

Codes of Entrepreneurial Academia

...*The key entrepreneurial disciplines*
and “*codes of honour*” *adaptable for a*
university in addressing challenges of
financial sustainability head on, and in
achieving its strategic goals...



The Key Message

- ❑ The Premise – NHEBP* 10 Shifts, UTM Global Plan
- ❑ Most Intense *Pain*, the Higher Institution’s Risk
- ❑ Our Key Asset; The Entrepreneurial-United
- ❑ The 5 Disciplines & Codes of Honour for UTM Staff
 - ✧ Together, how EVERY staff could contribute to address the pains
 - ✧ Mapping 5 Disciplines under DVCAI Team Key Initiatives & UTM Global Plan III
- ❑ Take Home Messages

The Malaysia Education Blueprint (Higher Education) 2015-2025 is centered on 10 Shifts

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Malaysia Education Blueprint 2015-2025 (HIGHER EDUCATION)

- **14** chapter writing teams
- **20** lead authors
- **42** writing team members

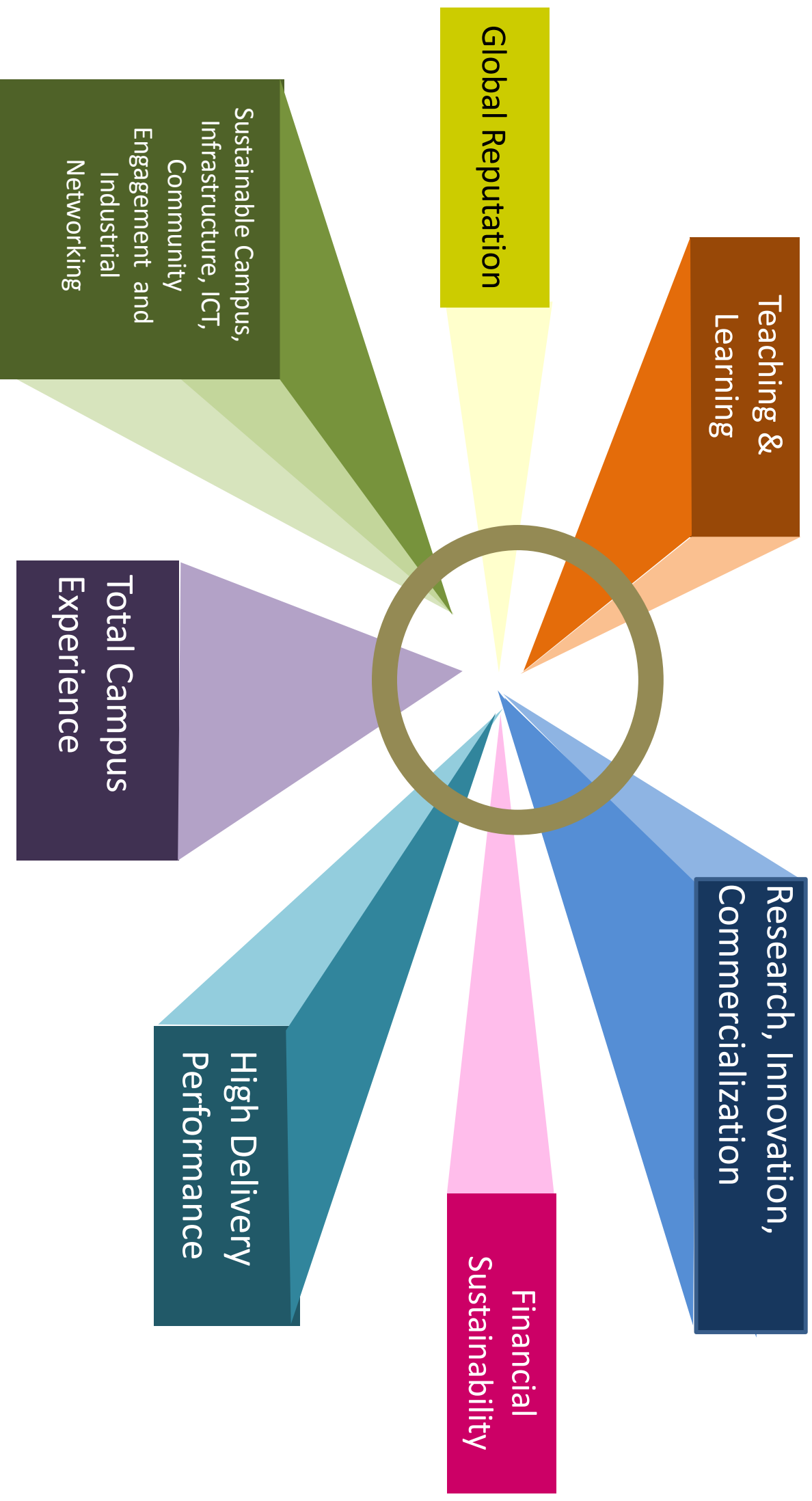
UTM Global Plan 2012 - 2020

- UTM Global Plan 2012-2020 manifested in line with UTM's aspiration to strengthen the global brand by 2020.

- Envisioned in three phases :



KEY FOCUS AREA





Alignment :

Malaysia Education Blueprint 2015-2025 (Higher Education) & UTM Global Plan 2012-2020 (Phase II : 2015 – 2017)



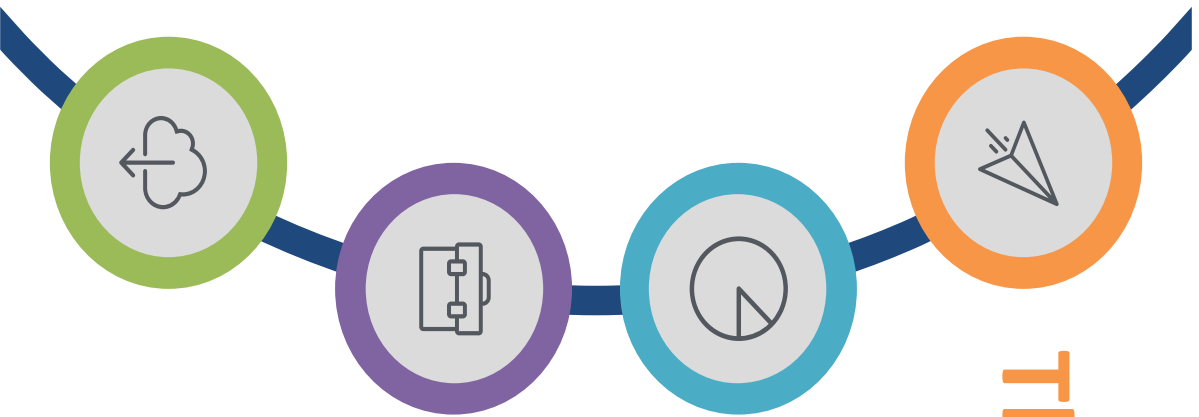
10 Shifts chapters

- Shift 1 :** Holistic Entrepreneurial and Balanced Graduates KFA
- Shift 2 :** Higher Learning Talent Excellence
- Shift 3 :** Nation of Lifelong Learners
- Shift 4 :** Quality TVET Graduates
- Shift 5 :** Financial Sustainability
- Shift 6 :** Empowered Governance
- Shift 7 :** Innovation Ecosystem
- Shift 8 :** Global Prominence
- Shift 9 :** Globalized Online Learning
- Shift 10 :** Transformed Higher Education Delivery

7 Key Focus Areas (KFA)

- KFA 1 :** Excellence in Learning & Teaching **S1,2,3,4**
- KFA 2 :** Excellence in Research, Innovation and Commercialisation **S2,3,7**
- KFA 3 :** Sustainable Campus, Infrastructure, ICT and Community Engagement & Industrial Network **S3,7,9**
- KFA 4 :** Total Campus Experience **S1,2,3,4**
- KFA 5 :** High Performance Delivery **S6,10**
- KFA 6 :** Financial Sustainability **S5**
- KFA 7 :** Global Reputation **S8**

The Pain, The Risk





PUBLIC UNIVERSITIES' OPERATING EXPENDITURE IN BUDGET 2016 AND 2017

2016* 2017*

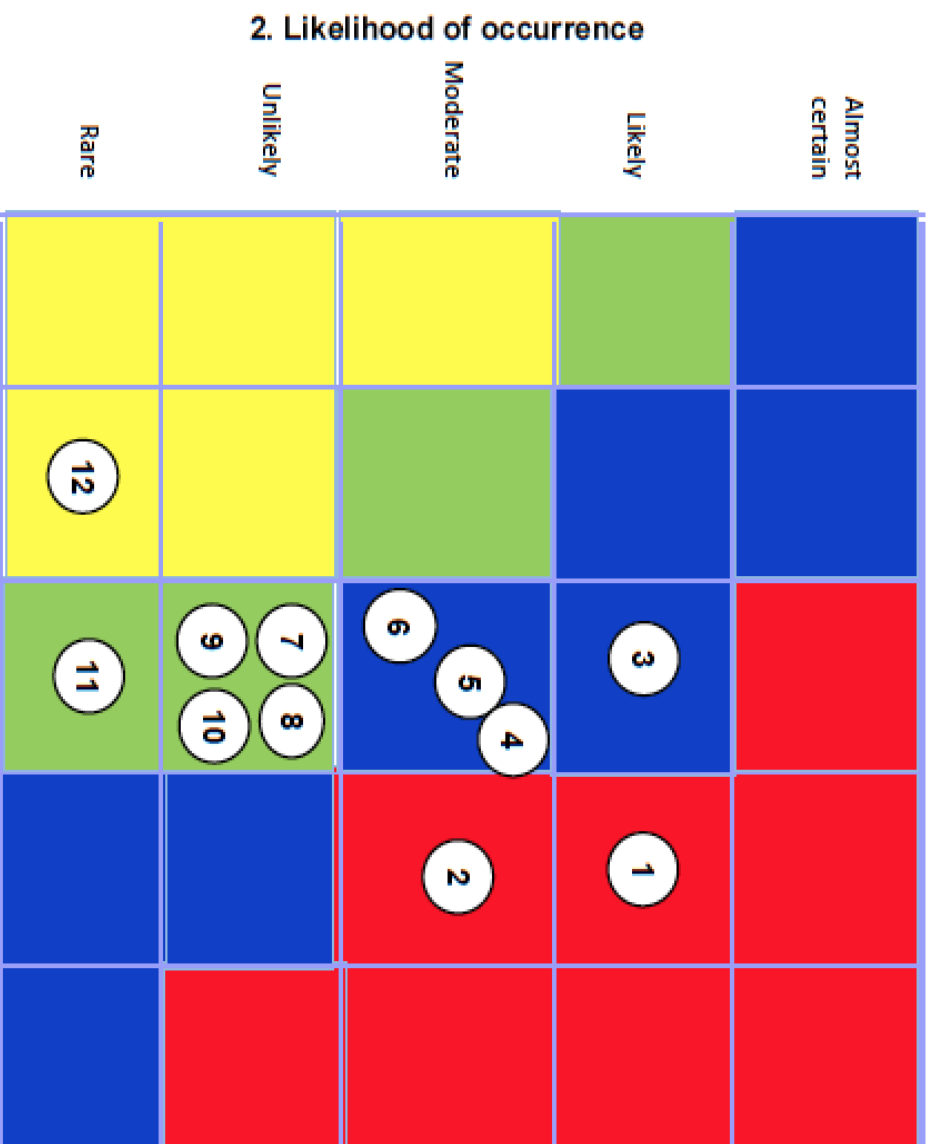
UNIVERSITIES	AMOUNT	DIFFERENCE	% CHANGE
Total for 20 universities	RM7.57b RM6.12b	-RM1.46b	-19.23
Universiti Kebangsaan Malaysia (UKM)	RM512.33m RM352.7m	-RM159.63m	-31.16
Universiti Teknologi Malaysia (UTM)	RM415.64m RM290.16m	-RM125.48m	-30.19
Universiti Putra Malaysia (UPM)	RM439.28m RM308.89m	-RM130.39m	-29.68
Universiti Sains Malaysia (USM)	RM542.09m RM390.35m	-RM151.74m	-27.99
Universiti Teknologi MARA (UiTM)	RM2.23b RM1.67b	-RM563.07m	-25.2
Universiti Malaysia Sabah (UMS)	RM315.96m RM242.45m	-RM73.51m	-23.27
Universiti Antarabangsa Malaysia (UAM)	RM529.02m RM407.22m	-RM121.8m	-23.02
Universiti Malaysia Kelantan (UMK)	RM114.18m RM88.61m	-RM25.58m	-22.4
Universiti Malaya (UM)	RM463.91m RM370.03m	-RM93.87m	-20.24

30% budget
Cut for UTM!

We may have
to pay our
own salary!

STRATEGIC RISK PROFILE

(2015 Assessment >> Residual 2016)



Summary risks	Year 2014	Year 2015	Residual 2016
Losing Research University status	1	1	2
Unsustainable financial standing	3	2	1
Inadequacy of the delivery system to support University's growth	2	3	3
Business interruption in the event of disaster	6	4	4
Poor talent management and succession planning	9	5	5
Inability to commercialize research products	10	6	6
Academic dishonesty	5	7	Included in Ethical Problems
Losing global reputation	7	8	Drop (Manageable)
Students and staff with social and ethical problems	8	9	7
Unaccredited academic programs	4	10	Drop (Manageable)
Ineffective branding strategy	11	11	Drop (Manageable)
Ineffective partnership and alliances	12	12	Drop

A World in Crisis

**Oil price volatility,
currency volatility,
climate change &
natural catastrophe,
war, technology
revolution,
corruptions,
financial crisis...**

R. J. Johnston Peter J. Taylor

It is NOT about what happens to us..

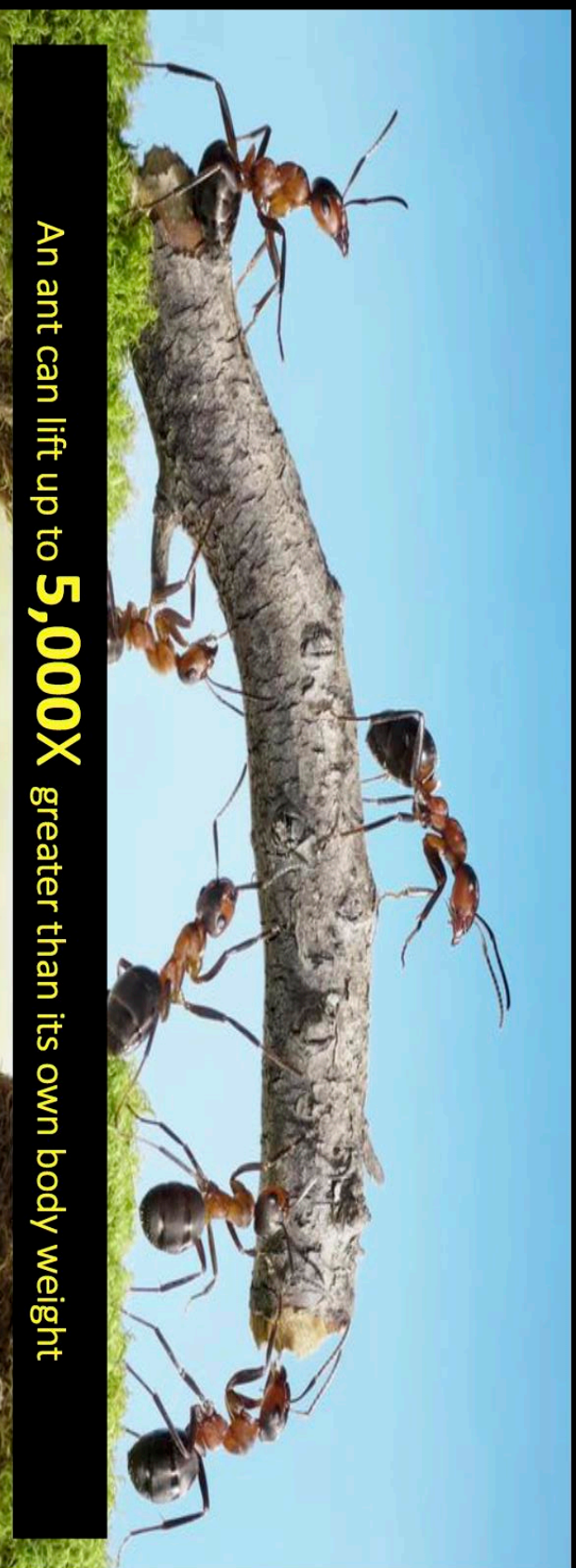
**It is about our ability to nurture,
harness, mobilise and unleash our
most valuable asset!**

The TALENT & POWER of the PEOPLE!

What about a Group of Relentlessly Entrepreneurial People?

The Entrepreneurial United

*Organizes, optimizes and leverage resources
to achieve maximum impact
to realize the greatest potential of an opportunity*



An ant can lift up to **5,000X** greater than its own body weight

Entrepreneurial

UTM Entrepreneurial Traits (UTM EnTT)*

Intelligent (IQ, EQ, SQ), visionary,

Initiating, creative, innovative,

resilient, passionate/high-spirited, optimistic,

inspiring, risk taking

Innovative. **Entrepreneurial**. Global.

