contexts serve to situate and anchor all learning activities and also help in the understanding and retention of facts, principles and procedures'. In such educational settings learners are active partners in the learning and teaching process with their mentors and teachers, rather than passive recipients of information. In this process, knowledge and understanding is gained through the active engagement of learners with the learning content, context, teachers, the learning group and relevant resources. This is the constructivist view of learning and it sees learning as a process of developing understanding through problem-solving, critical reflection and negotiation of meaning with one's own prior learning experiences, and those of others including expert practitioners. The possibilities that e-learning provides such as opportunity **for Information storage and retrieval, individualized mass learning and Communication and collaboration** are factors which facilitate effective learning in a situated learning context. The workshop would enable participants to examine the potential of situated learning designs within an e-learning platform. A few case studies from India and Sri Lanka where scenario-based learning design has been used in an e-learning platform for professional development of teachers and teacher educators would be presented for small group and large group discussion.



Forum Workshops

WKS 3 [COL's Transnational Qualifications Framework (TQF)]

Mr John Lesperance, Education Specialist,
Commonwealth of Learning (Canada)

Wed. February 3rd
14:00-17:00

Room: Onyx

The Transnational Qualifications Framework (TQF) was established by the *Commonwealth of Learning initially in the context of the Virtual University for the Small States of the Commonwealth*. Capacity building of people and systems was at the centre of the design from the start. The TQF is currently becoming a translation point between national systems in the 32 countries making up the small states of the Commonwealth and there appears to be interest in the concept from other countries. The TQF is defined as a translation instrument for the classification of qualifications between countries participating in the VUSSC, according to set criteria for specified levels of learning achieved, to improve credit transfer and promote common accreditation mechanisms. The purpose of the TQF is to facilitate the development and effective delivery of relevant and quality-assured qualifications. The TQF is a unified qualifications framework that includes higher education qualifications and post-secondary technical and vocational qualifications offered through nationally approved institutions, in participating countries. More specifically, the TQF can be described as:

- non-regulatory
- not replacing sectoral, national or regional qualifications frameworks or authorities
- based on the principles of simplicity, incrementalism and local involvement
- aimed at supporting the transfer of credits achieved in different countries.

A similarity between the small states and the countries in the Arab Gulf region is the desire to have locally acquired qualifications recognised by other countries. Based on the example of COL's TQF, the workshop will discuss translation mechanisms allowing to enlarge the scope of local programs by increasing their recognition by other countries.

WKS 4 [Research-Based Evidence for e-Learning Effectiveness]

Dr Carmel McNaught, Director & Professor of Learning Enhancement
CLEAR, The Chinese University of Hong Kong (China).

Wed. February 3rd
14:00-17:00

Room: Ballroom

The workshop's general focus is on the evaluation of the use of technology in higher education. The discussion will have a practical focus in terms of examining how evaluation evidence can assist teachers in designing e-strategies for the curriculum that genuinely support student learning. High quality teaching has proved to be an elusive construct. The workshop will present case studies of excellent teaching, and participants will consider the way these teachers plan and teach their courses. What content, teaching strategies and assessment tasks do they select? In particular, how do they blend face-to-face and online activities? How do they establish and maintain relationships with their students? How do they improve their own practice through evaluation? These principles of excellent teaching apply across all disciplines and, indeed, across the global higher education community. Individualized mass learning and Communication and collaboration are factors which facilitate effective learning in a situated learning context. The workshop would enable participants to examine the potential of situated learning designs within an e-learning platform. A few case studies from India and Sri Lanka where scenario-based learning design has been used in an e-learning platform for professional development of teachers and teacher educators would be presented for small group and large group discussion.

Forum Workshops

WKS 5 [ADOBE GraphEast e-Learning Solutions]

Zaid Al-Hilali & Khaled Baalbaki, Adobe products experts at Grapheast.

Wed. February 3rd

14:00-17:00

2nd Lobby floor

Adobe Acrobat and Acrobat Connect Pro. in education

Join us in this quick workshop to see how to utilize Adobe Acrobat to create a digital form, distribute it and collect data after the form is filled digitally, initiate a review and commenting cycle in PDF, create a PDF Portfolio that contains used assets in your daily work such as word processing document, worksheets, other PDFs, images, videos and package it in one flashy PDF for your audience.

