

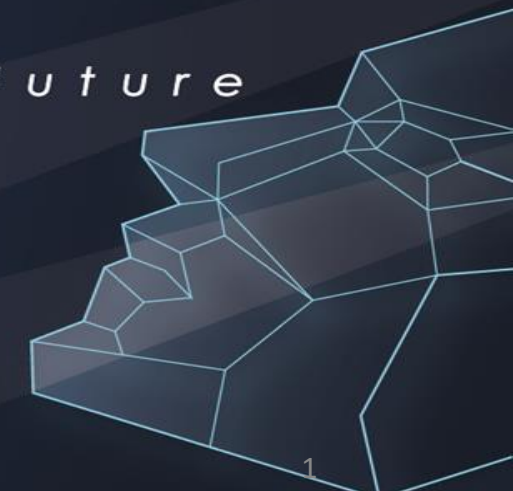
*Menyerlahkan Potensi
Membentuk Masa Hadapan*



U i T M 2025

Strategic Plan

*Unleashing Potentials
Shaping the Future*



Contents



1. UiTM2025 Strategic Plan



2. Way Forward

1

UiTM2025 Strategic Plan

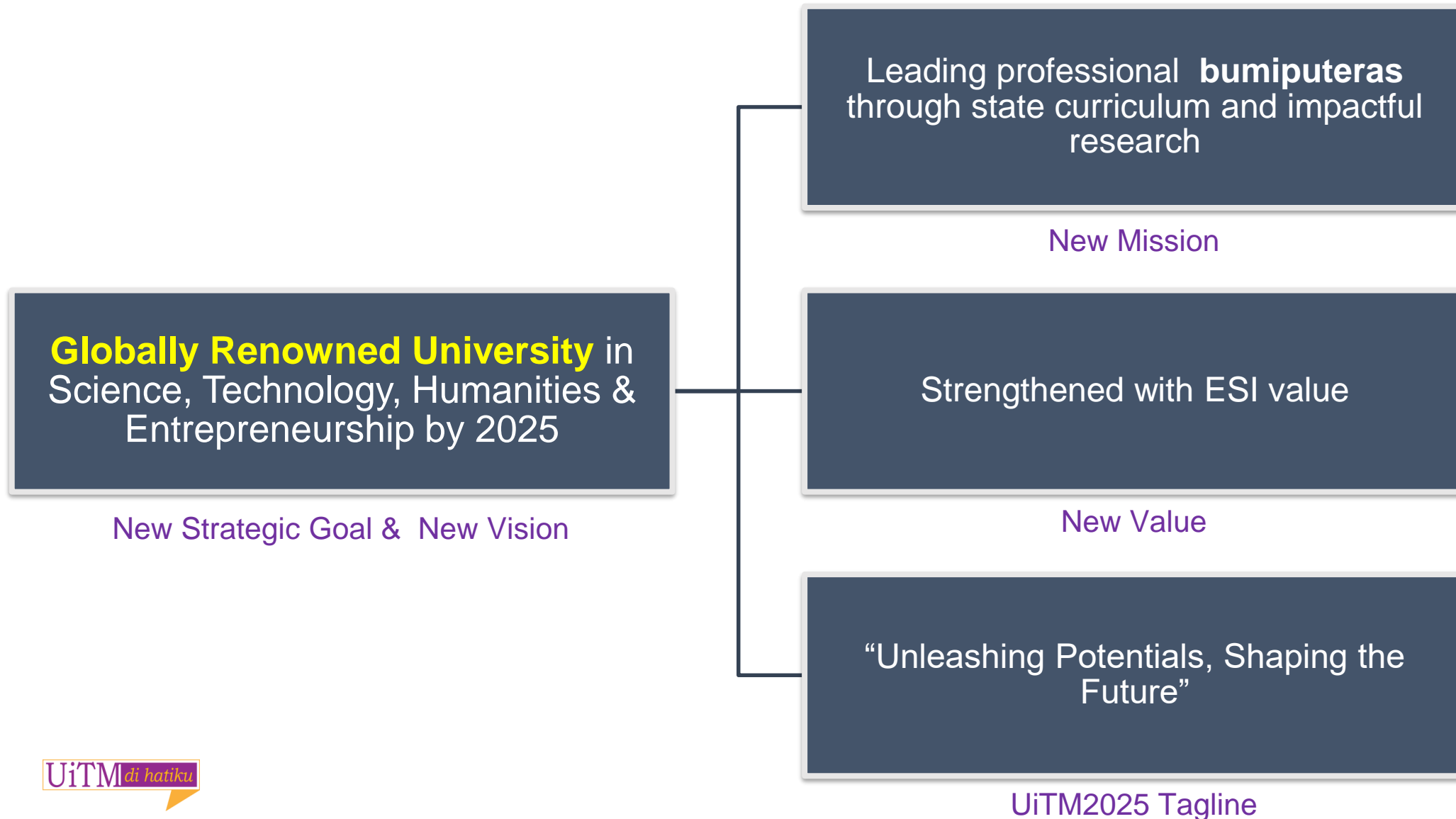
New Strategic Goal UiTM2025

Globally Renowned University

New UiTM Vision

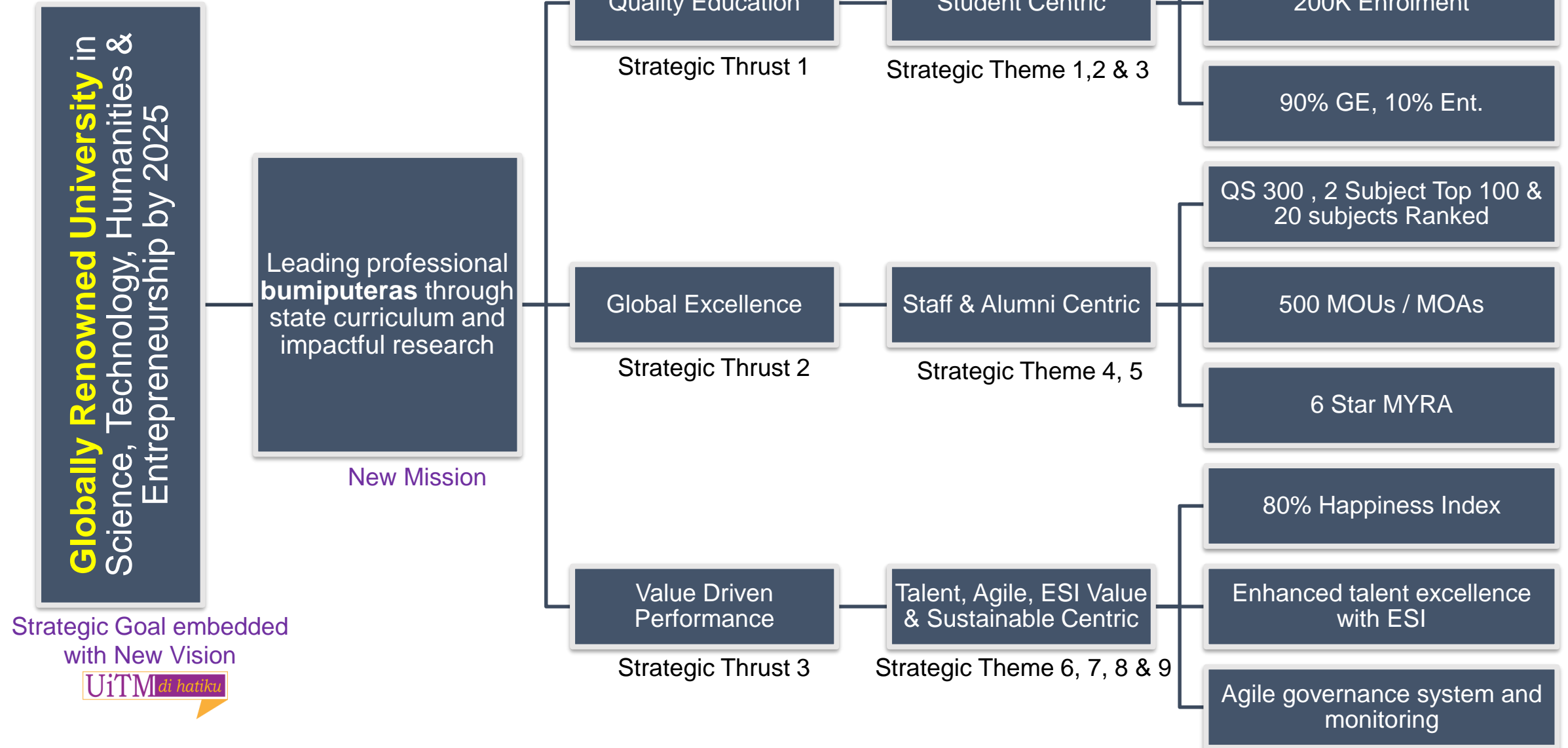
Globally Renowned University in
Science, Technology, Humanities &
Entrepreneurship by 2025