Entrepreneurial is NOT about being a **businessman/usahawan**

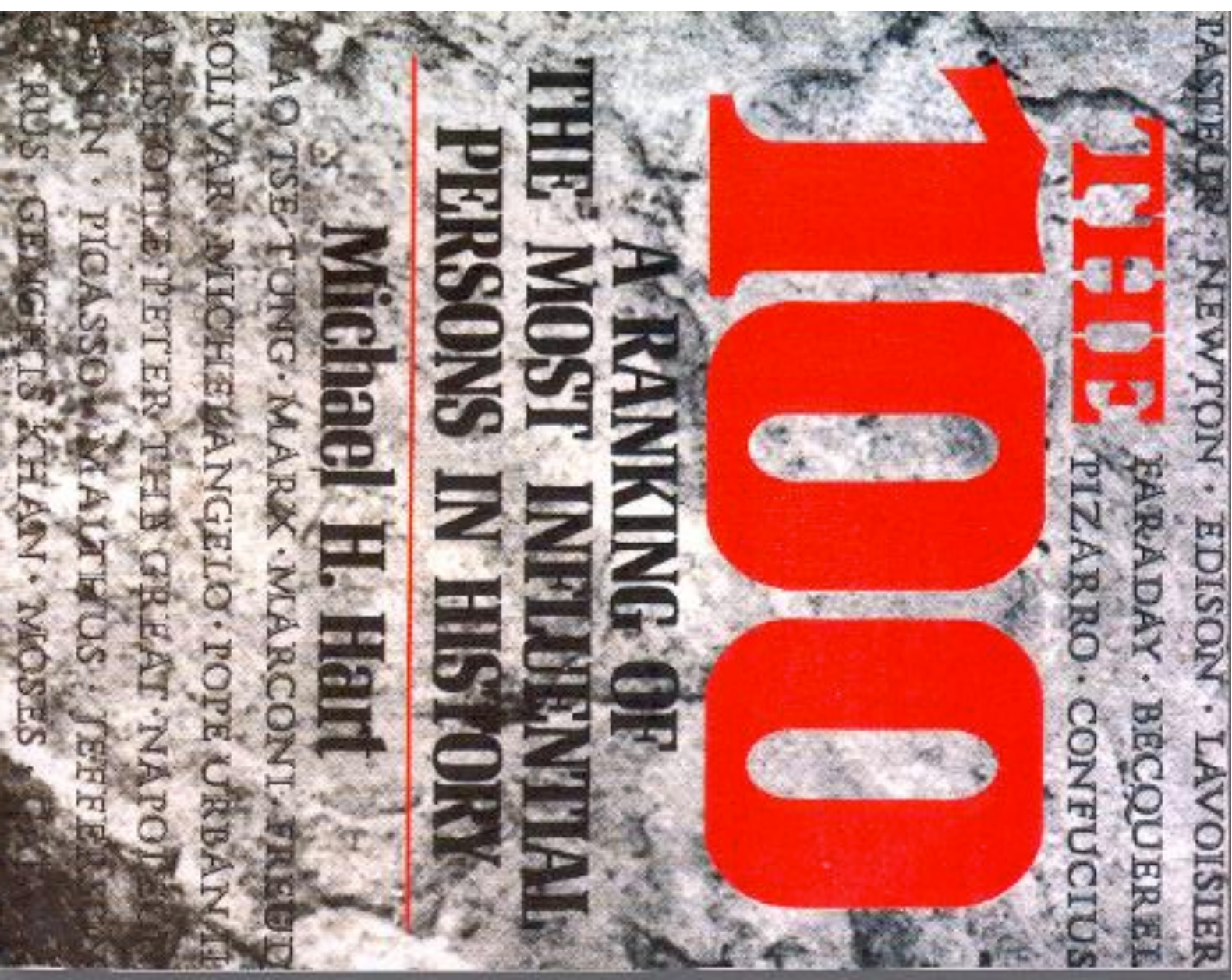
History has seen how entrepreneurial individuals changes the world and people's lives

The 100 - A Ranking of the Most
Influential Persons in History

[Excerpt about the person ranked at no. 1]

It is a ranking of the 100 most influenced
people in history. The author asserted that
Muhammad was “supremely successful”
in both the **religious** and **secular realms**.

And by far, more influential than the 2nd
and 3rd icons listed...



Are entrepreneurial people immune to failures & disasters?

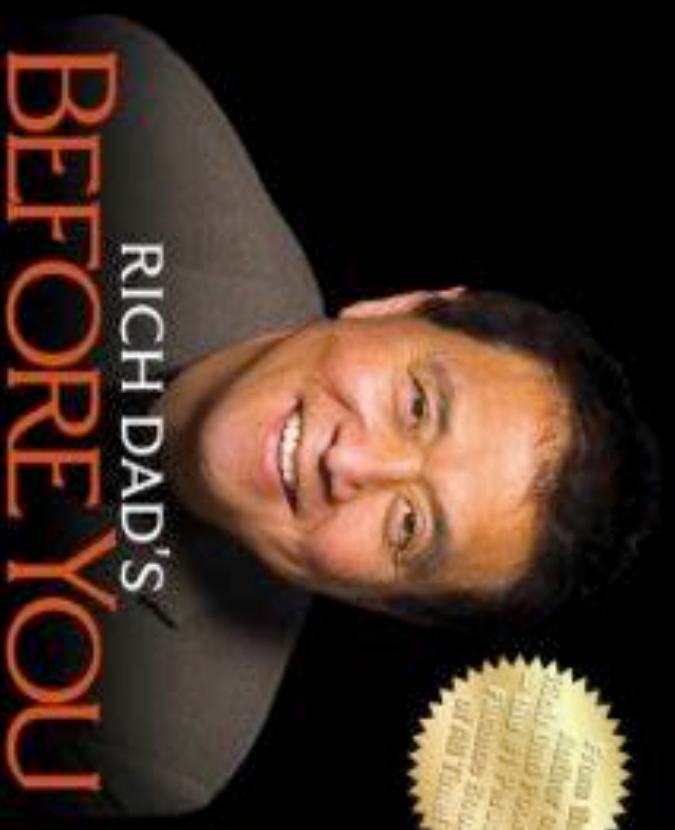


Oprah: Can you guarantee that an entrepreneur will stay on top once they make it big?

Kiyokasi: No. Chances are, they may fail (at some point. I did – and catastrophically!)

Kiyoaski: I can guarantee that they will *relentlessly* find ways to be better, and most likely, *more successful than ever*

RICH DAD on  BrillianceAudio™



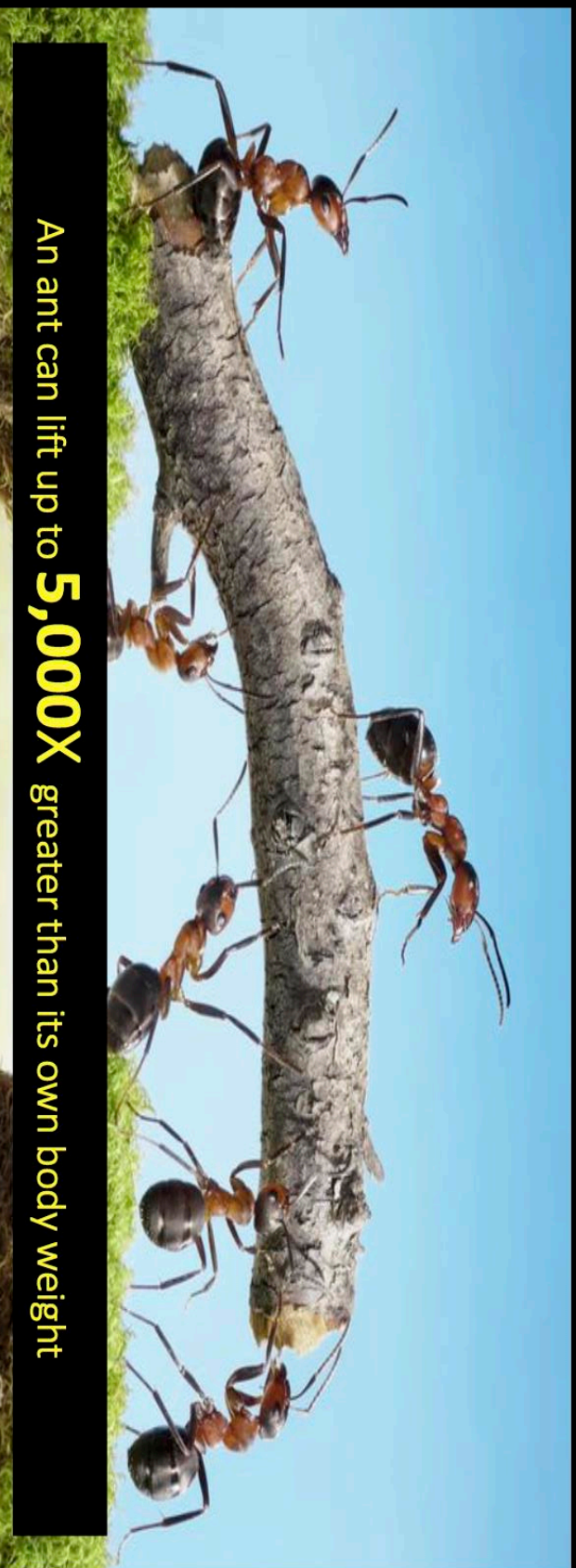
QUIT YOUR JOB
10 REAL-LIFE LESSONS EVERY
ENTREPRENEUR SHOULD KNOW
ABOUT BUILDING A
MULTIMILLION-DOLLAR BUSINESS

ROBERT T. KIYOSAKI

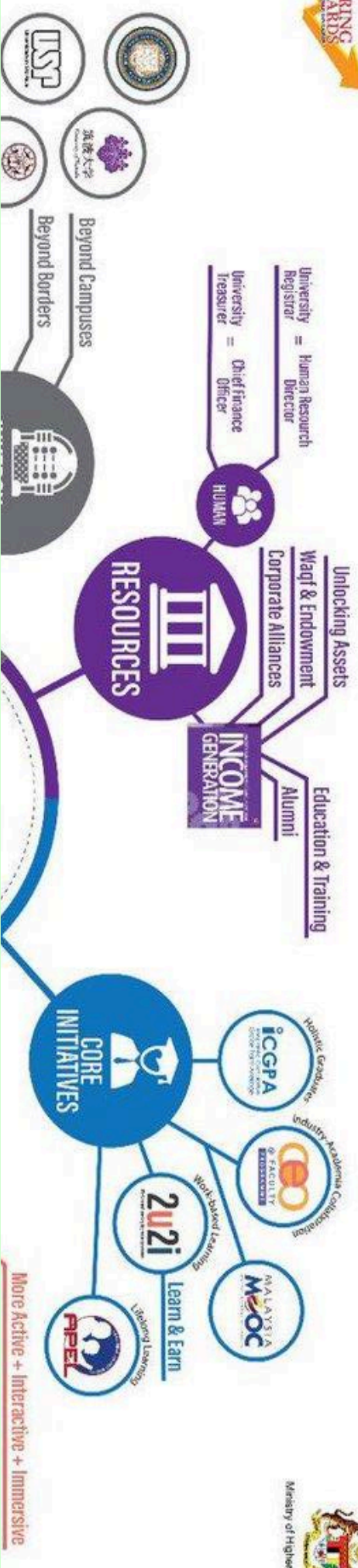
Tribute to the Consortium of Entrepreneurial People

The Entrepreneurial United

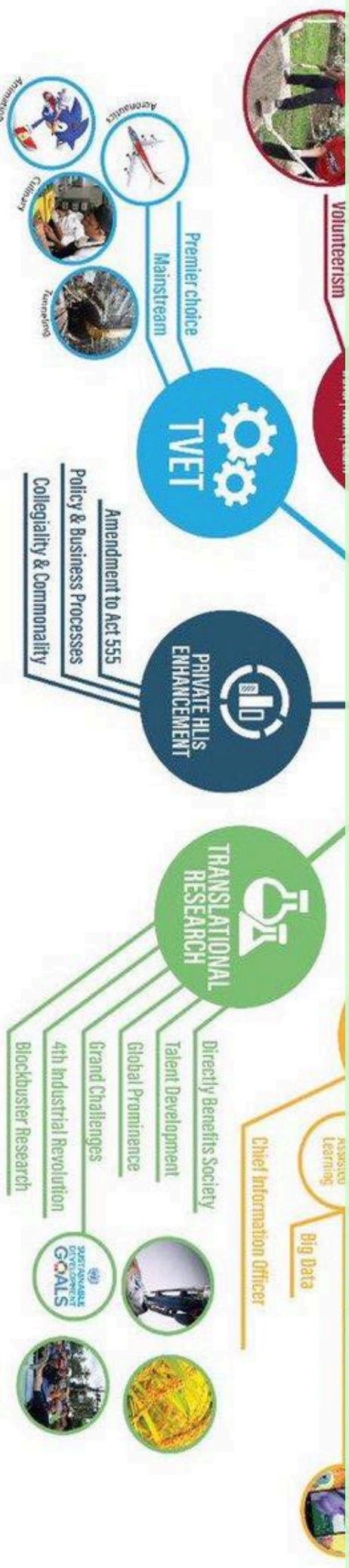
*Organizes, optimizes and leverage resources
to achieve maximum impact
to realize the greatest potential of an opportunity*



An ant can lift up to **5,000X** greater than its own body weight



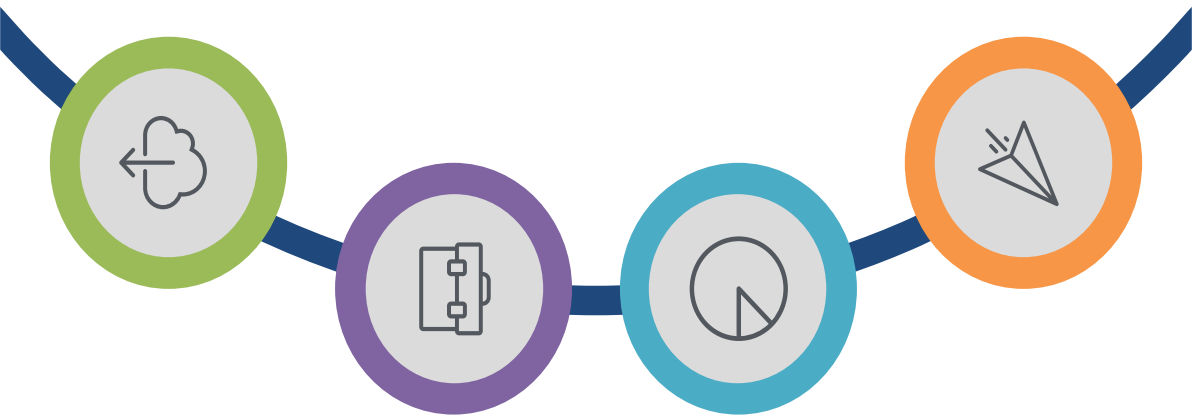
How to address HI's biggest (FS) pain?



A scenic landscape featuring a hot air balloon in the sky, a winding road, and a forest in the foreground. The text is overlaid on a semi-transparent dark rectangle in the center of the image.

SESUNGGUHNYA
SETIAP KESUSAHAN
ITU DISERTAI
KEMUDAHAN

Surah Al-Insyirah: 5



***The Key Asset; The Entrepreneurial
United; Our Key Initiatives***

The Summit Attempt



*Nurturing & Unleashing
the Innovative, Entrepreneurial, Global*

in Universiti Teknologi Malaysia

and Reaping Opportunities of 2017 and Beyond.





UTM
UNIVERSITI TEKNOLOGI MALAYSIA

5. Performance
Delivery

People:
*The Entre-
preneurial
United**

1. Purpose

4. Place &
Provision
(Facility)

2. Product IQ

3. Promotion
& Partnership

**Our Men and Women in the Arena (Lelaki & Wanita dalam Perjuangan) that makes a great University*

Words of Caution

Be Prepared to:

- ✓ Overcome Comfort
- ✓ Break Patterns
- ✓ Challenge Norms
- ✓ Shift Paradigms
- ✓ **Chart New Paths!**



Business Un-usual

Lee Myung-Bak – The Korean president that transformed South Korea into an economic powerhouse



UTTM
UNIVERSITI TEKNOLOGI MALAYSIA

People - The NHEBP* Shifts in GP3+ Initiatives



#2 Talent Excellence

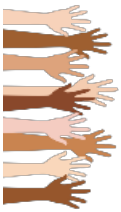


#1 Holistic, Entrepreneurial & Balanced Graduates

BC4DCP

Talent POOL

Baseline Competencies for Differentiated Career Pathways



STAFF DIVERSITY

ALTMS
Academic Leadership Talent Management System



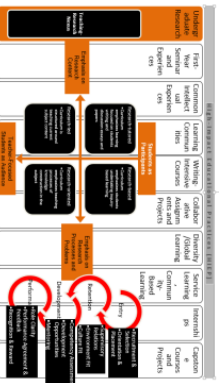
Staff

Ambassadors

Strategic Hr A & R Planning (SHARP)

-Team Effort (engage academic & research Heads)

Teaching Research Nexus (TRN)



High-Impact Educational Practices (HIEPS)