Acrobat Connect Pro dramatically extends the ability for schools to provide synchronous teaching and learning, interactive presentations, and discussion capabilities. Live sessions can be recorded and stored for playback and reviewed at more convenient times. This means participants who cannot attend meetings, classes, or seminars still have access to the session.

Workshop in Arabic Technology in the Classroom

Dr Rana Tamim, HBMeU

Dr Norma Ghamraoui, Lebanese University

Tuesday 2nd Feb., Emerald

WA1 (9:00-12:00) or WA2 (14:00-17:00)

Wednesday 3rd Feb., Emerald

WA3 (9:00-12:00) or WA4 (14:00-17:00)

Four offerings of a three hours workshop for school teachers, purely in Arabic. With groups of twenty teachers at time, the workshop will discuss the integration of ICT in K12 traditional teaching set ups, using some examples of simple and straightforward technology-enhanced learning projects in the classroom as case studies.



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Networking and Events

The e-Learning forum is by nature the best place for e-Learning professionals, educators, and trainers to initiate business relationship and networking allowing to generate or increase business opportunities. Throughout the three days of the forum a variety of formal and informal networking opportunities will in addition to a number of pre-planned special and social events. These include:

Three Forum Lunch with the Keynote Speakers. The forum registration fee for the 3 days includes the lunch with the keynotes speakers on February 1st, 2nd and 3rd. For those who will register for one day, the lunch of the particular day for which the registration is made will be included.

The Forum Gala Dinner, hosted by Hamdan Bin Mohammed e-University, it will take place on February 2nd at 21:00 hrs at The Address Dubai Mall. During the Gala Dinner a number of activities will take place among which is the acknowledgment of the forum partners and sponsors and the announcement of the winners of the best paper and presentation award. The Gala Dinner fee is not included within the Forum fee. Forum participants may however register for the Gala Dinner at the rate of 150 AED per person.

Refreshment and Networking Opportunities will be proposed throughout the event for participants to get to know each other.

Every morning, the forum offers a Discussion Panel on a topic related to the keynote addresses of the day. In a lively interaction with the keynote speakers, participants are invited to express their personal opinion on specific questions and issues related to these topics, using electronic voting devices and microphones.

The first Discussion Panel proposes to discuss 'Bringing Global Quality to a Local Context', the second one 'Learning, Teaching & Quality', while the third one addresses 'Effectiveness of e-learning policies, implementation and delivery'.

On the afternoon of the second day, a Research Panel allowing to discuss research trends in quality e-Learning, will be chaired by Prof Mohamed Abd El Hafeez Youssef, the Assistant Vice Chancellor for Scientific Research at Hamdan Bin Mohammed e-University.



Special Interest Group [SIG]:

SIG 1 [e-LEARNING IN THE CORPORATE SECTOR]

Mon. 1st Feb. (14:00-17:00) Ruby

Quality & Best Practices for Learning & Technology in Middle East Corporations

Chair: Paul Michael Gledhill

Paul Michael Glehill has implemented over 70 corporate e-Learning initiatives in the Middle East region. As director and co founder of Xpert Learning he has been educating industries around learning and technology solutions for 17 years. As a key note speaker and regular MD he will ensure lively interaction and engaging and interesting sessions

The afternoon will provide the audience an opportunity to interact as they engage and participate in case studies and best practice with full participation through live voting systems. Discussions and presentations will address the following issues:

- What is the current status of technology enabled learning use in the UAE corporate market place?
- What are the most important challenges faced by adequate technology integrations?
- What is the most pressing need for adequate integration of technology in the UAE corporations?
- What are the most promising technological tools that we need to keep an eye on in the near future?