UiTM2025 Strategic Plan : Introduction



UiTM2025 Strategic Plan Concept

Unleashing Potentials , Shaping the Future



UiTM Values (ESI)

Excellence (E)

Practicing internal quality standards to fulfil the stakeholders' requirements and expectations

Synergy (S)

Collaborating seamlessly to maximise productivity that benefits industry and society

Integrity (I)

Embracing honesty, respect and transparency to achieve the highest ethical standard of professionalism



UiTM2025 Strategic Plan: Input



mid-term review of the
**ELEVENTH
MALAYSIA
PLAN**
2016-2020
new priorities and emphases



**ELEVENTH
MALAYSIA
PLAN**
2016-2020
ANCHORING GROWTH ON PEOPLE

Review and analysis
of past achievements
and SWOT



SHARED
PROSPERITY
VISION
2030

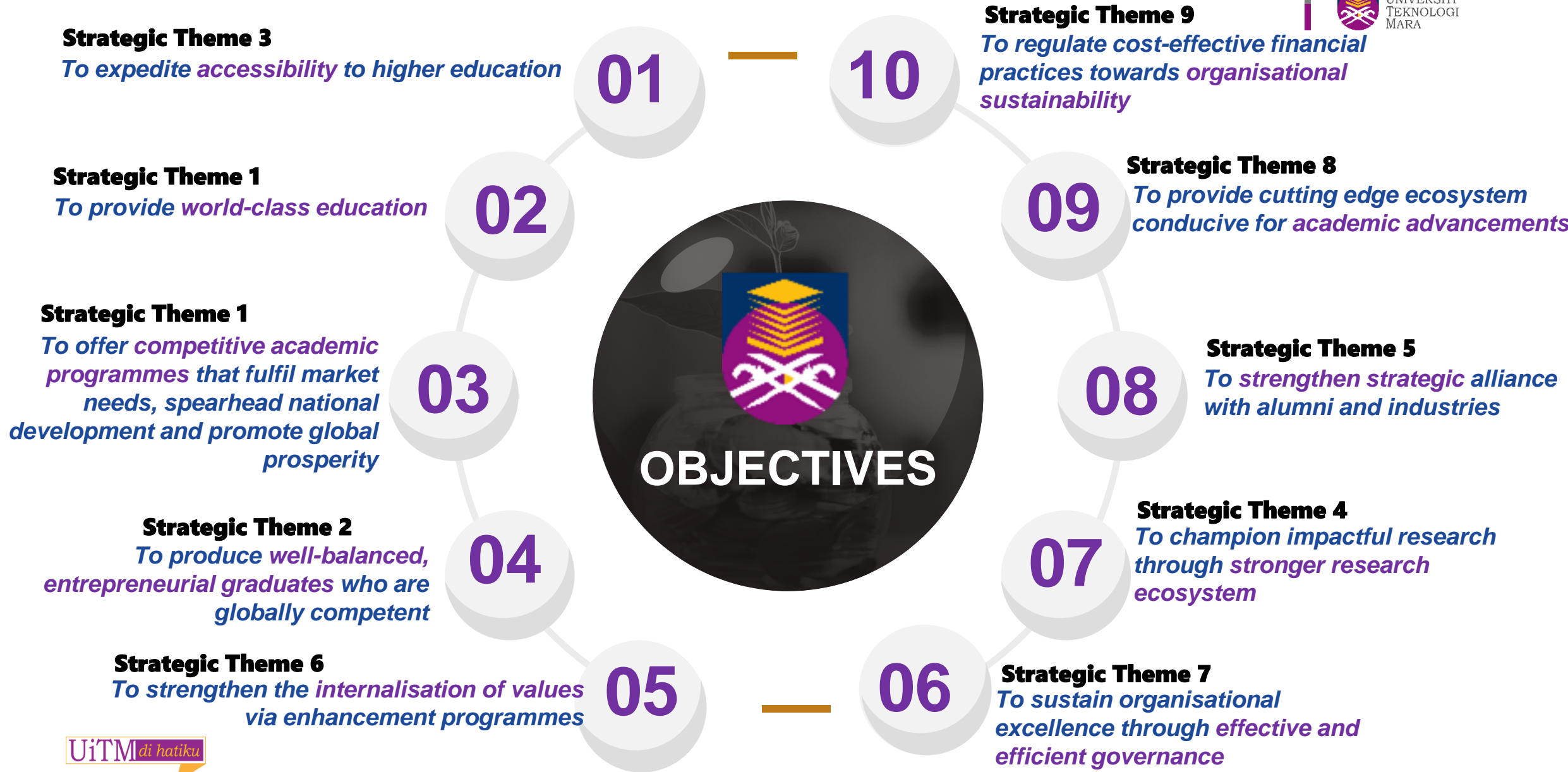


2



1. Malaysia Education Blueprint 2015-2025 (Higher Education)
2. Shared Prosperity 2030
3. National Policy on Industry 4.0
4. The Global Goals for Sustainable Development