21st Century Curriculum



UTM Service Learning Program

Nurture Holistic, Entrepreneurial Students



STUDENT DIVERSITY

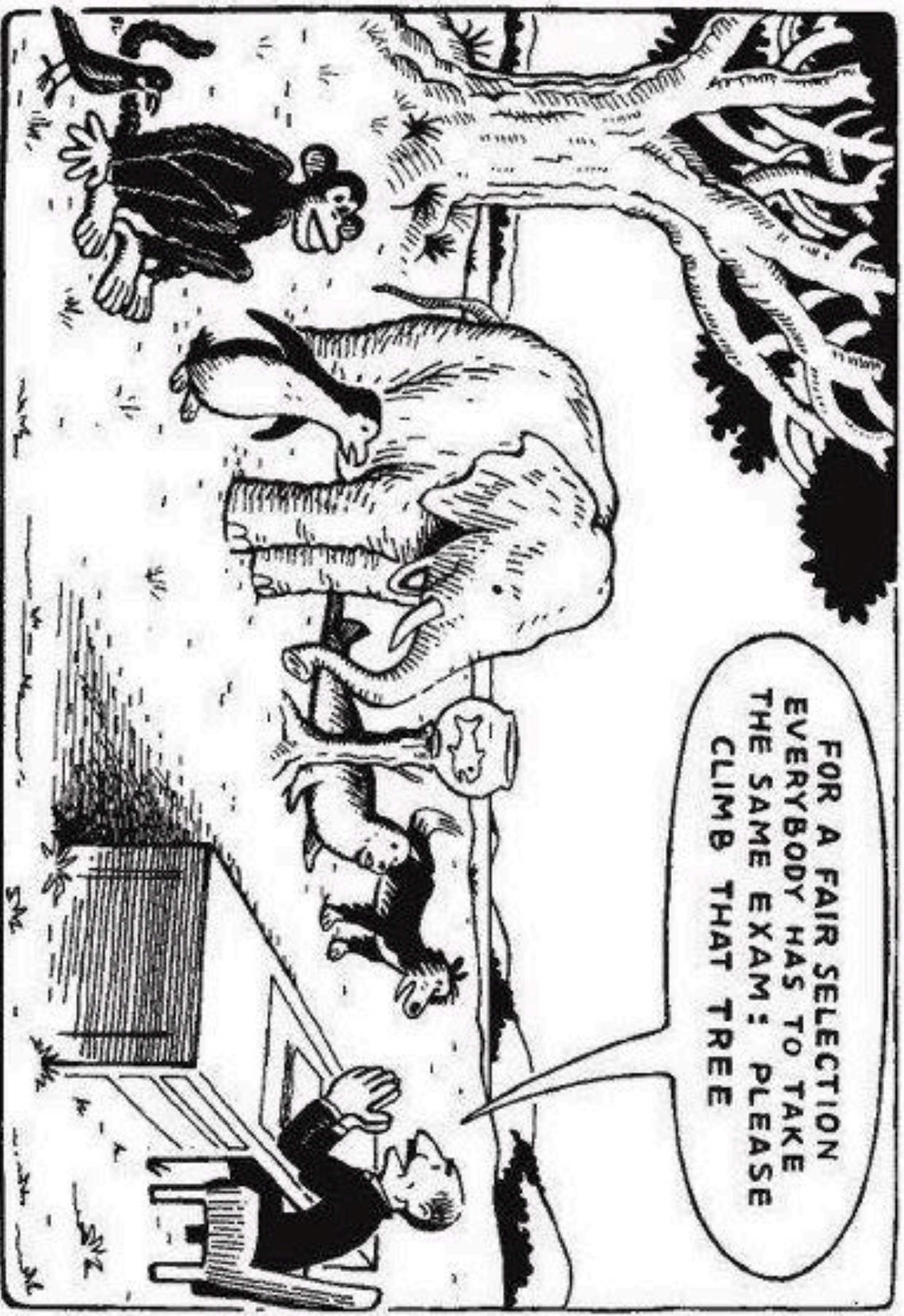


VOLUNTEERISM

NEW ACADEMIA
Learning Innovation Model
Buku Panduan versi 2



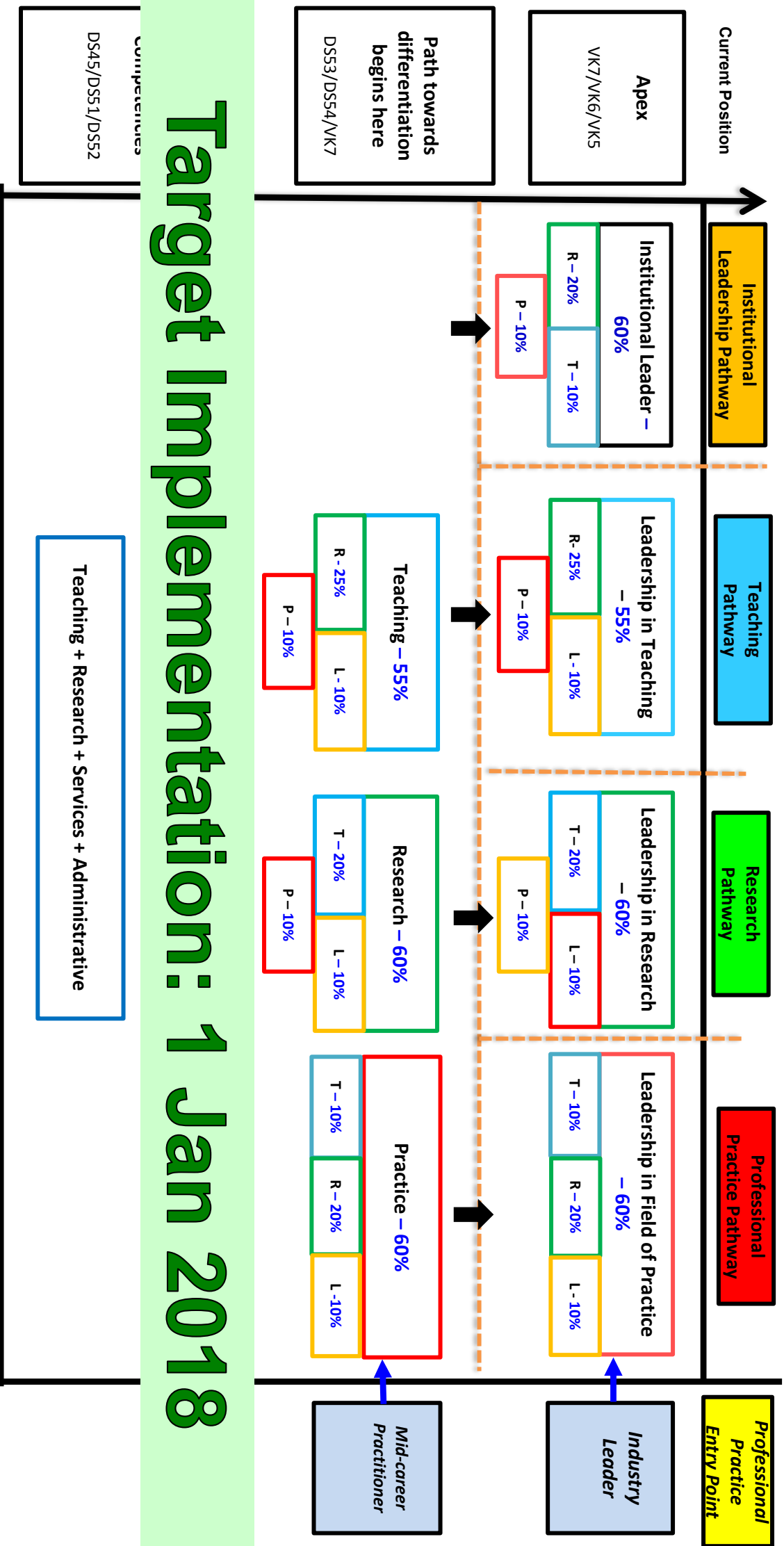
*National Higher Education Blueprint
+UTM Global Plan 3



“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing it is stupid”

-Albert Einstein-

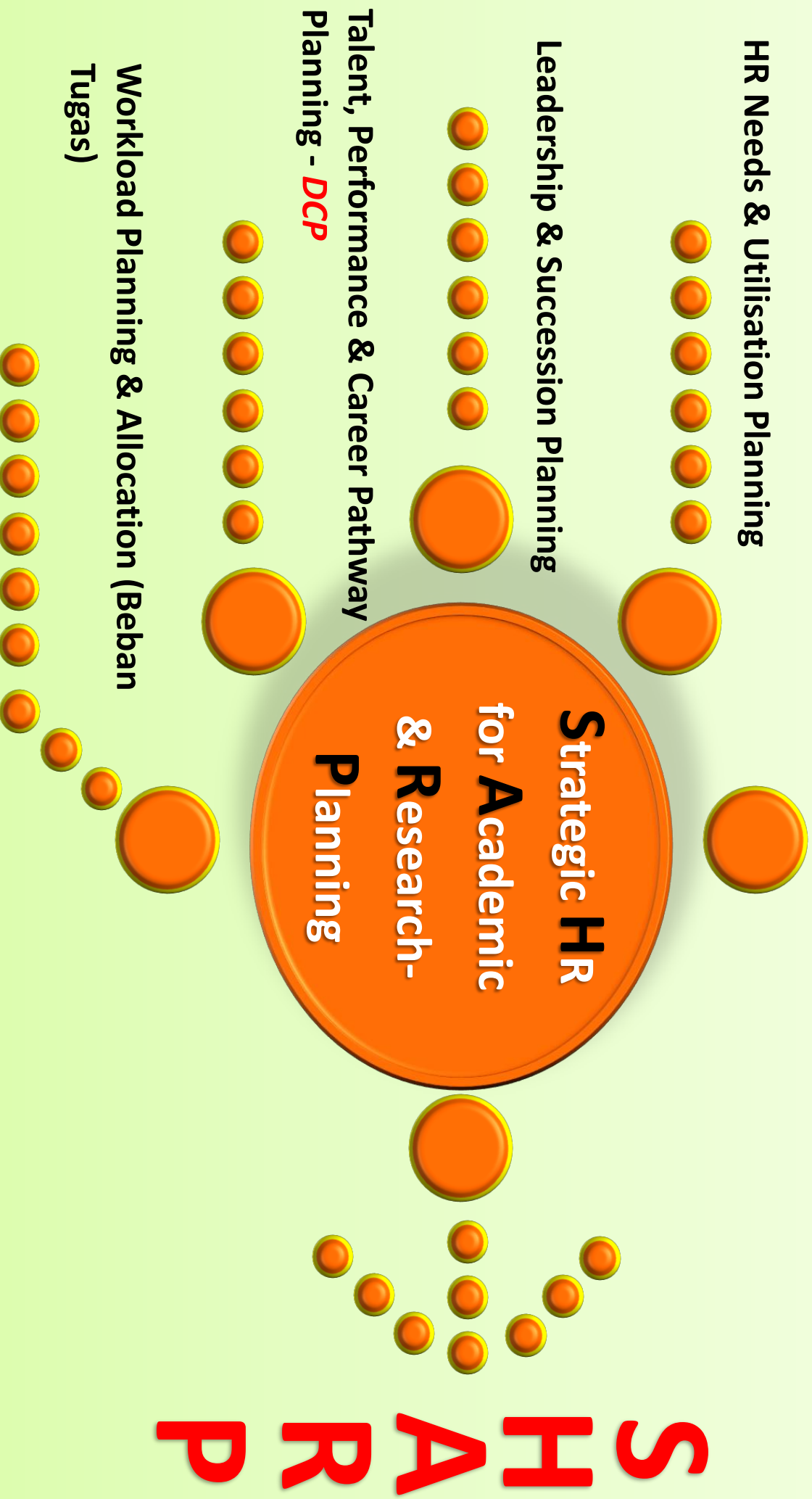
UTM DIFFERENTIATED CAREER PATHWAY FRAMEWORK



R – Research/Publication/Supervision P - Professional Practice T – Teaching L - Leadership

Academic & Research Discipline Planning

The Big Picture of HR Planning



UTMShine – Initiatives of the office of DVCRI

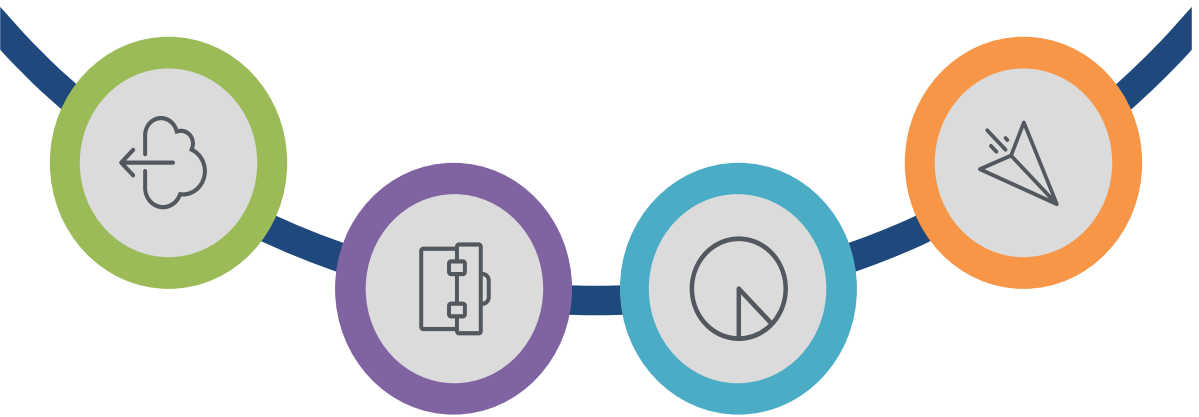
First Batch



Second Batch



- ✓ Academic quality and effectiveness
- ✓ Relative research excellence in niche area(s)
- ✓ Leadership and visibility



The Five-P Disciplines & Codes of Honour* for EVERY UTM Staff

***Strong Mutual Understanding; Unwritten Sacred Rules**



5. Performance
Delivery

People:
*The Entrep-
reneurial
United*

1. Purpose

4. Place &
Provision
(Facility)

3. Promotion
& Branding

2. Product IQ*

*Innovation & Quality

The 5P Discipline: P1 – Purpose-Driven



What is it that drives us*?

Incentives?

Promotion?

Passion & Pleasure?

***Purpose**

The key factor for the Success
of Ar Rasul SAW?

The Power of Pure Purpose!

وَمَا أَرْسَلْنَاكَ إِلَّا
رَحْمَةً لِّلْعَالَمِينَ

We have not sent you O'
Muhammad (p.b.u.h),
except for the Mercy of
Creations

Tidaklah Aku mengutusmu kecuali
untuk menjadi rahmat bagi

semesta alam”

(Al-Anbiya' /21: 107)

THE
1000

A RANKING OF
THE MOST INFLUENTIAL
PERSONS IN HISTORY

Michael H. Hart

MAO TSE-TUNG · MARK MARCONI · FRED
BOLIVAR · MICHELEANGELO · POPE URBAN II
ARISTOTLE · PETER THE GREAT · NAPOLEON
BONAPART · PICASSO · MALTRUD · JEFFERSON
GANDHI · GENGHIS KHAN · MOSES

10 CORE TENETS OF MAP

1. Be a **PURPOSE-DRIVEN** founder. Remember why you're here.

Why you're building this company

2. **FOCUS** on doing one thing really really well, one at a time

3. Be **INSANELY OPTIMISTIC** about possibilities but grounded with practicality

4. **STAY HUMBLE**: Always be **CURIOUS** and eager to **LEARN**

5. **DARE TO FAIL**: Be diligent about **EXPERIMENTING** with different strategies & methods every week: **DOUBLE DOWN** on those that work

and cut out those that don't

6. **HUSTLE** and try harder: Two of the most valuable characteristics of a great founder is **RESOURCEFULNESS & PERSISTENCE**.

There are always 10 different ways of achieving something

7. **PAY IT FORWARD**: Give before you Take

8. When in doubt, **ALWAYS CARE**. Your platoon's problem is your problem.

Their success is your success

9. **PERSONAL GROWTH** is as important if not more important than **COMPANY GROWTH**

10. Don't miss the **FOREST** for the **TREES**

A man in a blue shirt and patterned tie stands in front of a wall featuring the M3GIC logo. The logo consists of the letters M, 3, G, I, and C in a stylized, colorful font. The M is red, the 3 is blue, the G is green, the I is yellow, and the C is orange. To the right of the logo, there is a small globe icon.

M3GIC

MALAYSIAN GLOBAL INNOVATION AND GREAT CITY CENTRE

building great entrepreneurs

TRUE

NORTH



UTM's enduring Core Values (DNA)

The Guiding Light.
The Glow in the Dark.

UTM's Philosophy

The Law of God is the foundation
of *science & technology*.

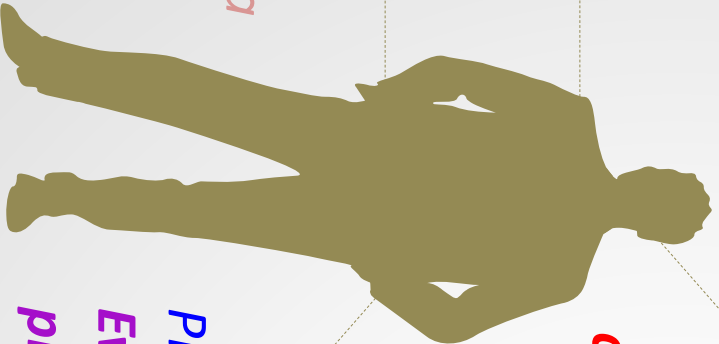
Universiti Teknologi Malaysia
therefore **strives with total and
unified effort** towards **excellence**
in science and technology for the
**universal well-being and
prosperity** in line with **His will &
guidance**.