Presenters (15 mn)

Prof Basie Von Solms, IFIP President

Maggie Williams - Learning & Development Manager, ENOC

Santosh K.V.- Learning and Development, Petrofac Engineering & Construction

Linda Al Ansari – Learning & Development Manager, Emirates Airlines

Changhua Sun Rich, CTB/McGraw-Hill, USA

Patrick Beyrouti, Education Manager Middle East, Arab Business Machine

Mohammed Ba-Aqeel, ADCO

John Boutros, GraphEast- ADOBE

Rania S. Rawass, Brand Manager – Dubai Knowledge Village

Dr. Steven Winstansley, ANKABUT Network

Discussion Panel [Quality & Best Practices in Corporate eLearning]

Moderator: Dolly Otaky, Centre of Excellence in e-Learning, Hamdan Bin Mohammed e-University

Special Interest Group [SIG]:

SIG 2 [e-LEARNING IN THE CLASSROOM]

Mon. 1st February (14:00-17:00)

Sapphire

[14:00 – 15:15] Panel of Experts: Current Challenges and Future Hopes

Chair: Dr. Rana Tamim

Mr. Michael Lightfoot (Dubai Schools Inspection Bureau)

Ms. Sharifa Hajjat (HCT, Dubai Women's College)

Dr. Norma Ghamrawi (Lebanese University)

Based on his/her experience, each panelist will present his/her own views with regard to pressing and current issues such as:

- What is the current status of technology use in the UAE K12 and academic system?
- What are the most important challenges faced by adequate technology integration in the UAE schools and universities?
- What is the most pressing need for adequate integration of technology in the UAE schools?
- What is the most promising technological tool that we need to keep an eye on in the near future?

The floor will then be open for attendees to address the experts with their own questions about technology integration in the school contexts.

[15:15 – 15:30] Refreshment & Networking

[15:30 – 17:00] Free Learning Open Source Software for the 21st Century Classroom (FLOSS)

Overview and demos of different uses :

- WebQuests are online inquiry-based learning activities that help students make use of the power of internet while having various levels of support and scaffolding.
- Wikis are websites that allow for collaborative management of information or websites.
- Second Life is a virtual world that allows learners to create avatars and communicate and create a virtual community while exploring various aspects of trading and communication.
- Youtube is a video sharing website on which users can upload and share videos, and may be used in the classroom for more than just presentation purposes.



Special Interest Group [SIG]:

SIG 3 [e-LEARNING IN HIGHER EDUCATION]

Wed. 3rd February (14:00-17:00) Sapphire

MOHESR Round Table on Quality Assurance in Online Education in the UAE

Chair: Professor Bruce Taylor, MOHESR

[14:00 -15:45] Excellence in Technology-Enhanced Education in the UAE: Case Studies

Dr. Jonathan Hoggard, Chair, Educational Technology, Higher Colleges of Technology, Dubai Women's College.

Mr. Himanshu Joshi, Manager, ICT & eLearning, Higher Colleges of Technology, Abu Dhabi Men's College.

Dr. Constantine Andoniou , Educational Technology Faculty, Center of Excellence in Education, Higher Colleges of Technology, Sharjah Women's College.

Mr Badr Hubais, Ankabut Network, Khalifa University of Science and Technology.

Dr Dr. Ahmed Dabbagh, Head, Multimedia & Web Development Department, College of Information Technology, Ajman University of Science and Technology

Dr. Bryn Holmes, Director of Graduate Programs, School of e-Education, Hamdan Bin Mohammed e-University, Dubai.

The panel experts will present a short introduction on initiatives taking place in their universities. Panel experts will then discuss their experiences with regard to the main theme of the presentation – how can we deliver excellence in e-learning? After the first exchange, the audience will also be invited to take part and pose questions, give examples etc.

[15:45 -16:00] Refreshment & Networking

[16:00 – 17:00] Local Practice in Technology Enhanced Education – meet the roundtable experts

The local and international experts have been asked to provide some visuals or a demo of the work they are currently undertaking and will be presenting this in a type of poster demonstration so as to engage participants.