Mapping 9 Strategic Themes & 10 New Objectives



UiTM2025 Strategic Plan

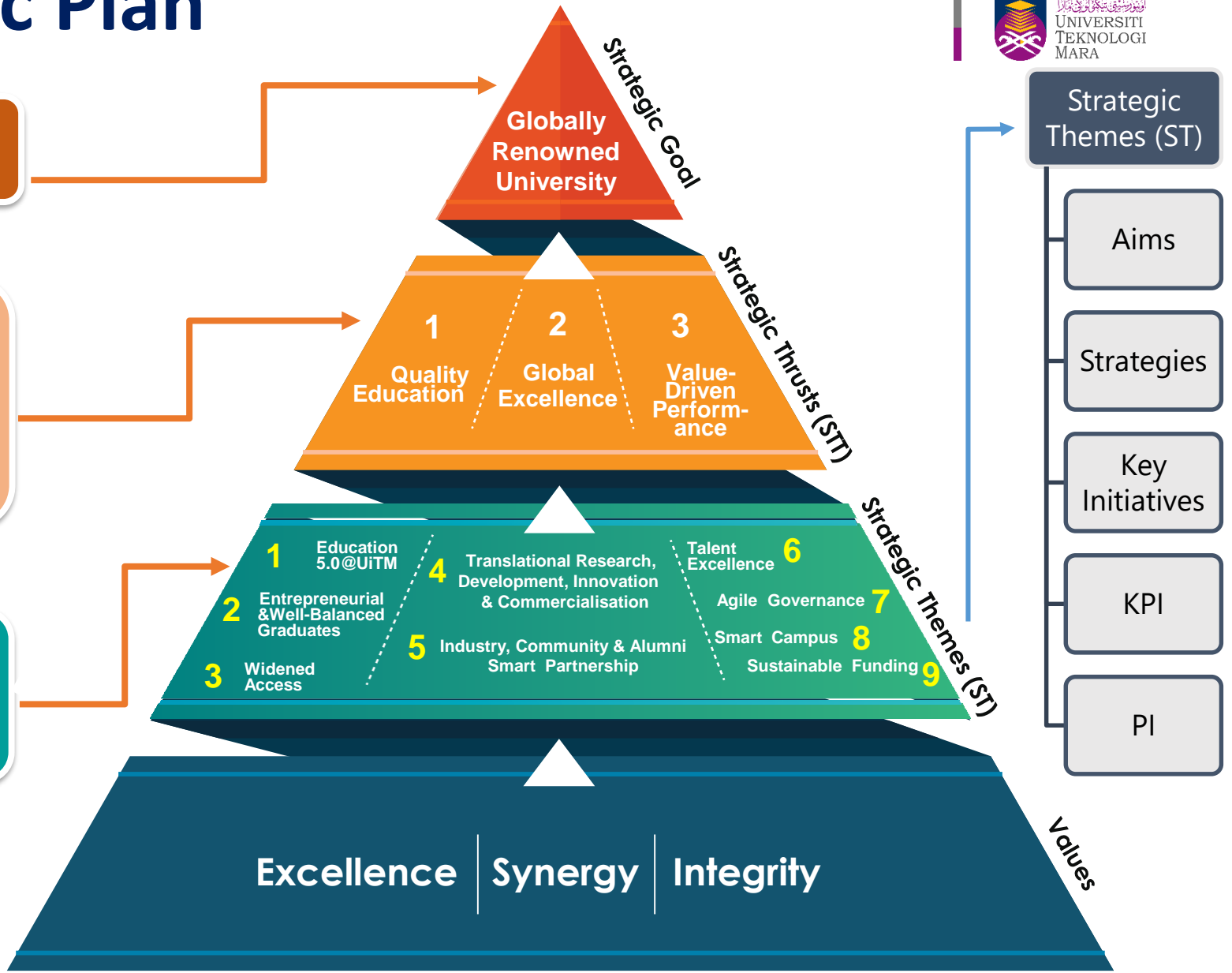


UiTM aims at becoming a **Globally Renowned University** by 2025.

UiTM2025 anchors on **Three (3) Strategic Thrusts (STT)**,

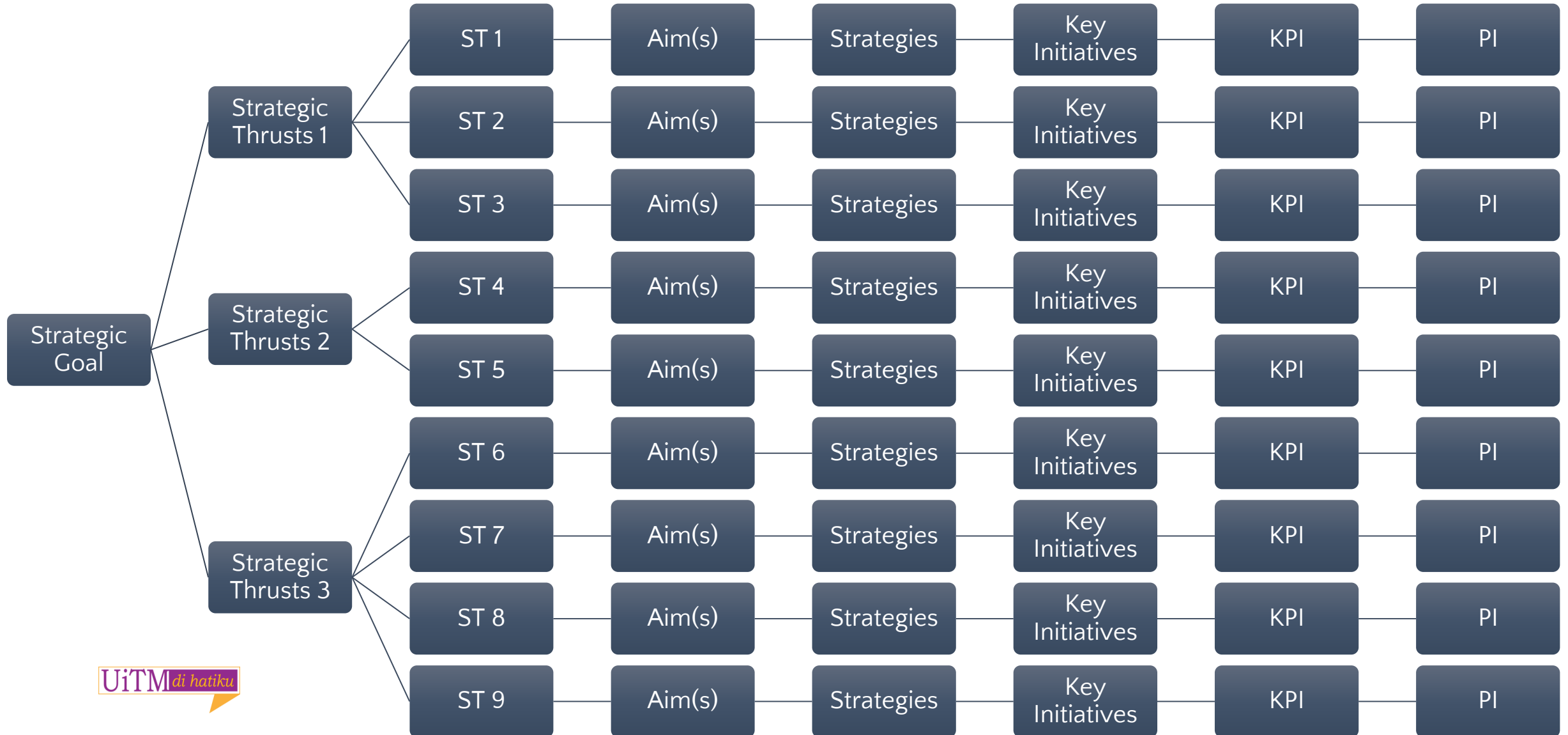
1. Quality Education
2. Global Excellence
3. Value-Driven Performance