Excellence, Distinction

**Unity,
collaboration**

**Prosperity & universal well-being,
Everlasting, universal values,
professionalism, ethics and integrity**

The Thrust Area



(The Meaning of) Our Vision & Mission

(embedded in UTM philosophy from the founding fathers)

*Nurturing entrepreneurial academia in
Engineering, Science & Technology & for
Universal prosperity & well being*

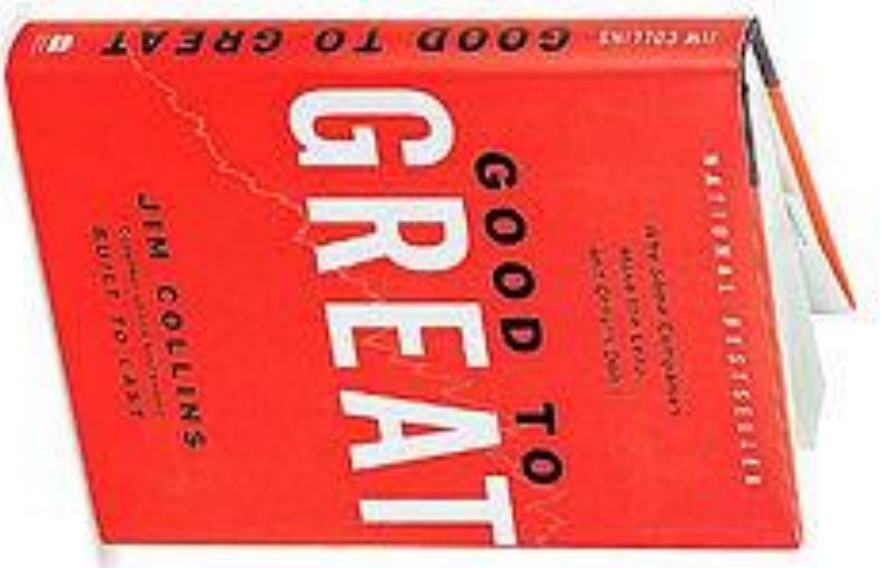
CVP: Customer Value Proposition

Thrust Area

Values DNA

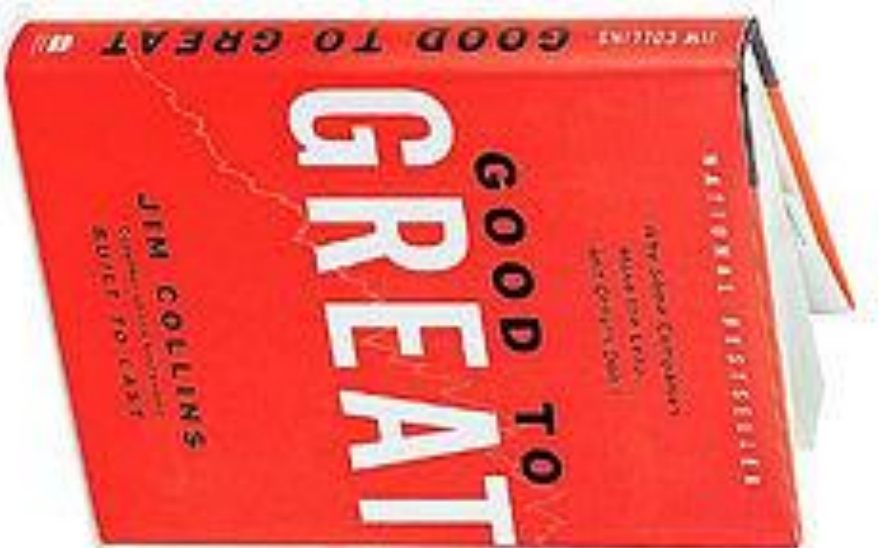
*UTM philosophy as the foundation

UTM en-route from Good to Great



“Good is the enemy of great”

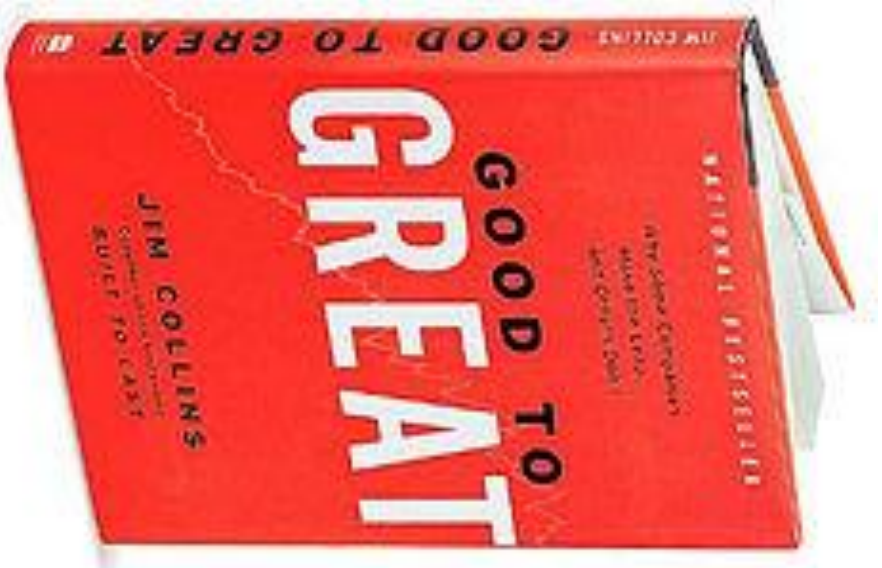
How do you achieve Greatness & distinction



“Good is the enemy of distinction”

And at the same
time, be





**Making a positive difference
to the life of others**

Distinction*!



“Good is the enemy of great”

Love what you do

Excel in what you do



(Good)

***Terbilang**

On the authority of Omar bin Al-Khattab, who said : I heard the messenger of Allah Sallallahu Alaihi Wasallam say : **“Actions are but by intention and a person shall have but that which he intended. Thus he whose migration was for Allah and His messenger, his migration was for Allah and His messenger, and he whose migration was to achieve some worldly benefit or to take some woman in marriage, his migration was for that for which he migrated.”** ~ Related by Bukhari and Muslim

Hadis No. 1 dari Hadis 40.

عن أمير المؤمنين
الله عنه قال ،
رسلي
وسلم يقول : إنما الأعمال بالنية
ماتوى فمن كانت هجرته إلى الله ورسوله فهجرته إلى
الله ورسوله ومن كانت هجرته لنا نفسها أو امرأة

Back to

Basic

Reflection;

Guiding light

You? Deen?

Ummah? People

Results?

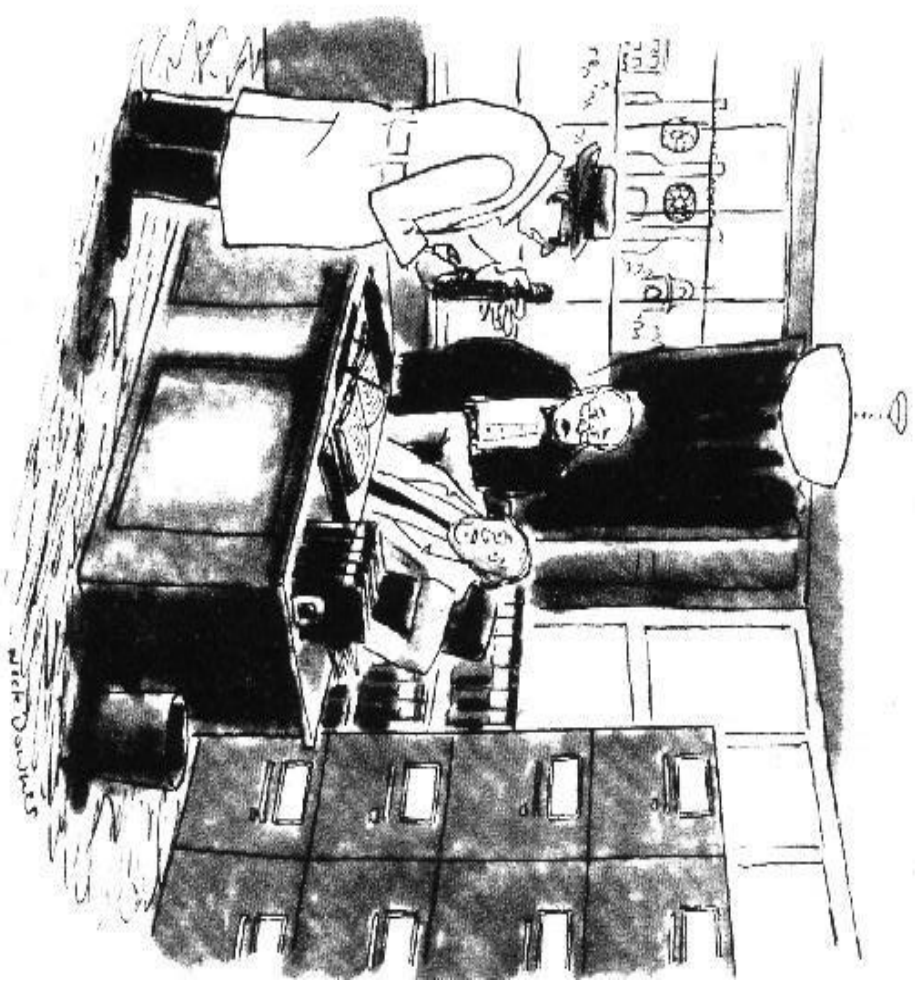
Begin with the right intention

Publish (share) or Perish (with your knowledge)

- “When a man dies, all his deeds are cut off except three things; good religious children who pray for him, *sadqah jariyah* and good **knowledge which has been taught (shared) to others.**”

- “Whoever is asked about something but he hides it, **Allah will put fire into his mouth in the Hereafter.**”

From the Hadith of ar Rasul (s. a. w.)



“Surely you were aware when you accepted the position, Professor, that it was publish or perish.”

“Tukang Masak” yang menjadi Rahmatan Lil ‘Alamin



1 Hari 1 Resipi • 365 Resipi
Istimewa Chef Hanieeliza

Pennulis : Chef Hanieeliza

**Kini > 1 juta
Naskah terjual**

Reference :PTS

Availability:

THIS PRODUCT IS NO LONGER IN STOCK

your@email.com

Notify me when available

RM39.90

Eksklusif di  **POPULAR**

Buku 1 Hari 1 Resipi 365 Resipi Istimewa Chef Hanieliza adalah keluaran khas yang menampilkan 365 resipi hasil kreativiti Chef Hanieliza yang boleh dicuba setiap hari. Antara resipi istimewa yang terkandung di dalam buku ini ialah aneka masakan berasaskan ayam, daging, kambing, kerabu dan salad, makanan barat, makanan laut, mihun dan mi, nasi, sambal dan sos, sayur, tauhu dan telur, puding dan desert, ikan, kuih kukus serta kuih-muih minum petang.

**Mahu Ilmunya
dimanfaatkan!**

"Tiada impian mahu menjadi jutawan penulis buku masakan, Kak Liza hanya mahu berkongsi resipi dan bertukar-tukar fikiran bersama sahabat lain di Internet ketika itu," katanya.

Idea mahu menerbitkan buku resipi masakan ini timbul apabila beliau mahu anak cucunya serta wanita lain, terutama yang bekerja dapat memahirkan diri dengan seni masakan hanya berdasarkan resipi ringkas ciptaannya.

The Ultimate Benchmark

The Canon of Medicine Arabic: *al-Qānūn fī al-Ṭibb* is an encyclopedia of medicine in five books compiled by Persian philosopher Ibn Sīnā (Avicenna) and completed in 1025.[1] It presents a clear and organized summary of all the medical knowledge of the time.

**A Best seller for
1000 years!**





George Sarton wrote in the *Introduction to the History of Science*: "One of the most famous exponents of Muslim universalism and an eminent figure in Islamic learning was Ibn Sina, known in the West as Avicenna (981-1037). For a thousand years he has retained his original renown as one of the greatest thinkers and medical scholars in history. His most important medical works are the Qanun (Canon) and a treatise on Cardiac drugs. The 'Qanun' is an immense encyclopedia of medicine. It contains some of the most illuminating thoughts pertaining to distinction of mediastinitis from pleurisy; contagious nature of phthisis; distribution of diseases by water and soil; careful description of skin troubles; of sexual diseases and perversions; of nervous ailments."

The Canon of Medicine > Related Avicenna books > Avicenna: On Healthy Living - Exercising, Massaging, Bathing, Eating, Drinking, S



Avicenna: On the Three Faculties
Avicenna



Avicenna: On the Four Elements: ...
Avicenna



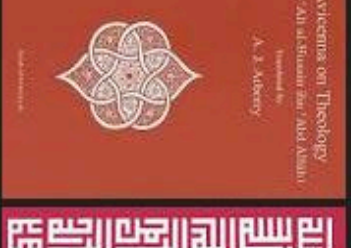
Avicenna: On Healthy Living - ...
Avicenna



Avicenna on Medicine and Its...
Avicenna



Avicenna: On Diseases - Caus...
Avicenna



Avicenna of Theology
Avicenna



Avicenna: On the Four Temperam...
Avicenna



Avicenna: On the Breath
Avicenna



Avicenna: On Healthy Living - ...
Avicenna

Imagine the world without these great writers!!

- The *Holy Qur'an* was written into a book during the caliphate of *Usman Affan*
- The *hadith* was written into 6/9 great books during the time of *Umar Abdul Aziz*
- It is obligation upon us to **seek knowledge, package it into the understandable form and spread it out to the ummah!!!**

The significance of knowledge and of the duty to spread it

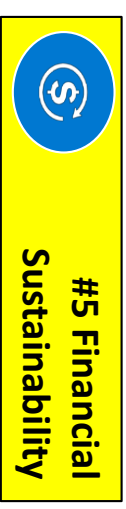
- The first revelation to Prophet s.a.w. – (Al-Alaaq: 1-5) – shows the importance of knowledge
- the appointment of prophet's personal writers to write all the Quranic verses received by him emphasize to man that **knowledge is to be conserved and shared to mankind**



P1: Stay True to our Purpose

Follow the True North

1. Always search our Intention (Niat)
2. Stay true (focused) to our vision and mission and core values



The 5P Discipline: P2 – Product IQ*

*Innovation & Quality



5. Performance
Delivery

People:
*The Entrep-
reneurial
United*

1. Purpose

2. Product IQ

3. Promotion
& Partnership

4. Place &
Provision
(Facility)

*Innovation & Quality

P2: Products – Academic Programs

FINANCIAL SUSTAINABILITY TARGETS 2015-2017

Income generation key focus area	No. of initiatives	Revenue Targets (RM mill)	
		2016	2017
Academic Programmes	7	112.2	119
Medical, Hostel and others student facilities	9	27.7	28.5
Business entities	7	30.2	32.1

Academic comprises > 50% of our income target

Programs			
TOTAL PROJECTED REVENUES (RM mill)	44	218.9	264.4

UTM's 2017 Enrolment Targets

FAKULTI	DIPLOMA	IJAZAH		IJAZAH PUPW (FEB INTAKE)		IJAZAH PUPW (SEPT INTAKE)		PHD		SARJANA			JUMLAH	
		LOCAL	INTL	Local (3-tier)	Intl (3-tier)	Local (3-tier)	Intl (3-tier)	LOCAL	INTL	LOCAL FT	LOCAL PT	INTL T		INTL PT
J10-SPS	0	0	0	0	0	0	0	70	25	55	0	20	0	170
J21-FAB	0	1016	20	0	0	90	10	193	90	280	0	30	0	1729
J22-FKA	0	1029	40	0	0	120	80	280	140	180	140	140	20	2169
J23-FKE	0	1640	60	0	0	80	120	309	150	150	130	130	12	2781
J24-EKM1	0	1500	40	0	0	80	80	220	85	170	100	30	0	2305
J26-FS	0	1414	29	0	0	30	10	607	283	203	166	155	17	2914
J27-FGHT	0	834	18	0	0	60	60	160	63	97	79	62	7	1440
J28-FC	0	952	19	0	0	80	30	369	172	102	83	78	9	1894
J29-FM1	0	940	30	0	0	60	10	170	160	60	100	20	0	1550
J31-FP	0	461	4	0	0	0	0	397	134	430	643	10	0	2079
J33-FTI	0	0	0	0	0	0	0	72	32	73	35	29	4	245
J41-ABahasa	0	0	0	0	0	0	0	30	15	27	20	7	1	100
J45-FBME	0	647	12	0	0	50	30	151	59	75	61	47	5	1137
J46-FKT	0	1320	65	0	0	80	40	379	131	479	301	68	0	2863
K38-UTM AIS	0	0	0	0	0	0	0	35	0	150	0	0	0	185
K39-UTM Perdana	0	0	0	0	0	0	0	43	17	18	15	11	1	106
K40-UTM Razak	0	0	0	0	0	0	0	150	53	230	176	170	15	794
K43-MJIT	0	870	18	0	0	0	0	250	100	122	60	70	5	1495
K60-SPACE (PUPW)	1300	0	0	0	0	0	0	0	0	0	0	0	0	1300
K63-IBS	0	0	0	0	0	0	0	143	67	159	130	122	14	635
JUMLAH 2017	1300	12,623	355	0	0	730	470	4,029	1,776	3060	2239	1200	110	27891
as Sept 2016	1098	10,339	190	0	0	0	0	3,189	1,238	1878	1536	1195	133	20796

What are UTM's X-Factors?



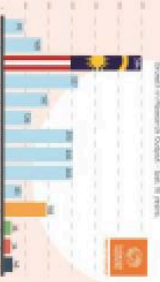
CEO@FACULTY PROGRAMME



icgpa
 Global Quality Standard
 Integrated Curriculum Global Peer Average



RESEARCH



THE WORLD'S MOST INFLUENTIAL SCIENTIFIC MINDS 2014 - 2016



Cambridge InterVarsity Debate Champion



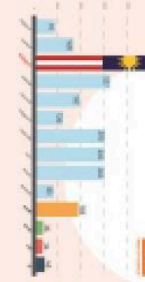
11 International University Branches in Malaysia



TOP 50 UNDER 50

UNIVERSITY	SCORE
UTM	17
UTM	25
UTM	26
UTM	33

MOST AFFORDABLE CITY IN THE WORLD FOR STUDENTS



Rank	University	Score
32	UTM	30
37	UTM	37
46	UTM	46

Rank	University	Score
202	UTM	202
203	UTM	203
204	UTM	204

Rank	University	Score
202	UTM	202
203	UTM	203
204	UTM	204
205	UTM	205
206	UTM	206
207	UTM	207
208	UTM	208
209	UTM	209
210	UTM	210

P2: Product IQ* – Academic Programs IQ

P2.1 Product Innovation: Create Blue Oceans and uncontested market; Create X-Factors, Create value & unfair advantages

P2.2 Product Strategy Innovation: Toward passive income generation – Franchise, TNE

P2.3 Product Quality Control: Raise & sustain high quality

P2: Product IQ* – Academic Programs IQ

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Value-Added Programs



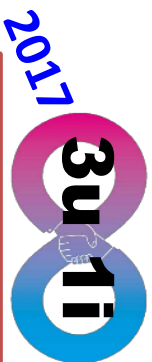
#1 Holistic, Entrepreneurial
& Balanced Graduates



2nd Century
Curriculum



Bachelor of Computing
(Data Engineering)
UTM Faculty of Computing



Bachelor of Science
(Industrial Design)
UTM Razak School

MJIT Juke Box Concept



UTM Bachelor of Computer Science (Data Engineering)

Characteristics

Blue Ocean Program (1)!