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Concurrent Sessions

Monday, February 01, 2010

Morning Concurrent Sessions (1)

1a

e-LEARNING STRATEGIES, POLICY MAKING & MANAGEMENT ISSUES [Chair: Dr. Najwa Dham]

TIME: 12:15-13:15
ROOM: SAPPHIRE

1) Role of Strategy for Effective E-Learning Systems

Shri Krishna Pandey & Zaheeruddin Ahmed, Manipal University, UAE

2) Conditions For Exercising Copyright Upon Learning Objects

Dina El Kassas, Minya University, Egypt

3) Policies and Strategies for Promoting Elearning in Mauritius

Manta Devi Nowbuth, University of Mauritius, Reduit, Mauritius

4a) The Management of the Qualitative Policies in the Promotion of E-Learning in the Open Universities

Hassan Bassak, Payame Noor University, Iran

4b) A Model for Information Security in e-Learning Management Systems

Sebastian von Solms, Academy for Information Technology, University of Johannesburg, RSA

1b

e-LEARNING STRATEGIES, POLICY MAKING & MANAGEMENT ISSUES [Chair: Mokhtar Benhadria]

TIME: 12:15-13:15
ROOM: RUBY

5) A First Step in Evaluating the Usability of JUSUR Learning Management System

Hend S. Al-Khalifa, King Saud University, Saudi Arabia

6) The Practical application of e-Portfolio at the Open University of Catalunya: Assessment of Competence-Based Learning

José Mora, Elena Barberà, Magí Almirall, Mercedes Ahumada (UOC) – Spain

7) Med-Twinning”: Building e-Bridges Across the Mediterranean

Silvia Dell’Acqua, Lifelong Learning Programme Italian Agency, Italy

8) Impact of ICTS on QWL and its Managerial Implications

Flavy Lasrado, Hamdan Bin Mohammed e-University



Concurrent Sessions

1c

ACCREDITATION & QUALITY ASSURANCE

[Chair : Mr Khajag Aghazarian]

TIME: 12:15-13:15

ROOM: TOPAZ

9) **Centralization and Reform: Information Technologies in Large-Scale Education Reform**

Atef Abuhmaid, Amman Arab University for Graduate Studies, Jordan

10) **Developing an Assessment Method for Online Learning: A Case Study of Using a Discussion Board by MBA Students in the UAE**

Salam Abdallah & Fayez Albadri, Abu Dhabi University, UAE

11) **Automatically Marking Exercises for Event Driven Process Chains with Model Checking**

Markus Siepermann, Richard Lackes, Chris John Börgermann Technische Universität Dortmund, Germany

12) **Is My e-Course Effective? Award-Winning Courses Under Scrutiny**

Margaret Radja & Nayereh Tavafi, Dubai Women's College, UAE

1d

WORK INTEGRATED LEARNING

[Chair: Dr. Bryn Holmes]

TIME: 12:15-13:15

ROOM: EMERALD

13) **UNRWA Cisco Networking Academy Alliance: Developing a Sustainable Cisco Networking Academy Program at UNRWA Technical and Vocational Education System**

Ayman Mansour Murad, UNRWA Headquarters Amman, Jordan

14) **Using Distance Learning for Capacity Development in Bangladesh Refugee Camps**

Shakib Ahsan, McGill University, Canada

Bryn Holmes, Hamdan Bin Mohammed e-University, UAE

Shujaat Wasty - Department of Foreign Affairs & International Trade, Canada

15) **Human Resource Development Using ICT and e-Learning in Organizations - The Case Study of the Common Market for Eastern and Southern Africa (COMESA)**

Sungkur Roopesh Kevin, University of Mauritius, Mauritius

16) **Virtualities, Hyperrealities & Digital Learning**

Constantine Andoniou, Sharjah Higher Colleges of Technology, UAE

17) **A New and Meta Framework for the Use of Diagrams in e-Learning**

Kamran Fathulla, King's Visualisation Lab, King's College London, UK

Bryn Holmes, Hamdan Bin Mohammed University, UAE

Concurrent Sessions

1e WORK INTEGRATED LEARNING

[Chair: Dr. Faris Al Khalfat]

TIME: 12:15-13:15

ROOM: BALLROOM

18) Developing e-Learning in the Field of "Land Use Planning"

Yashwaree Baguant- Moonshiram, University of Mauritius, Mauritius

19) The Impact of e-Learning in Postgraduate Health Education: Experience from Palestine

Malik Zaben*, Ahmad Abu Tayeh*, Maher Khdour*, Adel Shtiwi, Mahdi Abu Salameh, Sajeda Ajawi*, Kholoud Hardan*, Asma Imam*, Anis El-hajeh*, Colin Green*,
 Team of members of staff at the International Medical Education Trust2000-Palestine (IMET2000-Pal).