Each **Strategic Thrusts** is associated with identified **Nine (9) Strategic Themes (ST)**

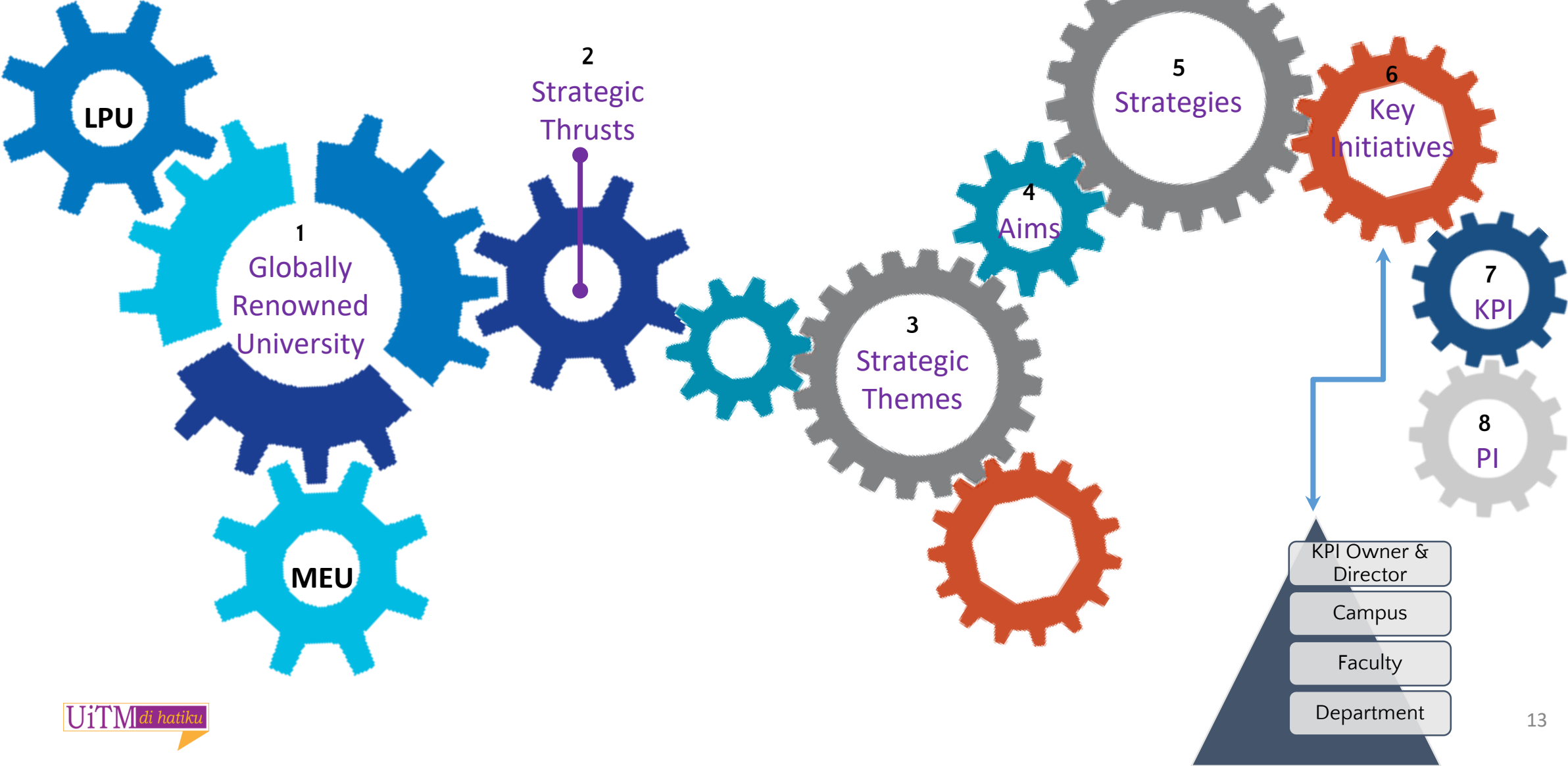


UiTM2025 Concept Summary

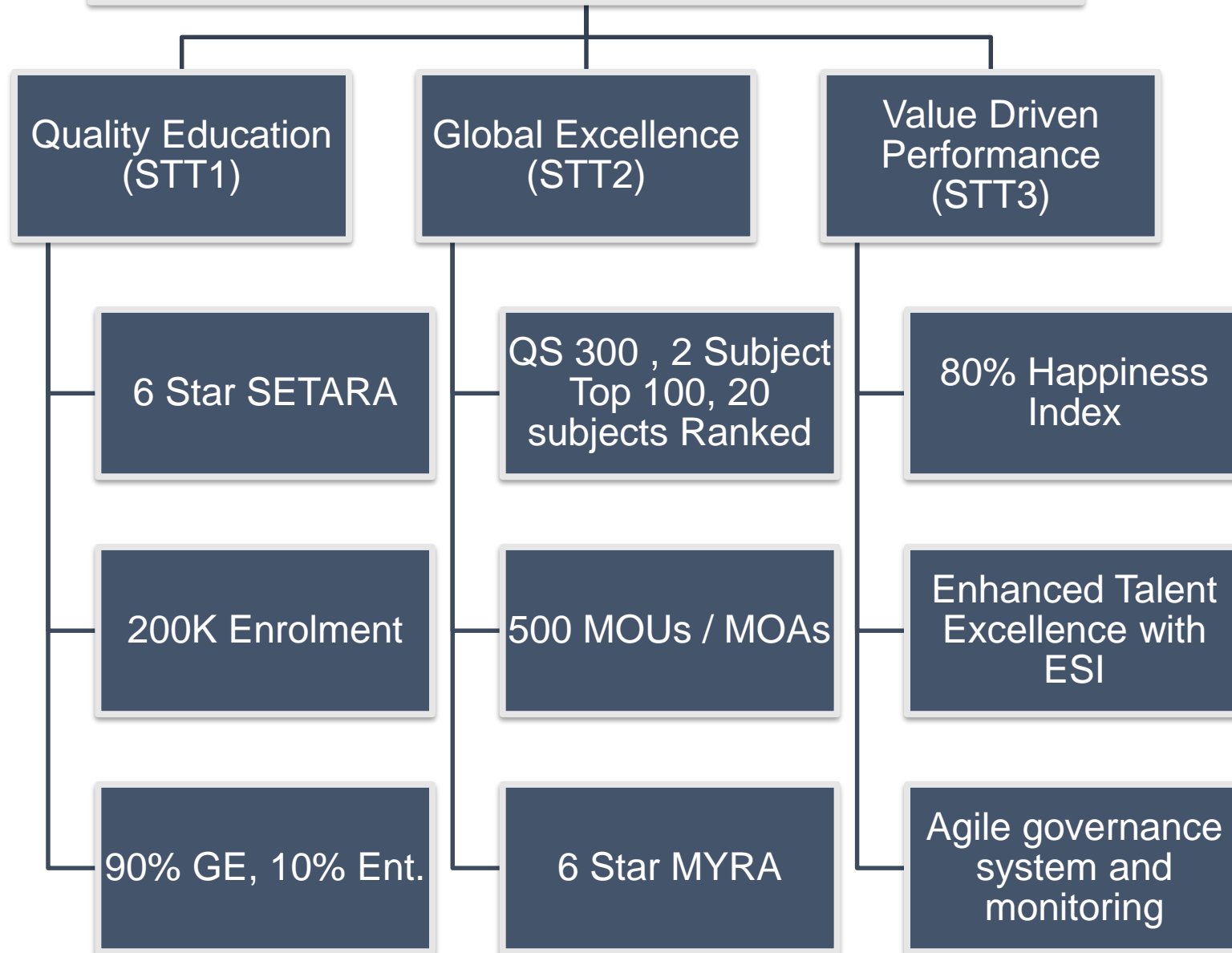
ST : Strategic Themes



UiTM2025 Operational Deployment



UiTM2025 DESIRED STATE

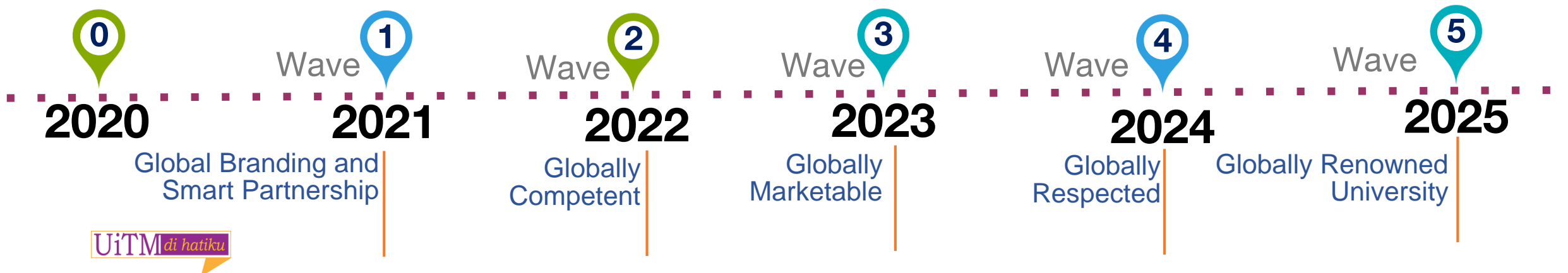


UiTM2025 Features



- New Vision
- New Mission
- New Tagline
- New Values
- New Objectives
- The Blueprint of UiTM
- Trans-MEU Portfolio
- 1st Realignment in 2020
- PI is MyRA, QS & SETARA Driven
- Income Generation RM1B

UiTM2025 Strategic Plan



Key Initiatives for Quality Education (STT1)

Strategic Theme 1 Education 5.0@UiTM

- Establishing International Advisory Panel/ Board
- Diversity and flexibility in delivery (AR, VR , IoT) and learning on-demand (MOOC and on-line).
- Maximising international collaboration with Ivy League universities
- Widening SDG initiatives across curricula & disciplines

Strategic Theme 2 Entrepreneurial & Well- Balanced Graduates (EWBG)

- International volunteerism and service learning programmes
- Student Union empowerment
- Entrepreneurship Hub, Venture Capital Fund and Technopreneur Student Programmes

Strategic Theme 3 Widened Access (WA)

- Micro- Credentials, Degree Plus, Broad-based Programmes and personalised curriculum
- Increasing access through chaining 1 Professor 1 International Student
- Establishing bridging programs
- Developing High-End TVET courses

Key Initiatives for Global Excellence (STT2)

Strategic Theme 4 Translational Research Development, Innovation and Commercialisation (TRDIC)

- Creating conducive research ecosystem with strong governance & funding
- Capitalising research focus reported by Scival
- Establishing joint research laboratories with top international research laboratories and industries
- Establishing technology and innovation investment scheme to enable all levels of the commercialization

Strategic Theme 5 Industry, Community & Alumni Smart Partnership (ICASP)

- Creating ecosystem for industry-university linkages
- Establishing UiTM Alumni Federation for consolidating alumni activities
- Optimising community engagement by embedding service learning programs in academic curricula
- Engaging TED-Talk for global visibility