Advantages

international (ACM) standards

Strong fundamentals enhanced with real-world experience

integrated curriculum

Designed, delivered and assessed based on UTM New Academia Learning Innovation (NALI)

theory and practice

Industry-Ready Professionals

and Real Work Experience

High graduate employability

The Curriculum

UTM Bachelor of Computer Science (Data Engineering) +
Ready for Professional Certification*

2u

1i*

1i

4-Year Course (128 credit hour)

1st Year

- Technology & Information Systems (W)
- Programming Technique 1
- Digital Logic
- Discrete Structure
- Programming Technique 2
- Network Communication
- Probability & Statistics
- Operating Systems
- * University Courses

2nd Year

- Databases
- System Analysis & Design
- Data Structure & Algorithm
- Computer Organization & Arch.
- Artificial Intelligence
- High Performance Data Processing
- Object-Oriented Programming
- Human Computer Interface
- Data Mining
- Information Retrieval
- Database Administration (W)
- Special Topics in Database (W)

3rd Year

- Software Engineering (W)
- Web Programming (W)
- Appl Development (W)
- Fundamentals of Technopreneurship (W)
- Technop Seminar (W)
- Innovation & Creativity (W)
- Database Programming (W)
- Business Intelligence (W)
- Mgmt Info Systems (W)
- MM Data Modelling (W)
- Enterprise Sys Design (W)
- Syst. Development Technology (W)

4th Year

- Professional Development & Practice (W)
- Professional Development & Practice Report (W)
- Industry Integrated Project (W)
- Industry Integrated Project Report (W)

(W) Delivered through

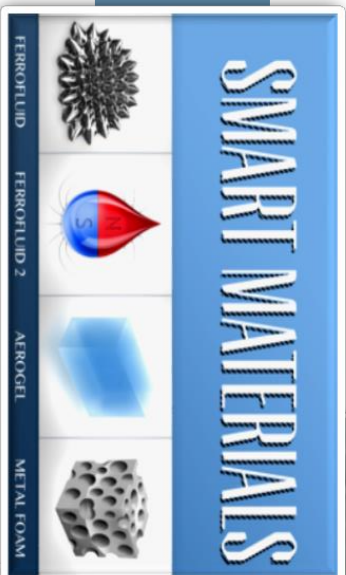
Work-based Learning (WBL)



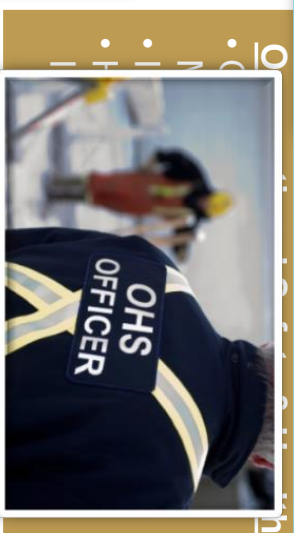
21st Century Streaming Curriculum

Blue Ocean Program (2)!

CHE & Energy Engineers



- Polymer Science**
- Fundamentals
 - Polymer P
 - Polymer R
 - Rubber an



Industry Technology

Chemical Engineers with added expertise

Approved by Senate, June 2015.

Qualifications to pursue postgraduate research

MSc. Energy Management

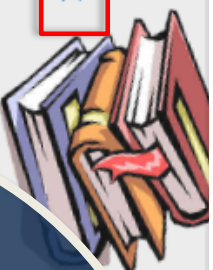


Exempted!



The Core Modules

- Sustainable Energy Management
- Project Management and Ethics
- Electrical and Mechanical Energy Management
- Energy Life Cycle Cost and Emission Analysis
- Research Methodology and Design of Experiments
- Computer Aided Tools for Energy Efficient Industry
- Master Projects



The Elective Modules

- Multiple Energy
- Thermal Energy Management
- Hazardous Waste Management
- Integration & Resource Conservation

Entry Requirements

CEM
Certified Energy Manager

REEM
Registered Electrical Energy Manager

Any bachelor's degree with 3 years of applicable work experience to be considered, you need to have grade point average in:

- BEng./BSc. in Engineering or
- BSc. in Technology disciplines or

UTM's Achievements in Energy Management

- Winner of ASEAN Energy Award 2012 - Large Building Category
- The first and only organisation in ASEAN awarded the 1st, 2nd and 3rd Star Energy Management Gold Standard by ASEAN Energy Management Accreditation Scheme (AEMAS)

Blue Ocean Program (3)!

- UTM has > 4000 Registered Electrical Energy Managers and 7 Registered Electrical Energy Management Systems (EBMS) that monitors electrical consumption across
- Achieved > RM 7 million energy cost savings between 2012 to 2014.

UTM

Curriculum With Prof Certification!

CEM – Certified Energy Manager

REEM – Registered Electrical Energy Manager



Route to REEM via UTM MSc Energy Management

Graduates will be awarded MSc Energy Management, and Registered Electrical Energy Manager Certification



Any installation which receives electrical energy from a licensee or supply authority with a **total electricity consumption equal to or exceeding 3,000,000 kWh** as measured at one metering point or more over any period of **six consecutive months must appoint a Registered Electrical Energy Manager (REEM).**

Efficient Management Of Electrical Energy Regulations 2008



PENGIKTIRAFAN PROGRAM PENGAJIAN UNTUK BERDAFTAR SEBAGAI PENGURUS TENAGA ELEKTRIK BERDAFTAR

SURUHANJAYA TENAGA dengan ini memberi pengiktirafan kepada
UNIVERSITI TEKNOLOGI MALAYSIA

Untuk mengendalikn program pengajian bagi perindustri dan pengurus Tenaga Elektrik seperti di bawah:

PROGRAM : SARJANA PENGURUSAN TENAGA (MSc EM)

TEMPOH PROGRAM : SEPENUH MASA – SATU (1) TAHUN (2 semester dan 1 semester pendek)
SEPENUH MASA – DUA (2) TAHUN (4 semester dan 1 semester pendek)

berkuatkuasa dari tarikh kebenaran ini ditandatangani dan bertukik kepada syarat-syarat yang dinyatakan seperti di dalam Lampiran A.

(Datuk Ir. Ahmad Fauzi bin Hassan)
Ketua Pegawai Eksekutif
Suruhanjaya Tenaga

Tarikh : 09 Mei 2016

P2: Product IQ* – Academic Programs IQ

P2.1 Product Innovation: Create Blue Oceans and uncontested market; Create X-Factors, Create value & unfair advantages

P2.2 Product Strategy Innovation: Toward passive income generation – Franchise, TNE

P2.3 Product Quality Control: Raise & sustain high quality

Trans-National Education (TNE)

...internationalisation of our product (academic programs) by enabling students from a foreign country to enrol in part of our program (e.g. articulation agreement) or in our entire program (e.g. franchise) without leaving their home country...

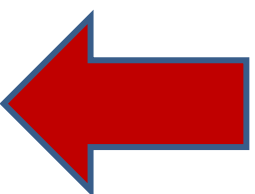
Why TNEI?

Open sea fishing – open market

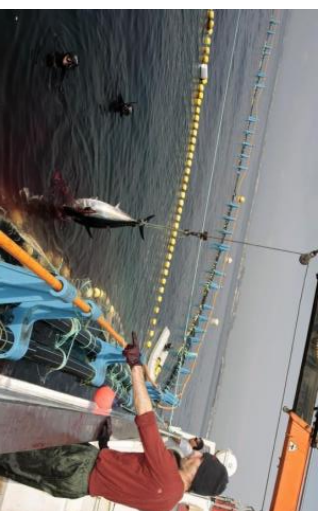
NOW



- Uncertainties:**
- Vulnerable
 - Open Market



Create Fish Colony



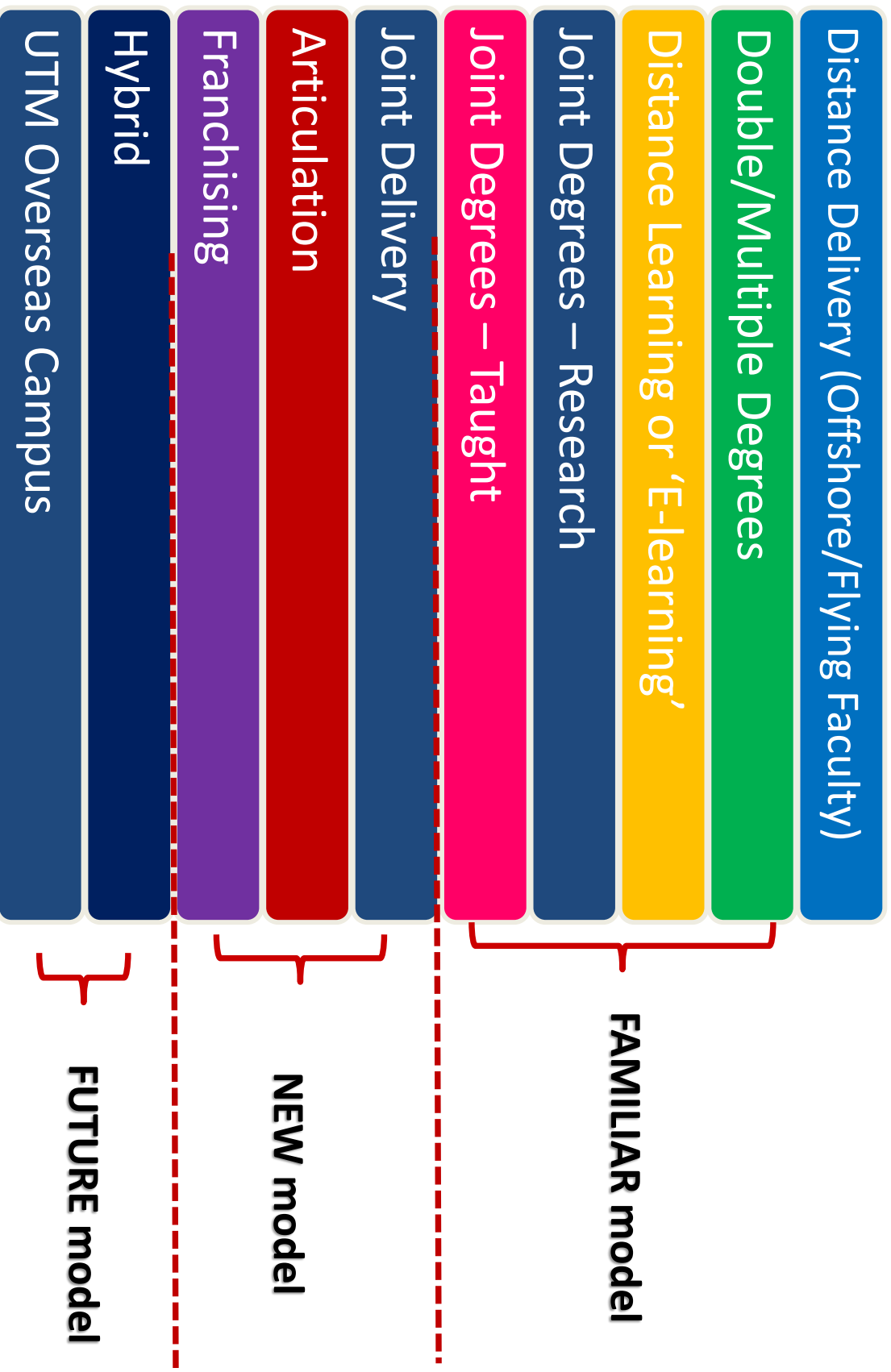
- More sustainable:**
- steady stream
 - assured quality

Why TNE?

Reasons for UTM to engage in TNE:

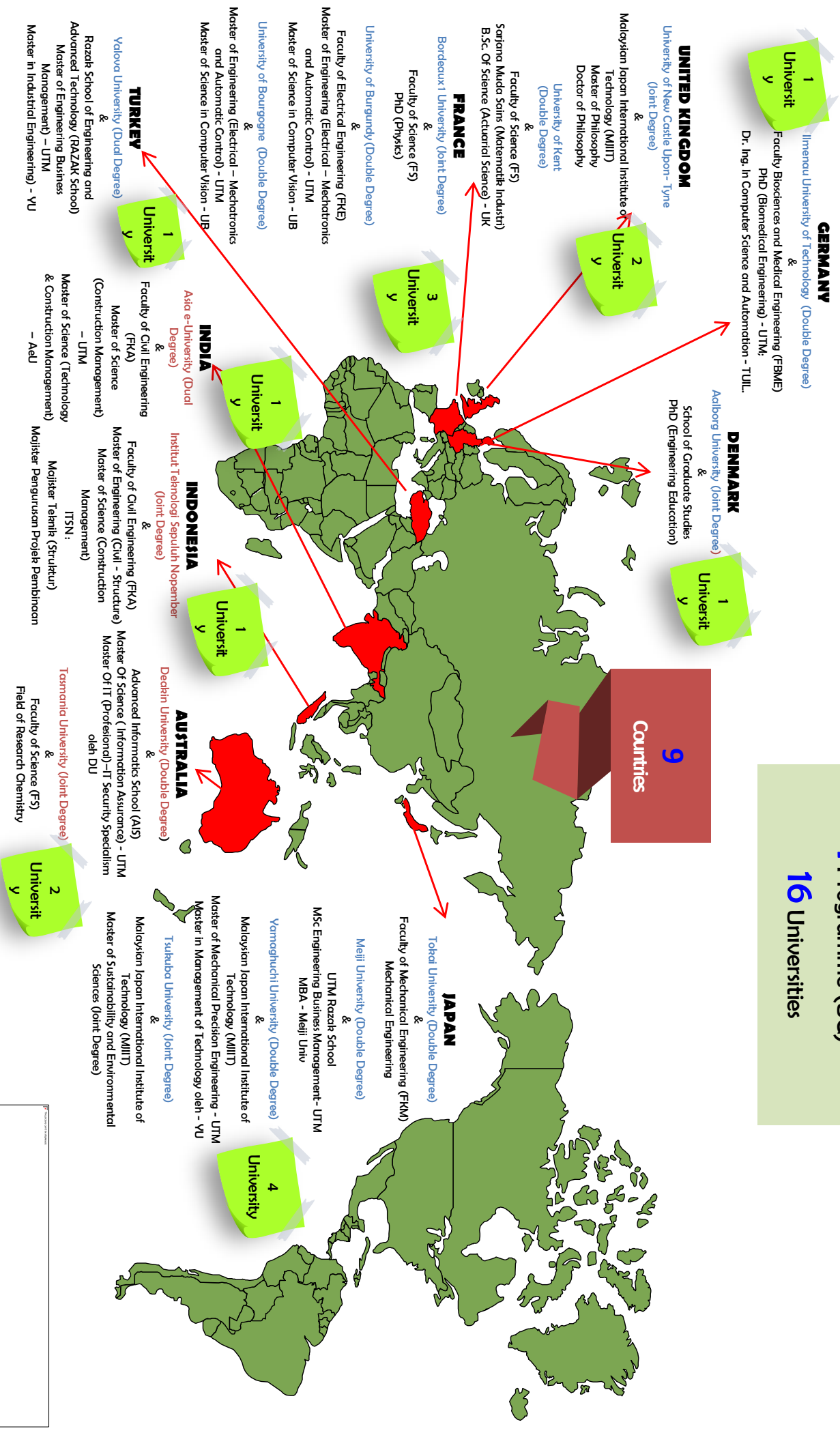
- ✧ A more secure and sustainable recruitment model for generating revenue
- ✧ Raising UTM international profile
- ✧ Increasing market expansion

Possible TNE Modes

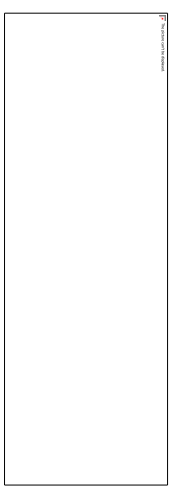


Current Pipeline

15 PROGRAMMES (PG)
1 Programme (UC)
16 Universities



UTMSpace/FAB (NEW)
 Sarjano Muda Ular Bohn
 (Separuh Masa)
innovative • entrepreneurial • global



UTM International Degree Program (UTM-IDP)

UTM Pioneering Program of Public University Private Wing

The first Malaysian UTM-IDP program,

- *Is driven by UTM's purpose to provide access and opportunity for learning*
- *Accords special access for those*
 - *who choose to secure enrolment in the specific program of their choice*
 - *Meeting at least the MQA minimum qualification*
 - *Can afford to enrol with no government subsidy*
 - *Who prefer International experience provided by this program*

UTM International Degree Program (UTM-IDP)

A Pioneering UTM International Degree program that is driven by UTM's purpose to provide access and opportunity for learning. UTM-IDP accords special access for those

- who choose to secure direct enrolment in a UTM's degree program of their choice**
- Meeting the minimum Malaysian Qualification Agency (MQA) requirements*
- who could afford to enrol without government subsidy*
- who prefer International experience provided by this program (e.g. Local and International students, English medium of teaching, Study abroad programs)*