20) Case Study Proposal: Teacher Knowledge Networks in Ontario, Canada

Sonia Ben Jaafar, Education Consultant, Canada

21) The IFIP AGORA Lifelong Learning Initiative

Raymond Morel, Director of the Pedagogical ICT Center, SW, Expert for the Swiss ICT Task Force

Tuesday, February 02, 2010

Morning Concurrent Sessions (2)

2a EFFECTIVENESS OF e-LEARNING

[Chair: Ms. Linda Chacour]

TIME: 11:00-13:00

ROOM: SAPPHIRE

22) AATK (Always At The Keyboard): A Case Study in Using Web 2.0 Applications in the Online Classroom

Melissa Alperin, Emory University, Atlanta, Georgia, U.S.

23) Teachers' e-Education: A Case Study of e-BEd Based on Situated Learning for Development

Lesan Azadi, Bahai Academy, Panchgani; Jyoti Bavane, IIE, Pune; Yogesh Thorwe, Vivek Sawant, MKCL, Pune; Madhavi Dharankar, Anant Joshi, YCMOU, Nasik; Savita Manchekar, K K College, Mumbai, and M N Deshmukh, Ram Takwale, I-CONSENT, Pune, India

24) Investigating Students' Learning with Web-Based Virtual Laboratory Activities Using Computer Simulations

Ahmed A Alkhalifah, College of Telecommunication and Information, Saudi Arabia

25) Participation of Women in Selected On-line Programmes in Sri Lanka

Chandra Gunawardena, Open University of Sri Lanka

26) Influenza A (H1N1) Triggers the University of Mauritius to Adopt Technology-Enhanced Learning Campus-Wide.

Sungkur Roopesh Kevin, University of Mauritius, Mauritius



Concurrent Sessions

2b EFFECTIVENESS OF e-LEARNING [Chair: Ms. Dolly Otaky]

TIME: 11:00-13:00
ROOM: RUBY

27) **Investigating a Multimedia Approach to Minimize Problems Encountered by Students in “Algorithm Design and Programming Concepts”**

Budookhan Shamir & Santally Mohammad Issack, University of Mauritius, Mauritius

28) **The Use of ‘Screen Capture Video Tutorials’ and their Impact of Student’s Learning**

Dorothy Cooshna-Naik, Virtual Centre for Innovative Learning Technologies (VCILT)
University of Mauritius, Mauritius

29) **The Effect of Folksonomy in Information Retrieval: A Case Study in Arabic Documents**

Mariam El Hussein and Keiichi Nakata, University of Reading, UK

30) **Teaching an e-Learning Elective Course for Dental Students in the College of Dentistry of Qassim Univesity**

Iyad Abou Rabii, Dental Informatics Unit, KSA

31) **Effective e-Learning by Broadcasting Media-The Bangladesh Scenarios.”**

K.M.Taj-Biul Hasan, Media Consultant Dhruvad Communication,Bangladesh

32) **Towards Synchronous Tele-Education: Solutions, Trends and Experience Gained**

Spyros Panagiotakis¹, Michail Kalogiannakis¹, Nicolas Ripoll², Kostas Vassilakis¹

¹ Technological Educational Institute of Crete, Greece

² Pôle technologique de l’ Institut Universitaire Technologique (IUT) de Valence, Université Pierre Mendès France

2c TECHNOLOGY ENHANCED LEARNING [Chair: Dr. Sanjai Parahoo]

