

The *Disruption* called TMUC!

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“*Disruption*” describes a process whereby a smaller organization with fewer resources is able to successfully challenge established incumbent organizations in a given sector. Specifically, as incumbents focus on improving their products and services for their most demanding customers, they exceed the needs of some segments and ignore the needs of others. Entrants that prove disruptive begin by successfully targeting those overlooked segments, gaining a foothold by delivering more-suitable functionality—frequently at a lower price. Incumbents, on the other hand tend not to respond vigorously. Entrants then move upmarket, delivering the performance that incumbents’ mainstream customers require, while preserving the advantages that drove their early success.

The academic landscape of Pakistan is broadening its horizon by the day and the ever-dynamic TNE zone is expanding to various regions of the world. We witnessed Singapore, UAE, Malaysia, etc., set quite the example for a successful progression in Education in Asia Pacific Regions by welcoming diversity and inclusivity in their domestic educational ecosystem. This is exactly what Disruptive Entrant ‘The Millennium Universal College (TMUC)’ proved to be for the Nation called Pakistan and now is unquestionably determined to follow the roadmap to success in their educational arena by embracing Transnational Education.

TMUC - the disruptor, entered the market and purposefully played two important strategic roles: It helped **educational sector** **redefine the playing field**, and it allowed them to **reshape the value proposition** as well. TMUC introduced international study programmes for students to fulfill their *#londondreams* by studying UK education in Pakistan, thereby ensuring a robust platform for the youth to stay abreast with the world in terms of academic qualifications at the Higher Education level.

Because somewhere within and without TMUC ecosystem, educationists like me, will continue propagating the narrative of equality and inclusivity by TMUC, read out the remaining article to understand the TNE vision for Pakistan. The idea is to present Pakistani youth the viable access to foreign education staying physically in Pakistan at an affordable price point as opposed to one attained by travelling offshore. With exceedingly competitive results by Pakistani students in the University of London’s Law Programme, Royal Holloway Programme, London School of Economics Programme; University of Hertfordshire’s Computing and Business Programmes; University for the Creative Arts’ Fashion Textiles Programme, Film and Digital Art Programme, Postgraduate Programme (MBA), ACCA Qualification, Pearson Edexcel Higher Nationals Diplomas, we have already proved their capability to earn accolades and evidenced mettle in, and as per our international learning partner’s vision – *pun intended*.

A knowledge economy model based on outcomes will eclipse the industrial era model of higher education based on orthodox processes.
- Inside Higher Ed

Aspiring students graduating from 12th year/A levels and parents of these young adult learners need to be apprised about TMUC’s two approaches: *retrospective and prospective* that enabled it to benefit the future of Pakistan – the Learner! Since it has advantaged the TNE Higher Education scenario in Pakistan for almost a decade now, understand the perspective that allowed TMUC to be a success factor in thousands of students’ lives.

The *retrospective approach* builds on the TMUC’s existing reason for ‘being’. It implies that the educationists involved in our making and evolution, reviewed past performance and strengths, codified the basic ‘Educational’ DNA, and made sense of our past legacy of 35 years in education – *The Roots Millennium Education, now The Millennium Education (TME), Pakistan*.

The *prospective approach*, on the other hand, implied that these educationists reshaped our reason for ‘being’ – we *evolved*. It required looking forward, taking stock of the broader ecosystem in which, we wanted to prove ourselves to be advantageous to the youth, and assessed our potential for the impact in it. The idea was to make sense of the future and then start gearing your TMUC provision for it – hence the Disruption!

Ever since the inception, TMUC has not only strengthened itself via research and development, but it has also inspired other education systems of Pakistan to take the daring leap after setting the playfield for them. Today our students enjoy global access and our alumni profit from the global positions that were merely obtained via holistic grooming and TNE provision at TMUC’s purpose built campuses in the major metropolitan cities of Pakistan.

Progression and succession are only for the fluid.
Flow with the robustness of the world and stay
abreast or else – Evaporate like those who didn’t
know better!

- Verda Yousuf, TMUC, Faisalabad



Why TMUC – a Transnational Education Provider shall always have an edge over local education in Pakistan?

- ✓ We are rejecting time zone constraints
- ✓ And denouncing place-based education
- ✓ We are providing affordable degrees,
- ✓ Adopting competency or outcome-based education,
- ✓ Emphasizing digital technologies,
- ✓ Focusing on individualized progress,
- ✓ Focusing on learning and holistic development,
- ✓ Focusing on the growing requirement of staying robust as opposed to traditional higher education in Pakistan

TMUC adopted the widescale provision that the world adopted and spread it across the country and bravely got HEC accredited as well, as per the vision of its founder - Dr. Faisal Mushtaq (TD). He believes *‘We, at TMUC, are custodians of education as a part of social contract with the nation and its dwellers which makes it incumbent for us to ensure the best exposure and latest education research taught in TMUC classrooms – as Classrooms hold more power than the Constituency.’*

Explore <https://tmuc.edu.pk> and reach out at info@tmuc.edu.pk to learn more!

Sources: https://hbr.org/2019/09/put-purpose-at-the-core-of-your-strategy?utm_medium=social&utm_campaign=hbr&utm_source=facebook&tpcc=orgsocial_edit
<https://www.insidehighered.com/views/2021/10/04/higher-education-should-prepare-live-new-realities-opinion>