Key Initiatives for Value Driven Performance (STT3)

Strategic Theme 6 Talent Excellence (TA)

- Nurturing talents for National Academic & Administrators Awards
- Intensifying global outreach programmes for nonacademic staff
- Focusing High impact career development programmes such as industrial training, post-doctoral, professional training, sub-specialty, and professional programmes for staff
- Facilitating fast track career path for academic & administrators

Strategic Theme 7 Agile Governance (AG)

- Practicing excellent talent management
- Employing design thinking innovation at work
- Strengthening image and branding initiative
- Establishing a superstructure organisation through the merging of faculties, based on clusters
- Strengthening services via HR2U

Key Initiatives for Value Driven Performance (STT3)

Strategic Theme 8 Smart Campus (SC)

- Strengthening Greenation agenda
- Maximising the capturing capability of renewable energy through solar panels
- Utilising of solar power farm for income generation
- Providing a Smart Centralised Data Hub

Strategic Theme 9 Sustainable Funding (SF)

- Generating income through the establishment of Endowment Fund and Waqf Fund, consultancy and commercialisation
- Providing world class education through UiTM Private Education Wing
- Monetising UiTM assets and resources

21 Key Performance Indicators for UiTM2025

KPI DIRECTOR	KPI No	KPI
TNC A&A	1	Number of programmes accredited by professional standard at national or international level.
	2	Number of programmes made available online to learners nationally and globally.
	3	Number of broad-based programmes with differentiated tracks and pathways.
TNC ICAN	4	Percentage of graduate employability.
PNC MASMED	5	Percentage of graduate entrepreneurs.
TNC HEP	6	Percentage of full time students involved in service learning programmes.
TNC A&A	7a	Number of student enrolment (full time).
	7b	Number of student enrolment (part time).
	7c	Number of student enrolment (franchise).
	7d	Number of student enrolment (postgraduate students).
	7e	Number of student enrolment (international postgraduate students).
TNC P&I	8	Staff indexed publication ratio.
	9	Staff citation ratio.
	10	Amount of research grants.
	11	Number of patents granted.
	12	Number of spin-off companies.

