UTM STRATEGY MAP 2020



Vision, Mission & Thrusts To be a premier global academic and research institution, excelling in science, technology and engineering Mission: To lead in the development of holistic talents and innovative technologies for universal well-being and prosperity T3: Leading Industry and T1: Holistic, Innovative and T2: Academic & Research T4: Global Prominence Entrepreneurial Academia Excellence Community STUDENTS, STAFF, GOVERNMENT, INDUSTRY AND COMMUNITY Stakeholders S3 Widening Access to Flexible and Quality Education **S1** Globally Marketable, S2 UTM Core **S4** Creative Market Driven Products and Services Holistic, Entrepreneurial and Values-Driven Talent with S5 Headline Making Global Prominence in Academic & **Balanced Graduates** Great Sense of Well-being Research Processes P1 21st Century P3 Excellent Research P4 Accelerated High Curriculum Design & **P2** Transformative Performance Delivery Standing through Delivery using Life Student Experience Niche Building and Enforced by Effective Internal Ready Graduate Translational Research Governance System Framework Learning & Growth L1 Develop Exemplary **L2** Enhance Technology L3 Provide Green and Talent with Future Proof and Information System in Sustainable Organizational KSAs and Holistic Values Digital Age Resources Financial F2 Diversify Income **F1** Enculturate Strategic and Innovative Financial Generation for Financial Management Sustainability CORE VALUES Integrity, Synergy, Excellence and Sustainability