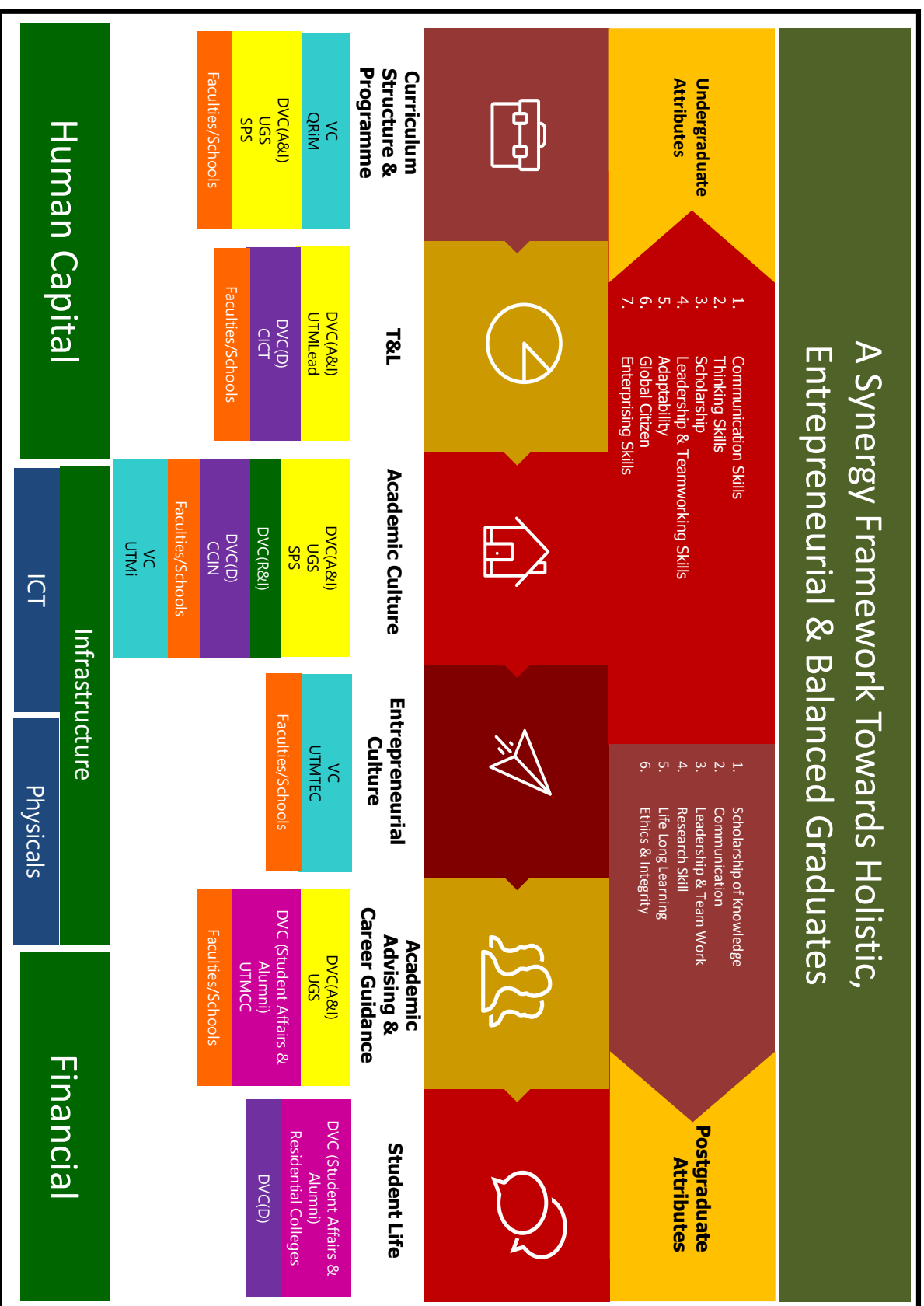
P2: Product IQ* –

Academic Programs IQ

P2.1 Product Innovation: Create Blue Oceans and uncontested market; Create X-Factors, Create value & unfair advantages

P2.2 Product Strategy Innovation: Toward passive income generation – Franchise, TNE

P2.3 Product Quality Control: Raise & sustain high quality



UTM Graduate Attributes (21st Century Skills)

1. UTM Graduate Attributes
 2. Foundation Knowledge – Broad & Diverse
 3. Will incorporate technology
 4. Excellent faculty members – ICT literacy, NALI
 5. Experiential Learning
 6. Implementation of OBE
1. Communication Skills
 2. Thinking Skills
 3. Scholarship – lifelong learning, inquiry skills, information management
 4. Leadership & Teamworking Skills – leadership
 5. Adaptability
 6. Global Citizen – ethics, sustainability, professionalism, world view
 7. Enterprising skills – innovative, risk taking, entrepreneurial mindset, resilient

UTM 21st Century

Curriculum

Principles

Progress

1. Perkasa pelaksanaan Atribut Graduan UTM – Lulus Mesyuarat Senat Bil.6/2016/2017 pada 8 Feb 2017
2. Perkasa pelaksanaan OBE
3. Kursus Umum – Bengkel semakan diadakan pada 17 Apr 2017
4. iCGPA – in progress 14 program PG dan 1 program UG terlibat
5. E-Portfolio – tambahbaik pelaksanaan kepada pelajar Tahun 1
6. *Mathematics for Engineering* – tambahbaik elemen matematik dalam kursus kejuruteraan

Jadual Kerja



The 5P Discipline: P3 – Promotion*

*Innovation & Quality



5. Performance
Delivery

4. Place &
Provision
(Facility)

People:
*The Entre-
preneurial
United*

1. Purpose

2. Product IQ

3. Promotion
& Partnership

Promotion & Partnership



01

Fardhu Ain



02

Fardhu Kifayah



03

Product
Showcase
(Living Lab)



04

Partnership

Promotion & Partnership



01

Fardhu
Ain



02

Fardhu Kifayah



03

Product
Showcase
(Living Lab)



04

Partnership

Ranking by Subject

Sub	Academic	Employer	Citations	H-Index	Overall	Quality	Year Rank
Computer Science & Info Systems	2017	64.6	71.7	75.6	71.7	71.7	2
	2016	58.1	67.6	73.8	67.6	64.7	3
	2015	53.6	73.4	71.0	64.4	63.8	3
	2017	75.7	81.6	75.1	69.7	76.5	3
Eng – Chemical	2016	67.2	79.2	72.6	67.8	71.7	3
	2015	66.2	77.8	69.2	65.9	70.1	3
	2017	69.6	82.9	81.5	64.8	74.7	2
Eng – Civil & Structural	2016	55.7	76.9	74.7	59.8	65.5	1
	2015	55.6	83.7	62.2	54.0	64.8	2
	2017	70.3	73.8	86.3	87.9	76.4	2
Eng – Electrical	2016	61.2	75.6	78.7	84.7	71.7	3
	2015	59.3	75.1	74.0	71.3	68.0	4
	2017	71.1	77.8	80.0	74.6	75.0	3
Eng – Mechanical	2016	57.5	75.9	76.9	70.0	67.8	5
	2015	60.8	76.2	77.5	67.8	69.0	4

70% on marketing, maintaining quality

40%

30%

15%

15%

30% on marketing, strategic, quality publications

UTM TOTAL

Ambassador Program*

Academic Partnership (40%)

Industry-Community Linkage (30%)

* The discipline and understanding that every staff could do its part to promote and market UTM within their means and capability

The 70% Promotion Strategy

Global Profiling of Staff



Professor

DEPARTMENT OF CHEMICAL ENGINEERING

Details



Profiling Our Elite Special Forces! (with a special mission)

Dr. Zainuddin bin Abd Manan

Email: zain@cheme.utm.my

Tel.: 607-553 5502/607-553

5609

Sustainable Process and Process Design:

Design & Retrofitting of Green Fuels Process

Integrated Process Simulation

Fax: 607-558 1463



Dr. Arshad Bin Ahmad

Email: arshad@cheme.utm.my

Tel: +607-5535610

Fax: +607-5588166

Accident modeling and risk assessment;

process modeling, control and optimization;

process safety; process intensification;

hydrogen and fuel cell



Dr. Kamarul Asri bin Ibrahim

Email: kamarul@cheme.utm.my

Tel.: 07-5535573

Fax: 607-5581463

Process Fault Detection and Diagnosis using

Multivariate Statistical Process Control

Modelling, Simulation, Control, Optimization.



Dr. Nor Aisyah Saidina Amin

Email:

noraisyah@cheme.utm.my

Tel.: 607-553 35588

Fax: 607- 558 1463

Applied Catalysis, Reaction and Reactor
Engineering, Modeling of Chemical Reaction
Systems, Biorefinery.



Dr. Mohd Rozainee bin Taib

Email: rozainee@cheme.utm.my

Tel.: 607-553 5578

Fax: 607-558 1463

Waste Incineration, Air Pollution Control,

Fluidized Bed Engineering, Industrial Waste

Management



Ramlan bin Aziz

Email: ramlan@ibd.utm.my

Tel.: 607-5536476

Fax : 607-5536464

Process Development and Intensification,

Scaling-Up Studies, Herbal and

Phytochemical Processing, Techno-

Entrepreneur-Development



Dr. Maketab bin Mohamed

Email: maketab@cheme.utm.my

Tel.: 607-553 5671

Occupational Safety and Health Unit



Vital for Global Industry
Network (Employer
Reputation under QS WUR)



Zainuddin A Manan

x

Password

?

Sign In

Not a member? [Join now](#)

Info graphic distributable by UTM staff

Top 10 Reasons Why You Should Choose to Study in

1
Quality
Education

Self-accreditation & 100% programs accredited by national & international professional bodies



6
World
Ranking

Top 1% in the field of Engineering and Technology; Ranked #25 under 50 year-old universities



2
Overseas
Experience

> 7,000 students joined study abroad programs to 60 countries (2011-2016)



7
Research

Awarded the highest number of Higher Institution Research Centres of Excellence (4 National HICoEs)



3
Financial
Support

More than 6000 allocations for scholarships, financial supports & fee waivers



8
Industry

Awarded The Best Academia-Industry Collaboration 2016



4
Hostel

Guaranteed on-campus accommodation throughout study



9
ICT Innovation

The first gamification centre to support Interactive digital teaching & learning in Malaysia



5
Campus life

Green eco-tourism campus & Winner of ASEAN Energy Award



10
Lifelong
Education

The only lifelong learning centre accredited by Board of Engineers



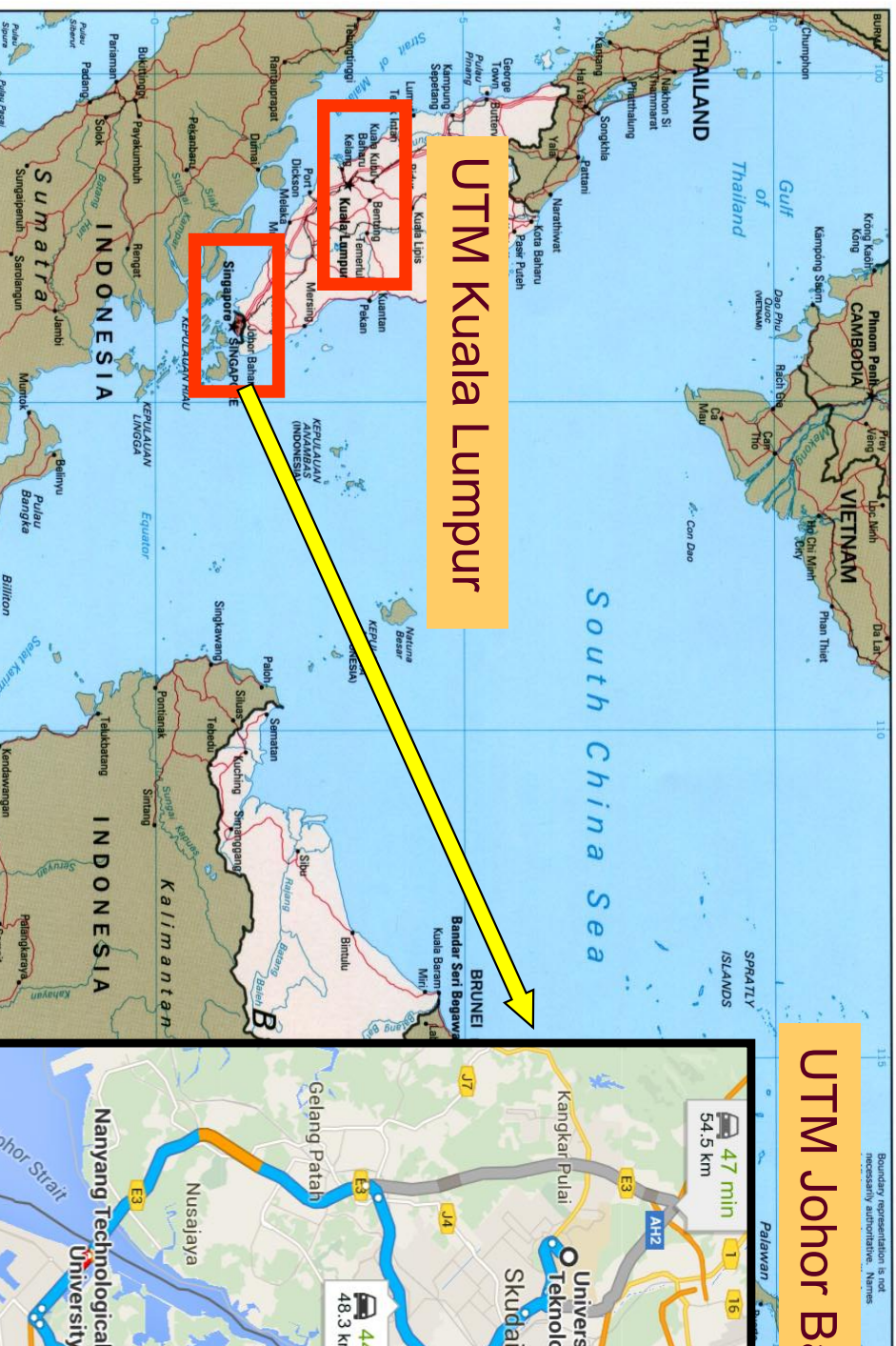
Sample UTM General Promotion Slides

Welcome To

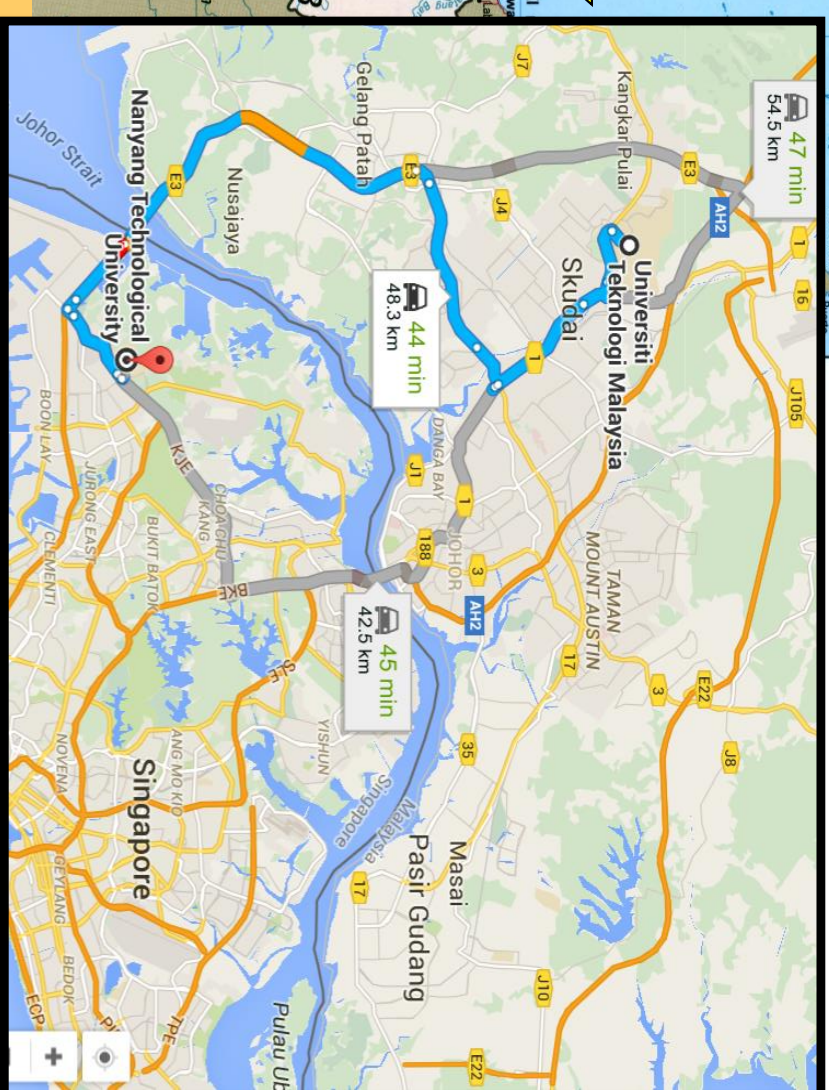
UNIVERSITI TEKNOLOGI MALAYSIA



UTM Campuses



UTM Johor Bahru



- 1 hr from Singapore airport/NUS/NTU by car
- 1-2 hrs flight to main destinations in South East Asia

UTM – In Numbers

931
Outbound
1101
Inbound

21309
Students

12012
(53.3%)
Graduate Students

17
Schools

16809
Indexed
Publication (2011-
2016)

4347
PhD
Students

3076
International
70
Countries

2624
Academic &
Research
Staff

Sample UTM Industry Promotion Slides

What's in it for Companies?

What's In It
For
Companies?

CREATE COMPETITIVE EDGES VIA UNIVERSITY – INDUSTRY COLLABORATION
9 POINT KEY BENEFITS FOR COMPANIES*

01



Recruitment
of Graduates
& Access to
Researchers

02



Collaborate with
Professional &
Certified Experts
& Consultants

03



Join a Global
Network of Experts
& Professionals

04



Accredited Labs, R
& D Equipment &
Incubators

05



Accredited &
Certified Lifelong
Learning

06



Computational Software
& Facilities

07



RBD&C (Matching)
Grants

08



Receive Double or
Triple Tax Deductions

09



Contribute as Advisory
Panel, Adjunct Prof &
Assessor Panel

Promotion & Partnership



01

Fardhu Ain



02

Fardhu
Kifayah



03

Product
Showcase
(Living Lab)



04

Partnership

The 30% (Publication) Strategy

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	2015	55.6	83.7	62.2	54.0	64.8	2
	2017	70.3	73.8	86.3	87.9	76.4	2
Eng – Electrical	2016	61.2	75.6	78.7	84.7	71.7	3
	2015	59.3	75.1	74.0	71.3	68.0	4
	2017	71.1	77.8	80.0	74.6	75.0	3
Eng – Mechanical	2016	57.5	75.9	76.9	70.0	67.8	5
	2015	60.8	76.2	77.5	67.8	69.0	4

70% on marketing, maintaining quality

40%

30%

15%

15%

30% on marketing, strategic, quality publications

SCOPUS Journals by Subject

- **Agricultural and Biological Sciences**
- Earth and Planetary Sciences
- **Microbiology and Virology**
- Arts and Humanities
- Economics and Finance
- Neuroscience
- Astronomy, Astrophysics, Space Science
- **Energy and Power Engineering and Technology**
- Nursing
- Built Environment
- **Environmental Sciences**
- Pharmacology
- Business, Management and Accounting
- Health Professions
- Physics
- **Chemical Engineering**
- Immunology
- Psychology
- **Chemistry**
- Life Sciences
- Toxicology
- Computer Science
- **Materials Science**
- Veterinary Science and Veterinary Medicine
- Decision Sciences
- Mathematics
- Dentistry
- Medicine

Eg: Categories under Chemical Engineering

- *Biochemical Engineering*
 - *Catalysis*
 - *Chemical Engineering (General)*
- *CACE, AIChE, CEJ*
 - *Chem Eng Science*
 - *APChE J*
 - *All Catalysis-based*

Write Review

- *Fluid Flow / Transfer Processes*
 - *Ind Eng Chem Res*
 - *PSEP*
 - *CHERD*
- *Ind Papers in CHE-*

based Journals!