Key Performance Indicators 2020-2025

KPI DIRECTOR	KPI No	KPI
TNC ICAN	13a	Number of international MoA.
	13b	Number of international MoU.
	13c	Number of strategic engagement.
PENDAFTAR	14a	Staff ESI Index.
TNC HEP	14b	Student ESI Index.
PENDAFTAR	15	Percentage of high performance staff.
	16	Agile Governance Index (AGI).
PENGARAH BTU	17a	Data Quality Score.
	17b	Index UiTM (i-UiTM).
TNC PEMBANGUNAN	18	Satisfaction Index on UiTM facilities.
BENDAHARI	19	RM1B income generation.
TNC PEMBANGUNAN	20	Cost saving of non-emolument over operating budget.
PENDAFTAR	21	UiTM Perception Index.

MAPPING of STT1-ST-KPI-PI

Strategic Thrusts 1 Quality Education

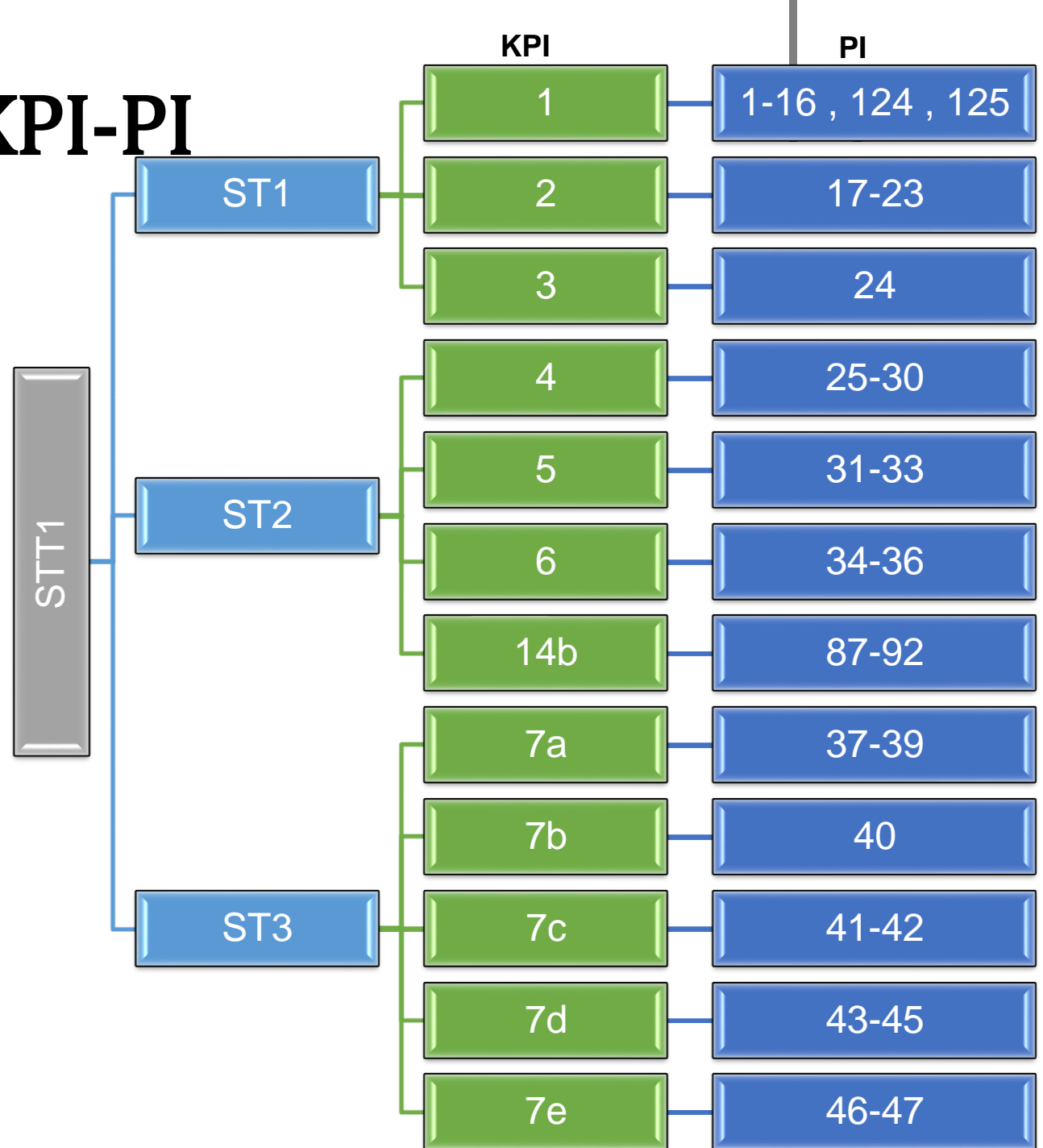
STT : Strategic Thrusts

ST : Strategic Themes

KPI : Key Performance Indicator

PI : Performance Indicator

[Click details here \(UiTM Google only\)](#)