TIME: 11:00-13:00
ROOM: ONYX

33) **OPUS One: A Tutored Intelligent Adaptive Learning Environment Integrated as Tightly Coupled Multi-Platform Concept**

Attilio Pedrazzoli, GSi Edu-Research Group,Switzerland

34) **MyUOC, a New Solution for Creating Customized Learning Platforms**

Eva Loste Madoz, Llorenç Valverde, Magí Almirall, Francesc Santanach, Xavi Aracil and Eva de Lera, Universitat Oberta de Catalunya, Spai

35) **CIPE Development Institute: An Open Source Tool for Global Learning**

Anna Nadgrodkiewicz, Center for International Private Enterprise, Washington DC, USA

Randa Al-Zoghbi, Center for International Private Enterprise Egypt Office, Cairo, Egypt

36) **Second Life: A New Dimension for Learning**

Betty Lawrence, Susan Oaks, Carol Carnevale

Empire State College, State University of New York, USA

37) **Educational Scenarios in Natural Sciences with 3-D Virtual World Simulations on a Knowledge Management Platform**

Nicole Natho and Olivier Pfeiffer, Technische Universität Berlin, Germany

Concurrent Sessions

2d

TECHNOLOGY ENHANCED LEARNING

[Chair: Mr Rayan Soares]

TIME: 11:00-13:00

ROOM: TOPAZ

38) Teaching English for Special Purposes Aided by e-learning Platform

Biserka Fučkan Držić, Sanja Seljan, Jelena Mihaljević Djigunović, Jadranka Lasić-Lazić and Hrvoje Stančić, University of Zagreb, Croatia

39) Internet-Based Collaborative Learning in Higher Education

Mustafa Yaghi, University of Sharjah, UAE

40) Remote Experimentation Using Mobile Technology

Ernesto Granado¹, W Colmenares¹, O Pérez¹ and G Cataldo² ¹ Universidad Simón Bolívar, Caracas, Venezuela

41) Multimedia-Based Approach for Skills Management: A Case Study for Music Learning

Olivier Sebastien, Noël Conruyt, University of Reunion, France

42) A Collaborative Platform Model for Numeric Scores Annotation

Véronique Sébastien⁽¹⁾, Didier Sébastien⁽¹⁾ and Noël Conruyt⁽¹⁾
 IREMIA - Laboratoire d'Informatique et de Mathématiques from Réunion Island University Bâtiment
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2e

TECHNOLOGY ENHANCED LEARNING

[Chair: Dr. Keenan Crane]

TIME: 11:00-13:00

ROOM: BALL ROOM

43) Case Overview: Designing & Developing Interactive Online Courses at the Department of Foreign Affairs & International Trade Canada

Shujaat Wasty, Department of Foreign Affairs & International Trade, Canada

44) Why Blended Learning?

Maryam Tayebinik, Payame Noor University, Iran

45) Students' Readiness for e-learning. A case study of Virtual Classrooms for secondary education in Palestine

Zuheir Khlaif, Ministry of Education, Palestine & Khitam Shraim, Birzeit University, Palestine

46) Integrating Smart Classroom in Medical Education

Ahmed. I. Albarrak, College of Medicine, King Saud University, KSA

47) Virtual and Remote Laboratories in Distance Education

Barbara Burr, Thomas Richter, University of Stuttgart
 Sabina Jeschke, RWTH Aachen University
 Nicole Natho, Olivier Pfeiffer, Technische Universität Berlin



Concurrent Sessions

Tuesday, February 02, 2010

Afternoon Concurrent Sessions (3)

3a

DESIGNING FOR e-LEARNING

[Chair : Dr. Mohammad Shehadeh]

TIME: 14:00-15:30

ROOM: SAPPHIRE

48) **Mobile English Learning in a Face to Face Situation: A Blended Model**

Jafar Asgari Arani, Kashan University of Medical Sciences, Iran

49) **Moodle as a Supporting VLE in ESL Secondary Education**

Ismail Fayed, Institute of Applied Technology, UAE

50) **A Case Study Examining the Implementation of Social Networking Technologies to Enhance Student Learning for Students Learning in a Second Language.**