- *Materials Chemistry and Engineering*
- *Membrane-based*
- *Particle Technology*
- *Desalination*
- *Petroleum and Fuel Technology*
- *Petroleum & Fuel Technology*
- *Process Chemistry and Technology*
- *CET (PRES)*

Promotion & Partnership



01

Fardhu Ain



02

Fardhu
Kifayah



03

**Product
Showcase
(Living Lab)**



04

Partnership

High Impact CSR Community Projects

UTM Portable Water Filter Machine

Researcher: Prof. Dr. Ahmad Fauzi Ismail



Fast Track Wall (FTW) System

Researcher: Prof. Dr. Muhd Zaimi Abdul Majid





UTMECO-HOME

Sustainable Design & Construction Showcase



Design Team:

Project Leader :

Prof Dr. Muhd Zaimi Abd Majid

Architectural Design Team :

Prof Madya Dr Mohd Zin Kandar (Head), Ar. Fadli bin Arabi, Dr Ar. Elina bt Mohd Husini, Dr Dodo Yakubu Aminu, Ar Khairil Halim, Abdelrahim Shehab, Muhammad Haiqal bin Rosli and Mohd Hidayat b. Azizul

Civil & Structural Design Team:

Prof. Ir. Dr. Mahmood Md Tahir (Head), Prof. Ir. Dr. Rosli Mohamadzin, Dr. Shukh Po Ngian

Dr. Mohammadamin Azimi

M&E and Energy:

Assoc Prof Dr Hashimh Abdul Rahman (Head), Ahmad Tajudin Ali

Quantity Surveyor :

Dr. Norazam Othman (Head)

Sponsored by:



Contact No: 019-7536100

(Prof. Dr. Muhd Zaimi Abd Majid)

UTM Living Lab of Low Carbon Lifestyle: Scope 1b – Smart Energy Management System – Smart Energy Monitoring

- AEMAS-Certified 3 Star Energy-Efficient Facility
- Winner of ASEAN Energy Award 2012
- RM21 Million Energy Savings 2010-2015
- 7 Registered Electrical Energy Managers
- 47 Certified Energy Managers (CEMs)
- A Centre for Training Energy Managers
- Centre for Continuing Education in SEM
- Certified AEMAS/ISO 50001 Trainers/Auditors

UTM SUSTAINABLE ENERGY MANAGEMENT PROGRAM



"A One Stop Centre for Sustainable Energy Management"





The Fourth Industrial Revolution

Klaus Schwab



Front Cover

SMART

Energy Systems Management in Real Time

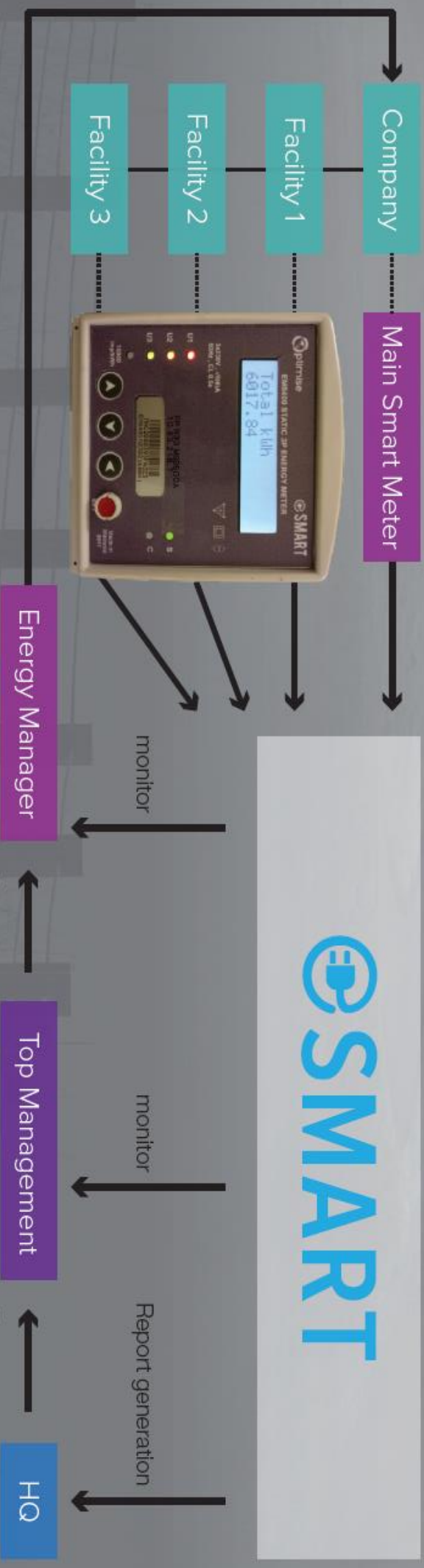
*Empowered to **OPTIMIZE***

Online Meters Installation for Real-time Monitoring in Hospitals & UTM

Energy Performance Monitoring & Analysis

Online Data Capture

Electrical energy consumption data



UTTM
UNIVERSITI TEKNOLOGI MALAYSIA



MINISTRY OF HEALTH
MALAYSIA



**Centre of
Electrical
Energy
Systems**

Implementation





Solar Farm at UTM Car Parks

Quantity of PV panel : 34,000 units or 10M Watt

Location : 50 acres car parks around RMK9 blocks UTM JB

Project Cost : RM 50 million, 21 years (under FIT SEDDA-ST)

Estimated energy saved :

13.5 GWh/year or 305 GWh for 25 years

Estimated income on leasing 50 acres :

RM150K/year or RM3.15 million for 21 yrs

Estimated income on profit sharing of 10% :

RM150K/year or RM5 million for 11 yrs

Promotion & Partnership



01

Fardhu Ain



02

Fardhu
Kifayah



03

Product Showcase
(Living Lab)



04

Partner-
ship

P6: Promotion (Shift 9, GR)

Entrepreneur: Sales = income

Global Reputation

1. Promotion and marketing
2. People: Total ambassador programme*; to deploy mission-driven research leaders & researchers
 - Fardh Ain (All)
 - Fardhu Kifayah (Research Leaders - Chair committee, events, conferences, lead network)
3. Technology – Digital marketing via GS, RG, LinkedIn, FB
4. Showcases – a few examples in UTM Living labs and videos
5. Exemplify teaching – research nexus; translational research



#8 Global
Prominence



International
Conference



Global
Networking



#9 Globalised Online
Learning



MIT BLOSSOMS

MOOC

MOOC (C)



5. Performance
Delivery

People:
*The Entre-
preneurial
United*

1. Purpose

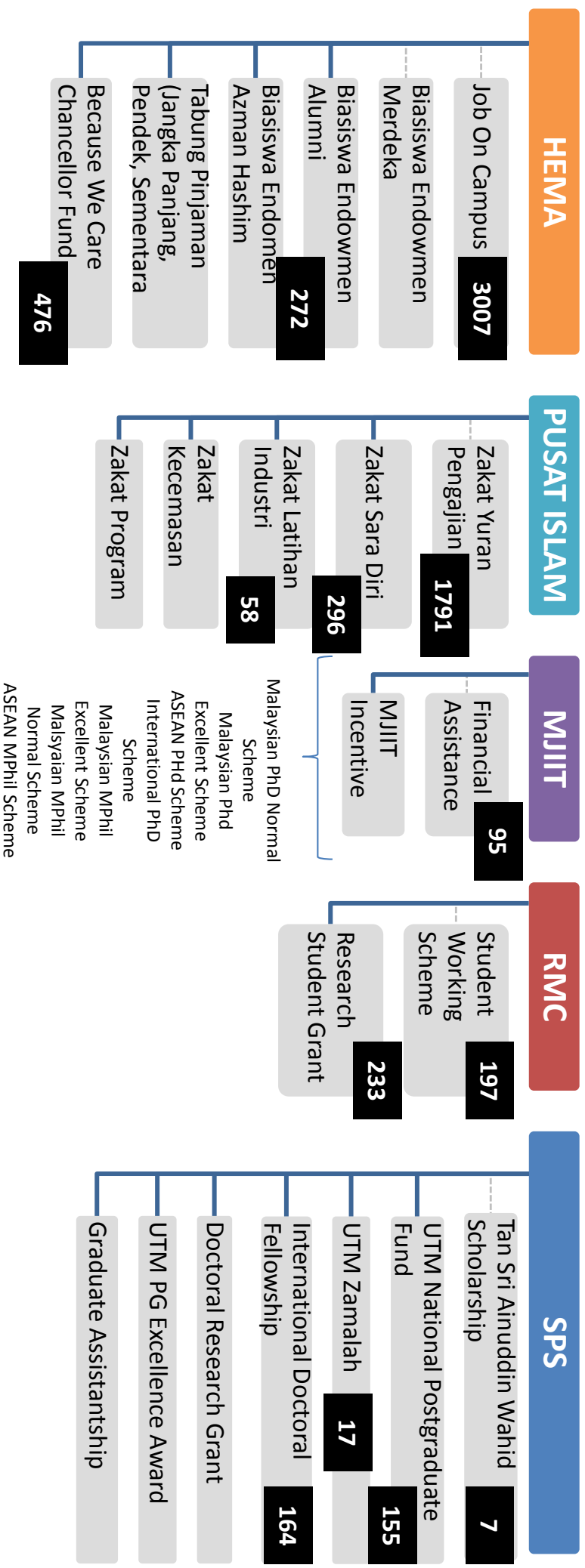
2. Product IQ

4. Place &
Provision
(Facility)

3. Promotion
& Partnership

Financial Support (One Stop Centre)

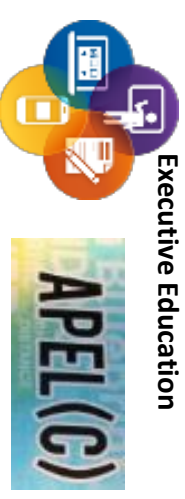
6,768 - Bilangan Sokongan Kewangan Tahun 2016



Win by creating and providing value,

Multiplier effect from positive “place/facility experience”

1. Akin to loyalty program
2. Provide the best affordable facility
3. Work with industry, government to secure the best facilities
4. Invest resources in technology– venture into the 4th industrial revolution
5. MOOCs and blended learning





**5. Performance
Delivery**

**People:
The Entrepreneurial
United**

1. Purpose

2. Product IQ

**3. Promotion
& Partnership**

**4. Place &
Provision
(Facility)**

P5: Performance Delivery

Great Entrepreneurs Emphasise on Great Customer Experience!

If you do build a great experience,
customers tell each other about that.
Word of mouth is very powerful.

 Client Heartbeat



Jeff Bezos
Amazon

Your most unhappy customers are
your greatest source of learning.

 Client Heartbeat



Bill Gates
Microsoft

The exemplary people with kind hearts who
contribute to make a university great

Treating people with respect and kindness is in our core values and our religions!

“I deem it a great pleasure and sincerely to express my happiness and satisfaction I have received from ISC staff regarding my passport and visa matter. In fact, as a new PhD Student, I never knew what to do after I submitted my passport to ISC during the registration in the last month (February 2017).”

“I came to ISC, and told the staff about my problem and indeed they took it upon themselves, without me knowing whatever challenges was involved in the delay to my passport and visa issue, it took them just 2 to 3 days to rectify the issue and as I am sending this message, I have received my passport with visa from ISC.”

Hence, it is for this reason I am grateful to all the ladies at the desks especially, those I can remember, first Sister Ayu, Madam Munira and the rest, they have all served me just that I forgot some of their names, they should forgive me, I have appreciated the constant support given me.

But one singular person I can't forget is Madam Ayisha, she is a great woman I must say. She took my friend and I to immigration for us to sign over stay papers, which we were not happy with but we also knew that we have to follow the policy of the state. She did very well for me and my friend.

One thing I will always remember is their smiley faces, almost all of them show concern and wanting to help, that is what I always observed in the ISC centre. I am happy for everyone of them and they should please accept my complement and that they should keep doing what is right and helping students.

Experience of Abdul-Kahar Adam, a PhD Student from Ghana. Shared by Prof Hamdan Said, Director, ISC on March 23 2017



Image: UTM Creative Media Unit

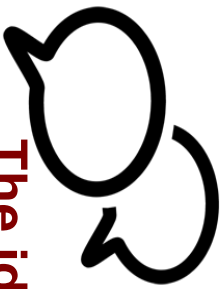


UTM
UNIVERSITI TEKNOLOGI MALAYSIA

'Because We Care' Chancellor's Fund

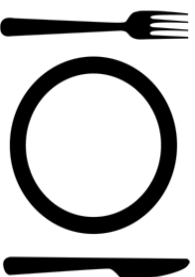
One year on: Implementation report and status updates

'Because We Care' Chancellor's Fund: An overview



The idea

'No students should go hungry during their studies'



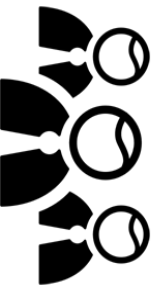
Main focus

Provide food aid to students in campus



Launch dates

Soft launch: 11 Jan 2016
Formal launch: 17 March 2016



The target

UTM local undergraduate students



The aid

Food coupons for daily meals: breakfast, lunch & dinner



The ultimate aim

By supporting students with their meals, they can focus on achieving full academic potential

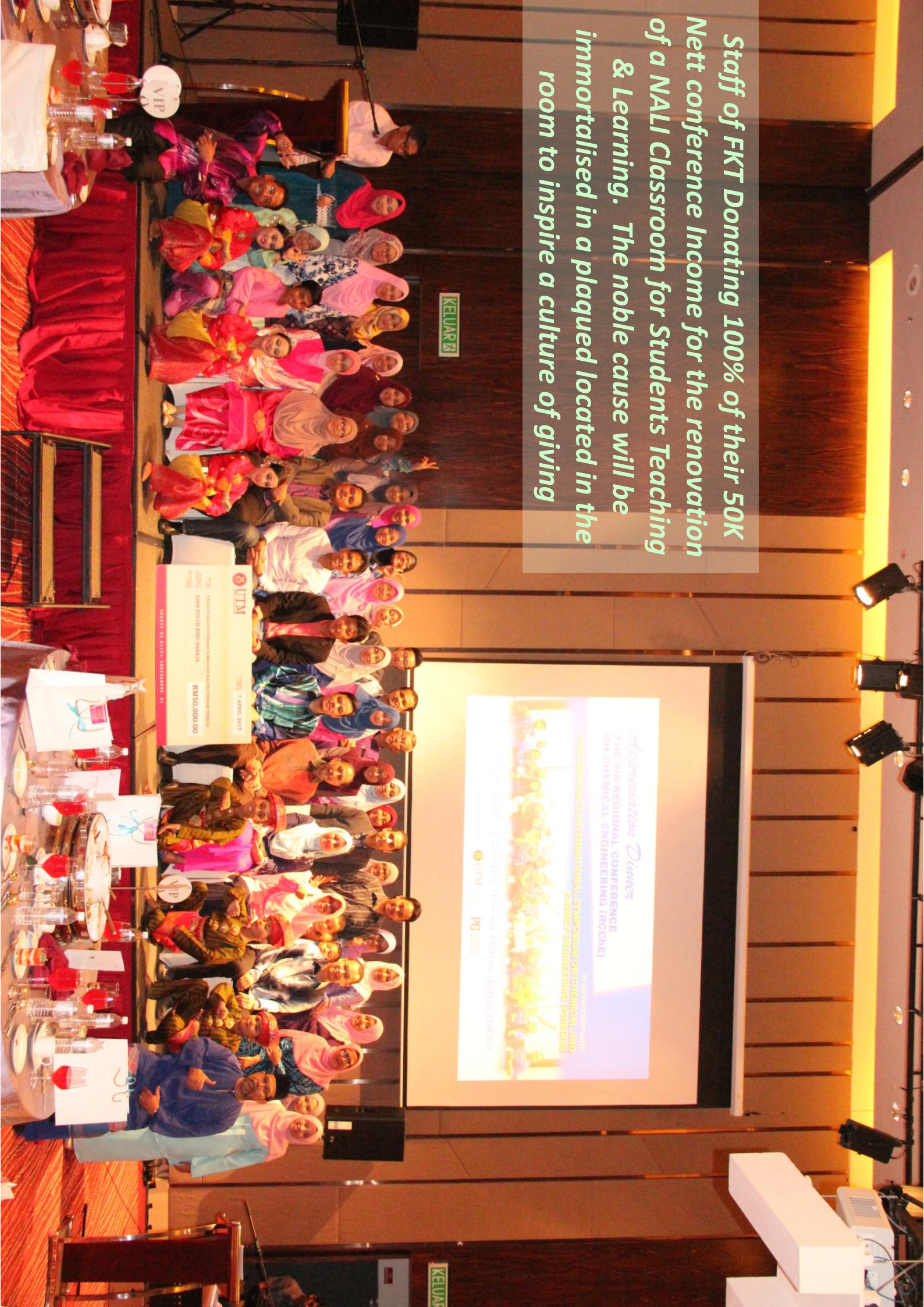
Because we Care: Kindness is Universal

“Pada hari pertama Konvokesyen ke 58, seorang pelajar undergraduate FKA di dapati berhutang RM 800. Beliau menghadapi kemungkinan tidak dapat naik ke pentas untuk menerima ijazah pada hari kedua konvokesyen oleh kerana tidak mampu membayar hutang ini”

“**Staf pejabat akademik** yang menyedari perkara ini telah beramai-ramai mengumpul derma untuk membayar semua hutang pelajar tersebut. Alhamdulillah, berkat keperihatinan mereka, pelajar tersebut telah dapat naik ke pentas menerima ijazah pada hari kedua konvokesyen ke 58 UTM”

Shared by Vice Chancellor, Prof Datuk Ir Dr Wahid Omar , 29 April 2017

Staff of FKT Donating 100% of their 50K
Nett conference Income for the renovation
of a NALL Classroom for Students Teaching
& Learning. The noble cause will be
immortalised in a plaqued located in the
room to inspire a culture of giving



A Nigerian PhD Student's experience in UM

PREMIUM
Times



Nuruddeen Mohammed Suleiman, Ph.D.