MAPPING of STT2-ST-KPI-PI

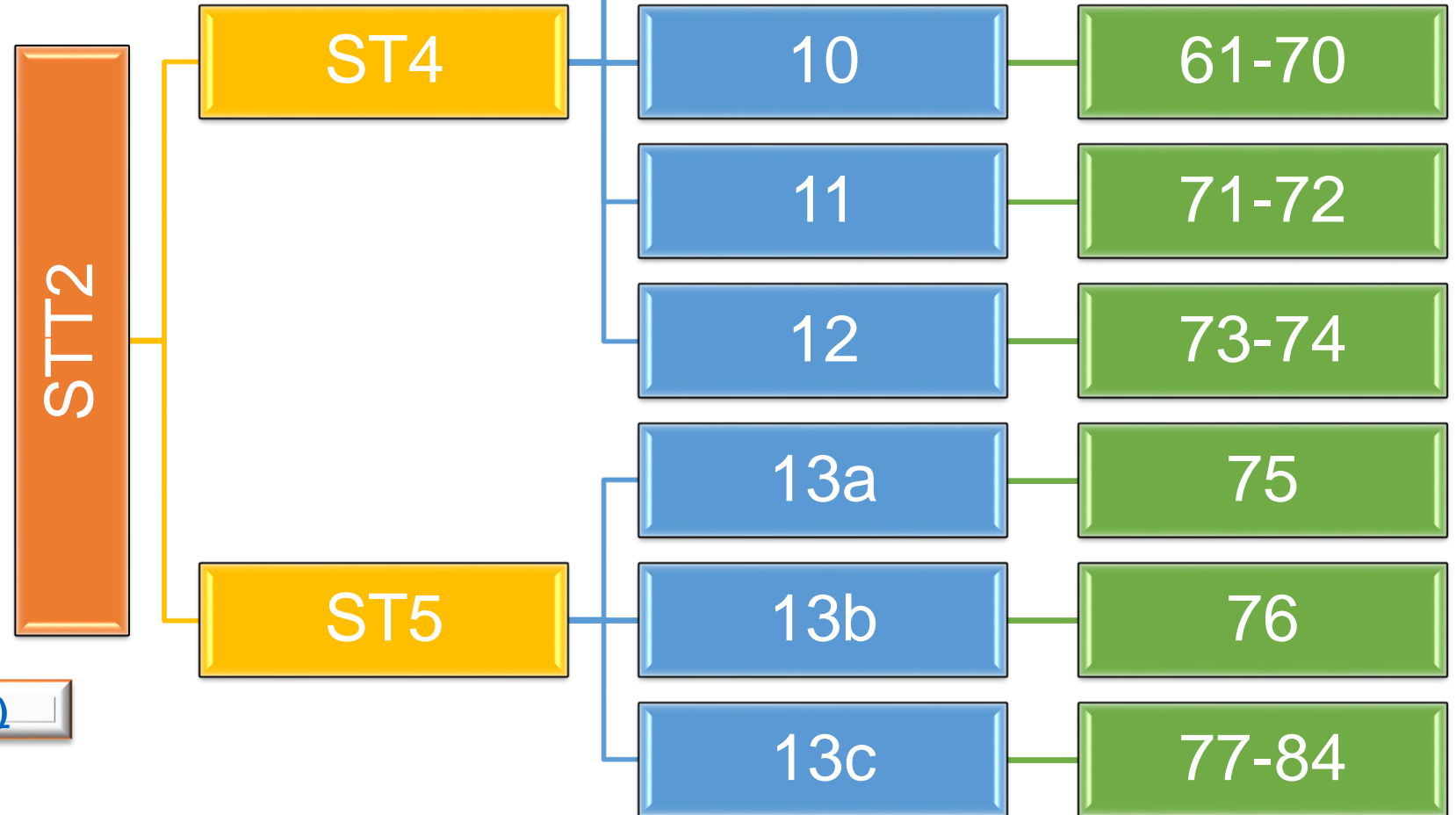
Strategic Thrusts 2 Global Excellence

STT : Strategic Thrusts

ST : Strategic Themes

KPI : Key Performance Indicator

PI : Performance Indicator



[Click details here \(UiTM Google only\)](#)

MAPPING of STT3-ST-KPI-PI

Strategic Thrusts 3

Value-Driven Performance

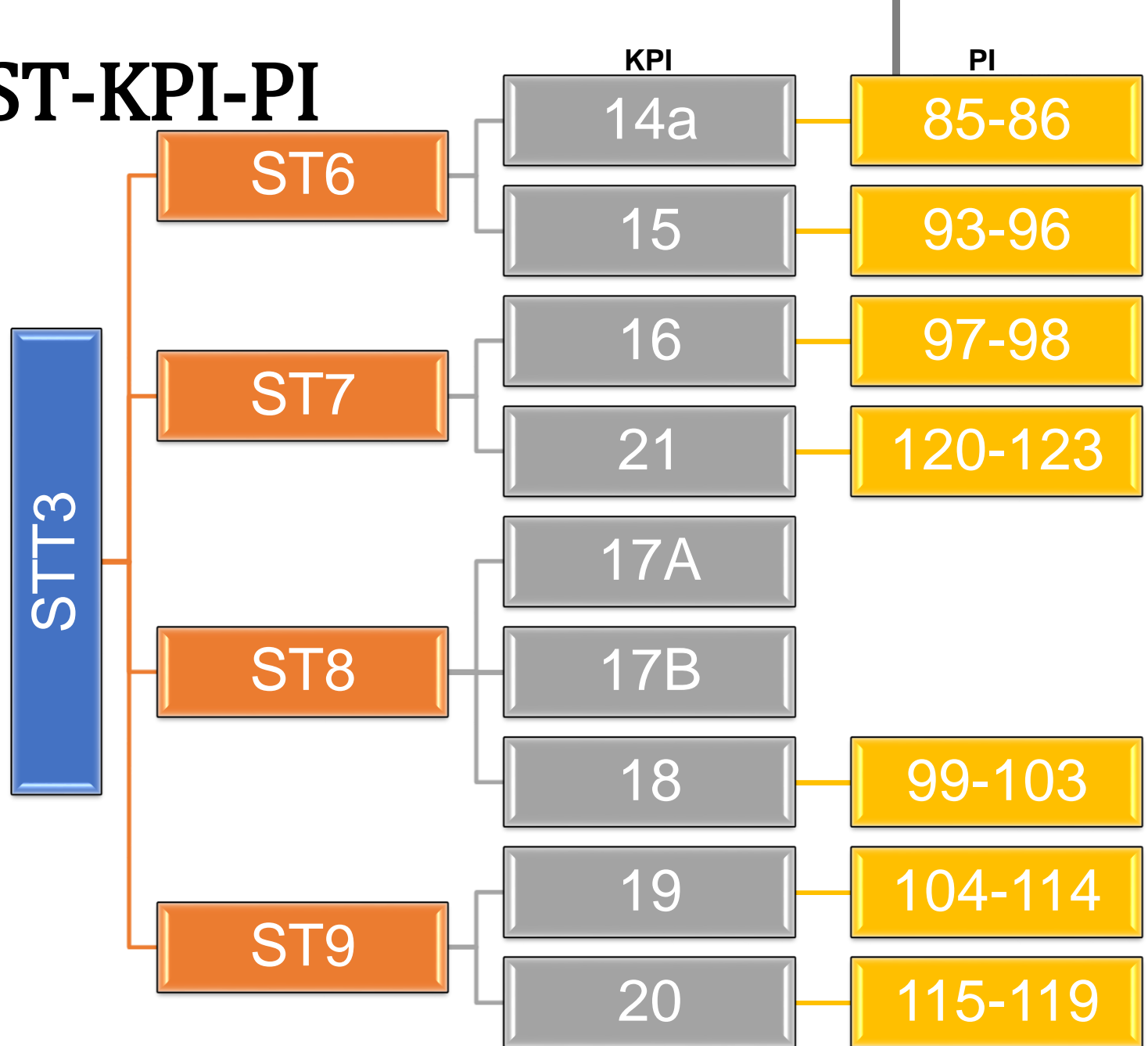
STT : Strategic Thrusts

ST : Strategic Themes

KPI : Key Performance Indicator

PI : Performance Indicator

[Click details here \(UiTM Google only\)](#)