Mark Curcher, Dubai Men's College, UAE

51) **Moodle Features: Small Differences that make a Difference**

Angelo Anthony Agujo, Dubai Women's College, UAE

52) **e-Learning Work at the World Bank Institute**

Sheila Jagannathan, Senior Education Specialist (E-Learning), World Bank Institute, Washington DC, USA

3b

DESIGNING FOR e-LEARNING

[Chair : Dr. Sayed Aziz Anwar]

TIME: 14:00-15:30

ROOM: RUBY

53) **Personalisation by Pieces**

Dan Buckley, Cambridge Education, UK

54) **Strength of Instructional Design Theories in Knowledge Packaging for e-Content Development: A Case Study of Pune University**

Prakash Gambhir, University of Pune, India

55) **Content Authoring and Content Delivery for Integrated VLE to Enhance Learning**

Dhiya Al Jumeily, Janet Lunn, Ashraf Murtada, and David Williams, Liverpool John Moores University, UK

56) **Situated Learning Design for e-B.Ed. Course of I-CONSENT: Practitioners' Perspective**

Veena Deshmukh, Savita Manchekar, and Gauri Hardikar, K. K. College of Education, University of Mumbai, India

57) **Designing & Developing a Blended-Learning Course -Architectural Drawings II- for Problem-Based Learning.**

Raja' A. Rayyan and Hasan Abu-Shamleh TVETD-HQ-UNRWA, Jordan

Concurrent Sessions

3c FACILITATING ONLINE LEARNING [Chair : Dr. Sanjai Parahoo]

TIME: 14:00-15:30
 ROOM: ONYX

58) **Student Perceptions of Online Courses: Real, Illusory or Discovered.**

Lorraine Cleeton, Walden University, USA
 Mohammed Santally, University of Mauritius, Mauritius

59) **A Pragmatic Framework to Close the Communication Gap in Learning**

Eshaa M. Alkhalifa, Royal University for Women, Kingdom of Bahrain

60) **Barriers to Effective use of Information Technology in Higher Education**

Abdulkareem Eid S. Al-Alwani & Safeeullah Soomro, Yanbu University College, KSA

61) **Computer-Supported Collaborative Learning (CSCL) in an Omani undergraduate course: a design-based study.**

David Porcaro, University of Georgia, USA and Sultan Qaboos University, Oman

62) **The Real-Time Framework (RTF): A Novel Development and Runtime Platform for Scalable e-Learning Systems**

Sergei Gorlatch¹, Frank Glinka¹, Alexander Ploss, Matthew Rymell and Chris Rawlings²
¹University of Muenster, Muenster, Germany, ²BMT Cordah Ltd., Southampton, UK

3d HISTORY EVOLUTION & RESEARCH-BASED EVIDENCE [Chair : Dr. Khaled Sabry]

Time: 14:00-15:30
 Room: Topaz

63) **Distance Education and e-Learning Research: Status, Trends and Priority Areas**

Olaf Zawacki-Richter¹, FernUniversität in Hagen, Germany

64) **e-Learning Authoring Tools: The Present and Future Vision**

Khuloud M. Al Shawkani, King Khalid University, KSA

65) **A Study on the Effect of VLC as a Web-Based Listening Material on Listening Proficiency**

Hasan Iravani, and Satia Ghafari, Payame Nour University, Iran

66) **International Hybrid Distance Learning: Addressing 21st Century Needs for the Middle East and Beyond**

Heather McMorrow and Paul J. Giguere Tufts University, United States



Concurrent Sessions

3e HISTORY EVOLUTION & RESEARCH-BASED EVIDENCE [Chair: Dr. Bryn Holmes]

TIME: 14:00-15:30
ROOM: BALLROOM

67) **A Study of Desirability of e-learning Courses and The Student's Achievement at Tehran University.**

Nasrin Asadi, Tehran University, Iran

68) **Open Educational Resource Repositories: An Analysis**

Rory McGreal, Athabasca University, Canada

69) **Psychological Principles for e-Learning**

Sajna Jaleel, Mahatma Gandhi University, India

70) **e-Tutoring Based on Ontelligent Decision Support in the PENTHA Instructional Design Model Perspective**

Luisa dall'Acqua, GSi Edu-Research Group, Switzerland.

