

Alec Foong

Founder & Principal | Academic Leader | Education Entrepreneur | Curriculum & Programme Development Specialist

Executive Profile

Alec Foong Kok Khoon is an academic leader, education entrepreneur and curriculum development specialist with **23 years of experience in teaching, academic leadership and education management**. His professional background spans tertiary education, engineering education, curriculum and programme development, Outcome-Based Education (OBE), academic quality assurance, student development and digital learning.

Alec is the **Founder & Principal of AKiddos Educare & Learning**, an independent education business dedicated to student-centred learning, academic development and the creation of engaging educational resources and learning programmes. He provides overall academic direction for the organisation, with responsibilities encompassing curriculum design, programme development, educational content creation, assessment development, student engagement and the integration of digital technologies into teaching and learning.

Prior to establishing AKiddos Educare & Learning, Alec spent approximately **ten years at KDU College Penang**, where he served as an **Academic Department Head cum Lecturer in Engineering**. During this period, he provided academic leadership, coordinated teaching and curriculum delivery, supported academic staff development and contributed to programme evaluation and continuous improvement initiatives.

One of his significant achievements at KDU was the development and introduction of **two new diploma programmes in Microelectronics and Mechatronics**. He also developed **Outcome-Based Education (OBE) mapping tables for diploma and degree programmes**, contributing to stronger alignment between curriculum outcomes, teaching, learning and assessment. His experience further includes programme benchmarking, quality assurance, EAC-related initiatives and collaboration with academic partners in the **United Kingdom and Australia**.

Alec has also played an active role in student development. He supervised **more than 20 degree projects in Electrical and Electronics Engineering** and provided academic mentoring and guidance to students with different learning needs and abilities. His teaching approach emphasises student participation, cooperative learning, problem-solving and practical application. His commitment to teaching excellence was reflected in an average **4.5/5.0 student evaluation score**.

Educational Philosophy

“No One Gets Left Behind.”

Alec believes that every student deserves to be **accepted, understood, supported and nurtured**.

He recognises that students learn differently and develop at different rates. Effective education therefore requires more than delivering academic content; it requires educators to understand individual learning needs, provide appropriate guidance and encouragement, and create an environment in which students can develop confidence, independence and a willingness to learn.

This philosophy continues to influence the development of AKiddos Educare & Learning's programmes, learning materials and educational resources.

Education & Professional Expertise

Alec holds a **Master of Science in Communication Systems Engineering** and a **Bachelor of Engineering (Honours) in Communications Engineering** from the **University of Portsmouth, United Kingdom**, together with qualifications in Computer Engineering.

His professional expertise includes:

- Academic leadership and education management
- Curriculum development and programme design
- Outcome-Based Education (OBE)
- Programme evaluation and quality assurance
- Student development and academic mentoring
- Engineering education and project supervision
- Academic staff development
- Programme benchmarking and continuous improvement
- Digital and online education
- Educational content and learning-resource development

He is also a **Graduate Member of the Board of Engineers Malaysia (BEM)** and has undertaken professional development in areas including quality assurance, OBE, teaching and learning, leadership, people management, problem-solving and decision-making.

Beyond Academia

Alec's professional journey also includes experience in the **entertainment industry as a recording artist and actor**, as well as earlier technical experience in electronics manufacturing. These experiences contributed to his communication, presentation, creativity, teamwork, adaptability and audience-engagement skills.

Today, he brings together his background in **engineering, academia, education management, communication and entrepreneurship** to develop learning experiences that are purposeful, accessible and responsive to students' needs.

Through AKiddos Educare & Learning, his focus remains firmly on **supporting students, developing meaningful educational resources and creating learning environments in which every student has the opportunity to progress with confidence.**