Economic Crimes Analyst at Economic and Financial Crimes Commission
Nigeria | Government Administration

Current Education | Economic and Financial Crimes Commission
University of Malaya

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A Worthless PhD from Malaysia? Time for a Rethink, By Mohammed Nuruddeen Suleiman

Sea

Mohammed Nuruddeen Suleiman completed his Ph.D. in Defense and Strategic Studies from University of Malaya, Kuala Lumpur Malaysia in 2015.

A Nigerian PhD Student's positive experience...

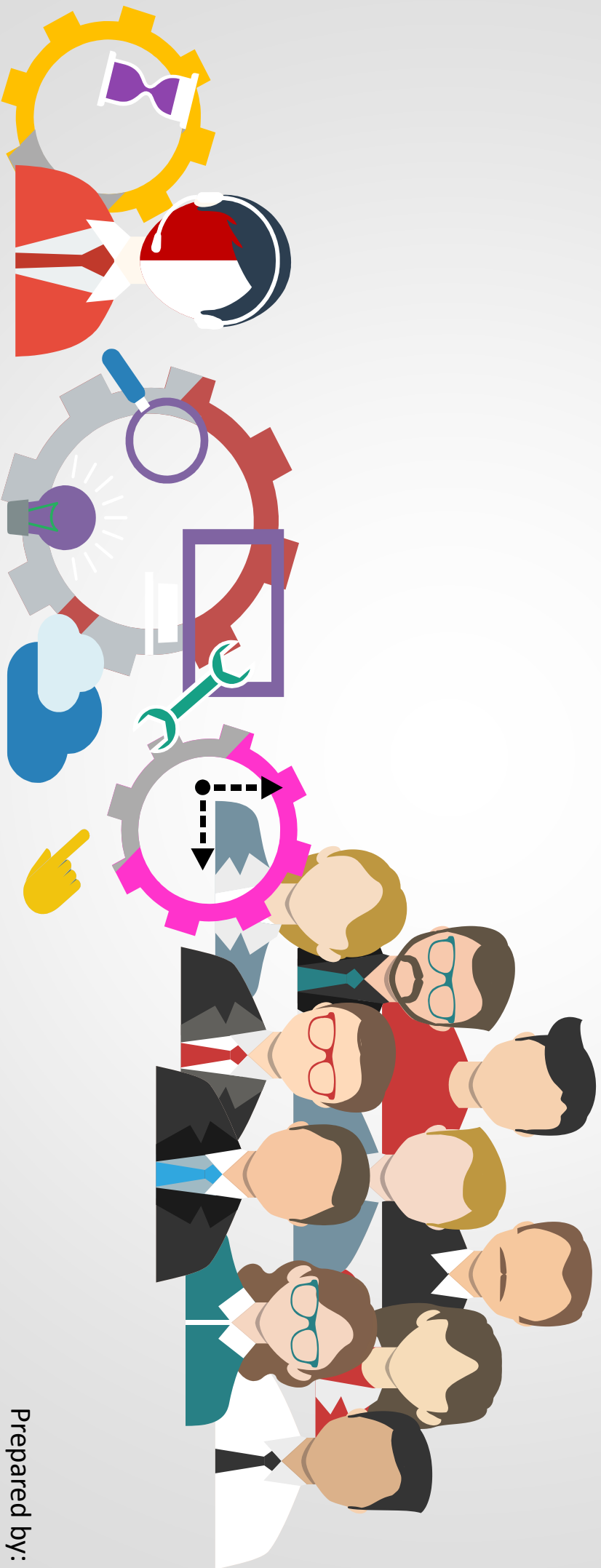
In the social realm in Malaysia, I have learnt to be really, really patient!; whether queuing to get into a bus or waiting at the pharmacy to collect medication, you have to wait patiently for your turn without cutting corners

Even honking while driving in a car must be for a serious reason. My car was faulty and stalled by a traffic light junction, and I happened to be the first in the line, but amazingly none of the drivers honked at me or tried to bypass the line until I got help.

This reminds me of an incident in Malaysia involving my four-year-old daughter Nina, who keeps me on my toes! I drove past the traffic light just a second after the amber light gave way to the red light. **She started crying furiously and asked me why I passed the red light; I had no idea that she had been taught in her kindergarten about the virtue of obeying traffic lights.** I had to return to the same traffic light and obey the law before she stopped crying (ever since, she has been watchful while I drive). **In reality, moral values result from constructive indoctrination during the cognitive development of children, a task that we have mostly made a lesser priority in Nigeria.**

I had a wonderful experience while I wrote my thesis in the scenic environment of UMI! I am **hoping that future generations in Nigeria will enroll in Malaysian institutions for exchange programmes and leisure only, with the hope that Nigerian universities shall be revamped to world-class level to the benefit of people across the comity of nations.** If only our leaders would be that passionate!

UTM RESTRUCTURING 4.0



Office of Deputy Vice Chancellor (Academic & International)

Prepared by:

“The 21st century higher education is at the brink of the 4th Industrial Revolution that is ruthlessly efficient, synergistic and multi-disciplinary. Silo practices is a thing of the past and is fast diminishing out of existence”

UTM Restructuring 4.0: Overview of Concept*

- | | |
|---------------------------------|--|
| 1.0 – Age of R Cluster | 1 st , Think Universal Prosperity and Well Being |
| 2.0 – Age of 11 RA's | 2 nd Think the Nation and Community |
| 3.0 – Age of 5 RAs & Super-CoEs | 3 rd Think UTM Prosperity and Well-Being |
| 4.0 – UTM 4.0 | 4 th Think our own personal position and well being |

*More detailed plan shall be presented in Engagements and Roadshows to Schools/Faculties

P5: Performance Delivery

Entrepreneurial People Focus on Great Customer Experience!

Place/Provision is the multiplier effect 2 from great
“people experience”

1. 21st century education & 4th Industrial Rev are i
ruthlessly synergistic and multi-disciplinary
2. Customers are often the best marketing agent.
3. Their joy/ dissatisfaction could be viraled.
4. Efficiency & HPD help a. productivity , b.
testimony & loyalty.
5. Invest resources in staff training and customer
relation grooming to deliver the best

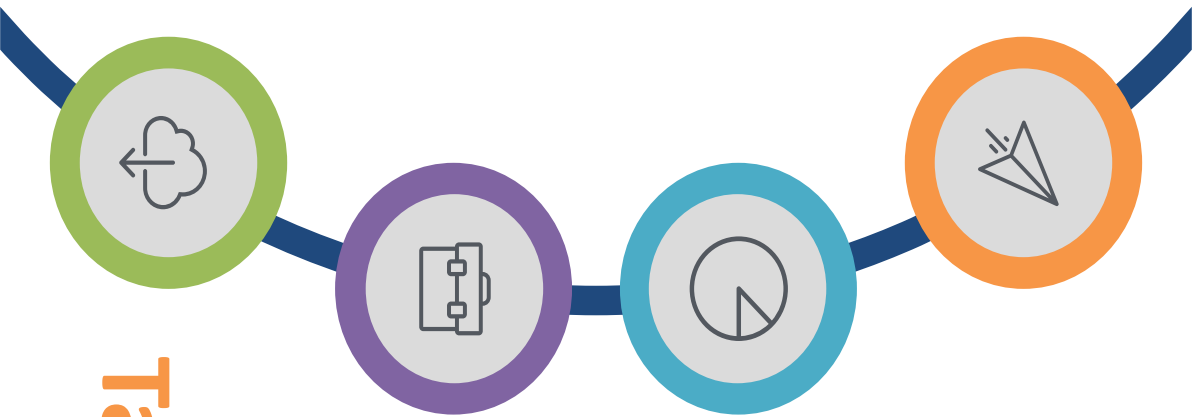
#10 Transformed
HE Delivery



Teaching Excellence System
DCP, NAI & HIEPs, Mentor-Mentee, Peer Review,
Teaching Portfolio



UTMAGad



Take Home Message

**Strong Mutual Understanding; Unwritten Sacred Rules*

Universiti Teknologi Malaysia

Engineering & Technology

MISSION GT-50 2020





5. Performance
Delivery

4. Place &
Provision
(Facility)

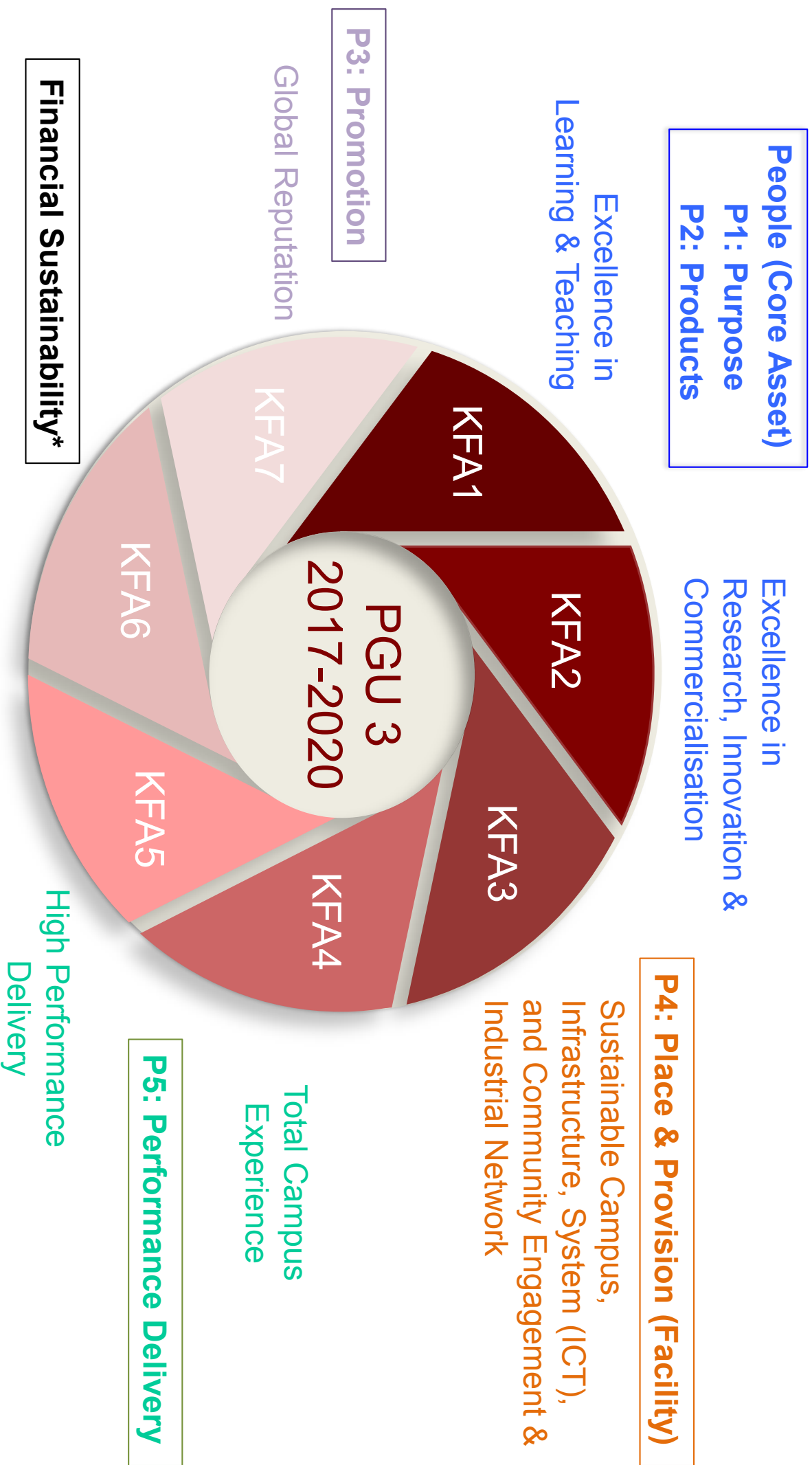
People:
*The Entre-
preneurial
United*

1. Purpose

3. Promotion
(Branding) &
Partnership

2. Product IQ

Mapping with 7 Key Focus Areas under PGU II and III – 2017-2020

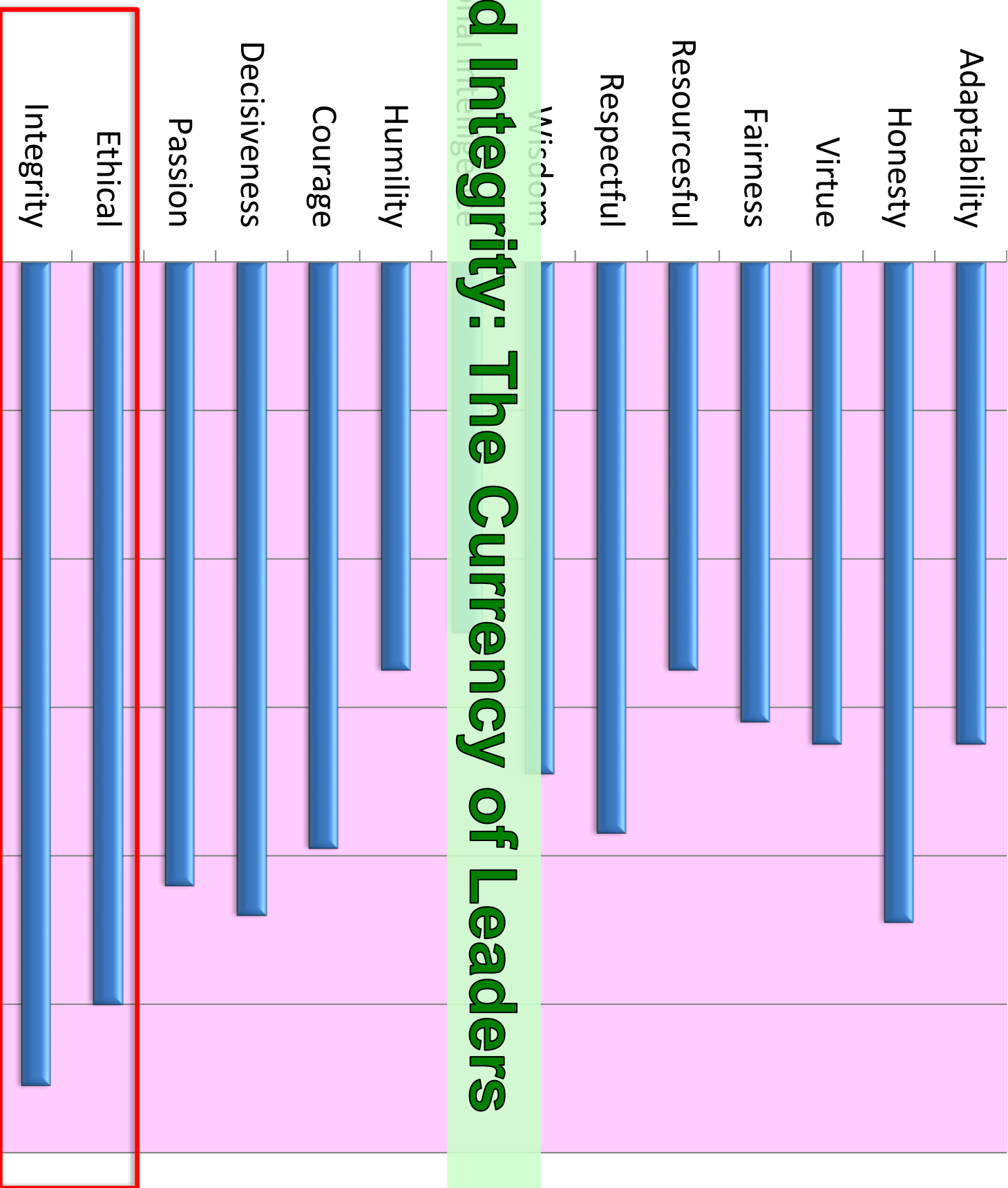


*Outcome of the Entrepreneurial United



Ethics and Integrity: The Currency of Leaders

Findings
from survey
– Key
Qualities of a
Leader



Rating average

8.6

8.8

9

9.2

9.4

9.6

9.8

SEE YOU AT THE TOP!



Address FS by

1. Empowering People
2. Embracing the 5P disciplines for EVERY UTM staff
3. Being open, and embracing positive change
4. Be Entrepreneurially United
5. Stay true to our mission & vision, with ethics, integrity

أَنْفِرُوا خِفَافًا وَثِقَالًا وَجَاهِدُوا بِأَمْوَالِكُمْ وَأَنْفُسِكُمْ فِي سَبِيلِ
اللَّهِ ذَٰلِكُمْ خَيْرٌ لَّكُمْ إِن كُنْتُمْ تَعْلَمُونَ ﴿٤١﴾

Go ye forth, (whether equipped) lightly or heavily, and strive and struggle, with your goods and your persons, in the cause of Allah. That is best for you, if ye (but) knew.

(At-Taubah 9:41) | <Embed> | Malay Translation

Disciplines & Code of Honour

A nighttime photograph of a lake with city lights and a mosque dome reflected in the water. The sky is dark blue with some clouds. A palm frond is visible in the top right corner. The text "Thank You" is written in a large, white, serif font, rotated 90 degrees counter-clockwise, in the upper right quadrant of the image.

Thank You

dr.zain@utm.my / dvcai@utm.my