71) **Use of a CSCW Platform by Three Different Groups: Trace Analysis According to Activity Theory**

Jean SIMON, Equipe GRRAPELI, IUFM de la Réunion, FRANCE

François-Marie BLONDEL, STEF, ENS de Cachan, INRP, UniverSud, FRANCE



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Forum Special Events

The e-Learning forum is by nature the best place for e-Learning professionals, educators, and trainers to initiate business relationship and networking allowing to generate or increase business opportunities. Throughout the three days of the forum a variety of formal and informal networking opportunities will in addition to a number of pre-planned special and social events.

This year will see the **launching of the Middle East e-Learning Association (MEEA)** established for creating a seamless approach for collaboration and sharing of best practices in e-learning. Yet another step in establishing Hamdan Bin Mohammed e-University as an engine of educational development for the MENA region, the Middle East e-Learning Association is opened to membership from all countries in the Middle East and North Africa. It will be instrumental in supporting its members in their quest for developing, enhancing and impacting with e-learning. The association will also invite members from far eastern countries in Asia. The creation of MEEA is a measurable outcome of our unwavering determination for enhancing education by promoting and implementing quality approaches supported by the latest technologies available on the market to innovate, share, network and build capacity at individual, organizational and social levels.

The association is supported by well reputed international bodies, such as **the International Federation for Information Processing (IFIP)**. Established in 1960 under the auspices of UNESCO and recognized by the United Nations and other world bodies, IFIP is the leading multinational, apolitical organization in Information & Communications Technologies and Sciences, representing IT societies from fifty-six countries covering all five continents.

Three forum lunches with the keynote speakers. The forum registration fee for the 3 days includes the lunch with the keynotes speakers on February 1st, 2nd and 3rd. For those who will register for one day, the lunch of the particular day for which the registration is made will be included.

The forum Gala Dinner will take place on the evening of Tuesday, February 2nd at 20:00 hrs in the Diamond Ballroom of The Address Dubai Mall. During the Gala Dinner a number of activities will take place among which is the acknowledgment of the forum partners and sponsors and the announcement of the winners of the best paper and presentation award. Entrance to the Gala Dinner is not included within the regular registration fee and is to be paid for separately, the Gala Dinner is priced at 150 AED and you may choose to purchase your voucher at the time of registration.

The Best Paper and Best Presentation Awards will be announced during the Gala Dinner on the 2nd of February. These awards have been established with the purpose of honoring the author(s) of a paper of exceptional merit dealing with a particular subject area related to e-learning and the presenters of an exclusive presentation that demonstrates quality, originality, and significance.

Forum Special Events



In addition this year, the forum will see the launching a series of **Regional Awards** recognizing initiatives/ individuals/ organizations who have had significant contribution or impact on the implementation or spread of e-learning in the Arab World: The Best Research Paper tackling the implementation of e-Learning in the Arab World Award, established with the purpose of honoring the author(s) of a paper of exceptional merit dealing with a particular subject area related to e-learning implementation in the Arab World. The Best Designed e-Learning Course (both corporate and academic sector) Award, established to recognize creativity and innovation in the design and development of online courses in the Arab World. An Individual Outstanding Achievement in e-Learning Award, recognizing individual for their leadership and contribution to the field of e-learning in the Arab world, either over a number of years or from achieving a significant positive change.

Discussion panels with the keynote speakers: every morning, the forum offers a discussion panel on a topic related to the keynote addresses of the day. In a lively interaction with the keynote speakers, participants are invited to express their personal opinion on specific questions and issues related to these topics, using electronic voting devices and microphones. The first Discussion Panel proposes to discuss 'Bringing Global Quality to a Local Context', the second one 'Learning, Teaching & Quality', while the third one addresses 'Effectiveness of e-learning policies, implementation and delivery'.

In addition, on the afternoon of the second day, a **Research Panel** will allow to discuss research trends in quality e-Learning.

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