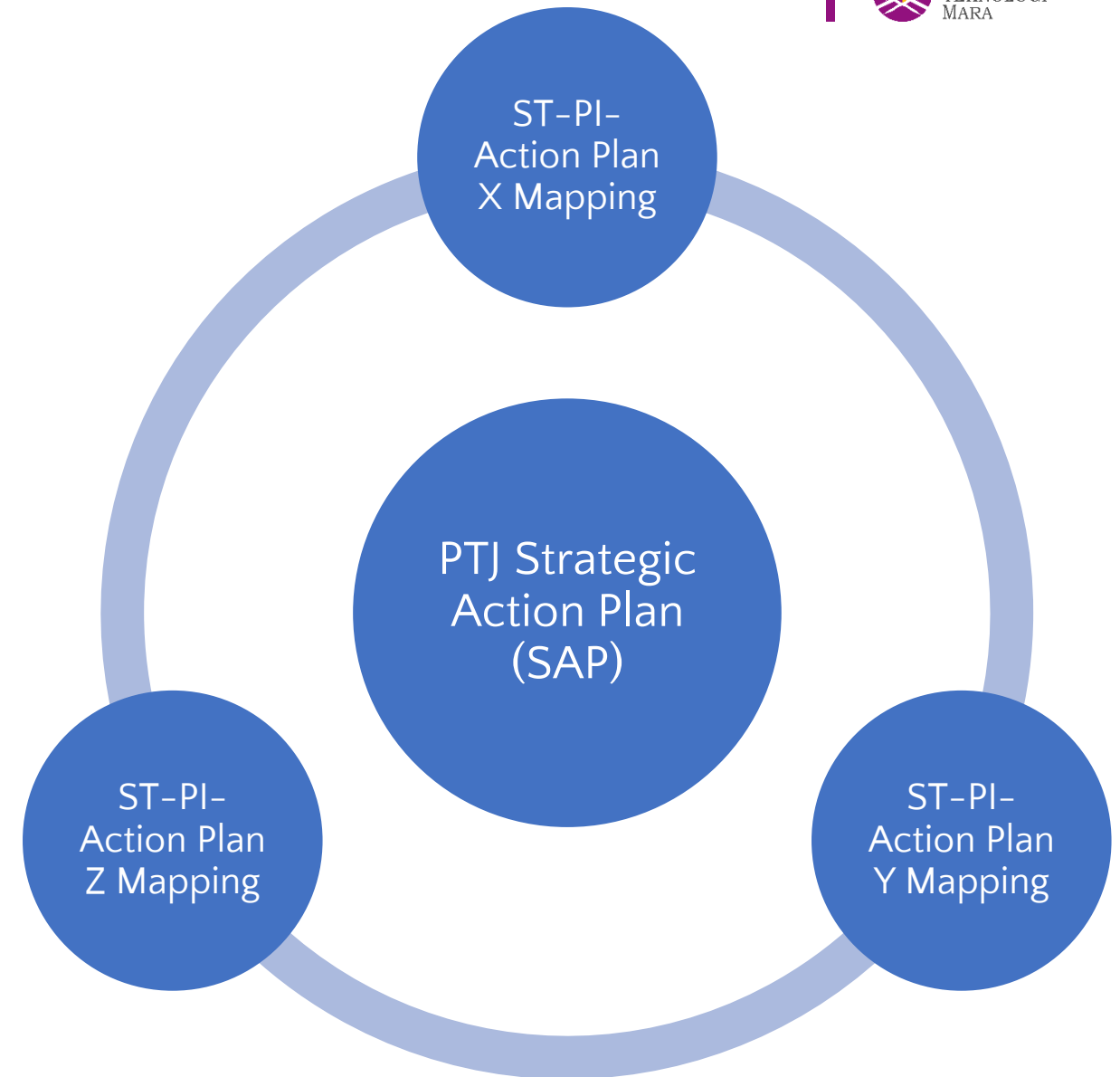
2

Way Forward

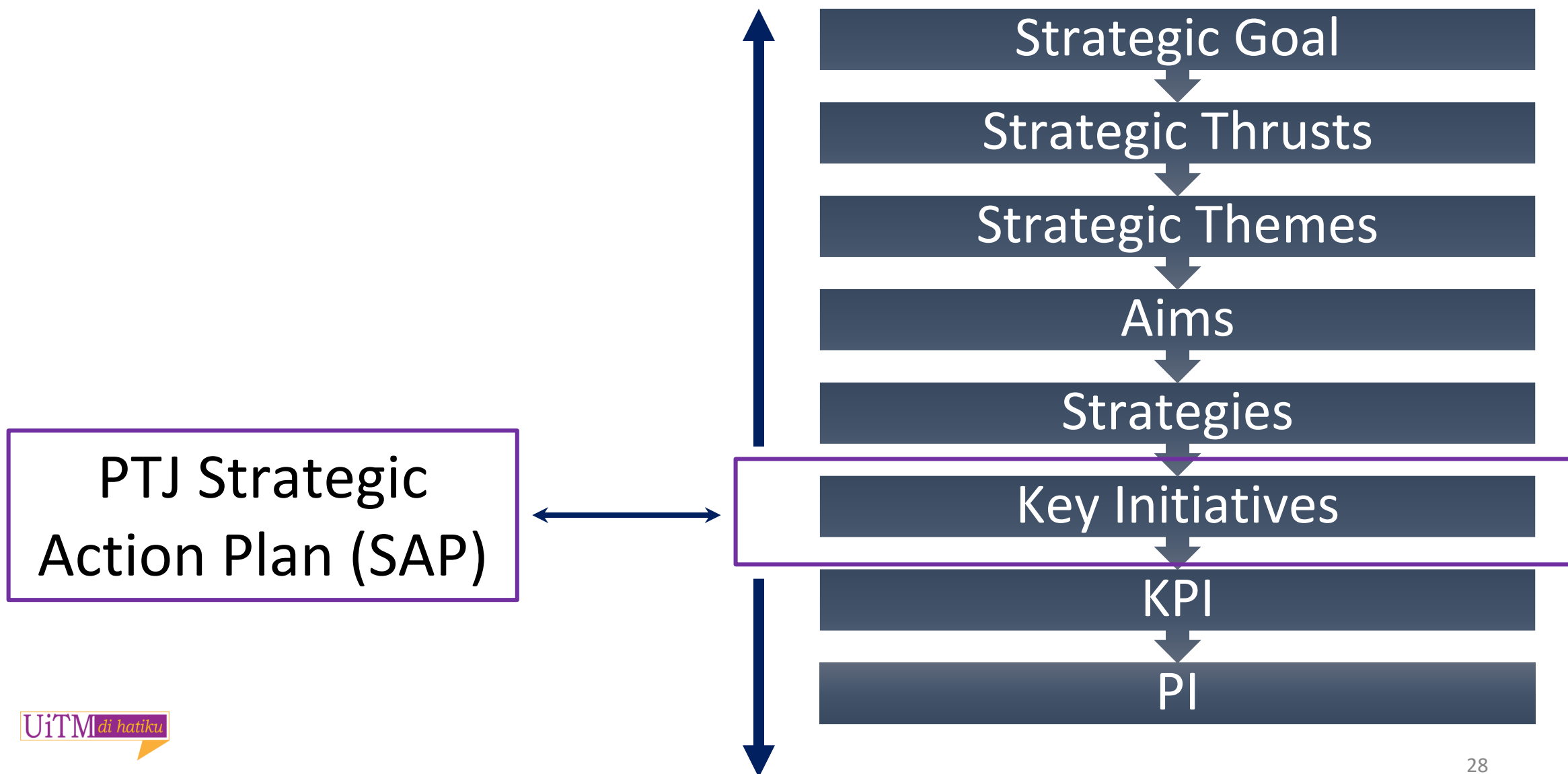
PTJ Strategic Action Plan (SAP) Mapping


Action Plan is defined as any of the following ;

- 144 key initiatives listed in UiTM2025 blueprint
- Campus / faculty or department special designed programs/initiatives/projects
- Specific departmental PI



PTJ Strategic Action Plan





Building a visionary company requires one percent vision and 99% alignment

James C. Collins

Good To Great (2001)

Built To Last (2004)

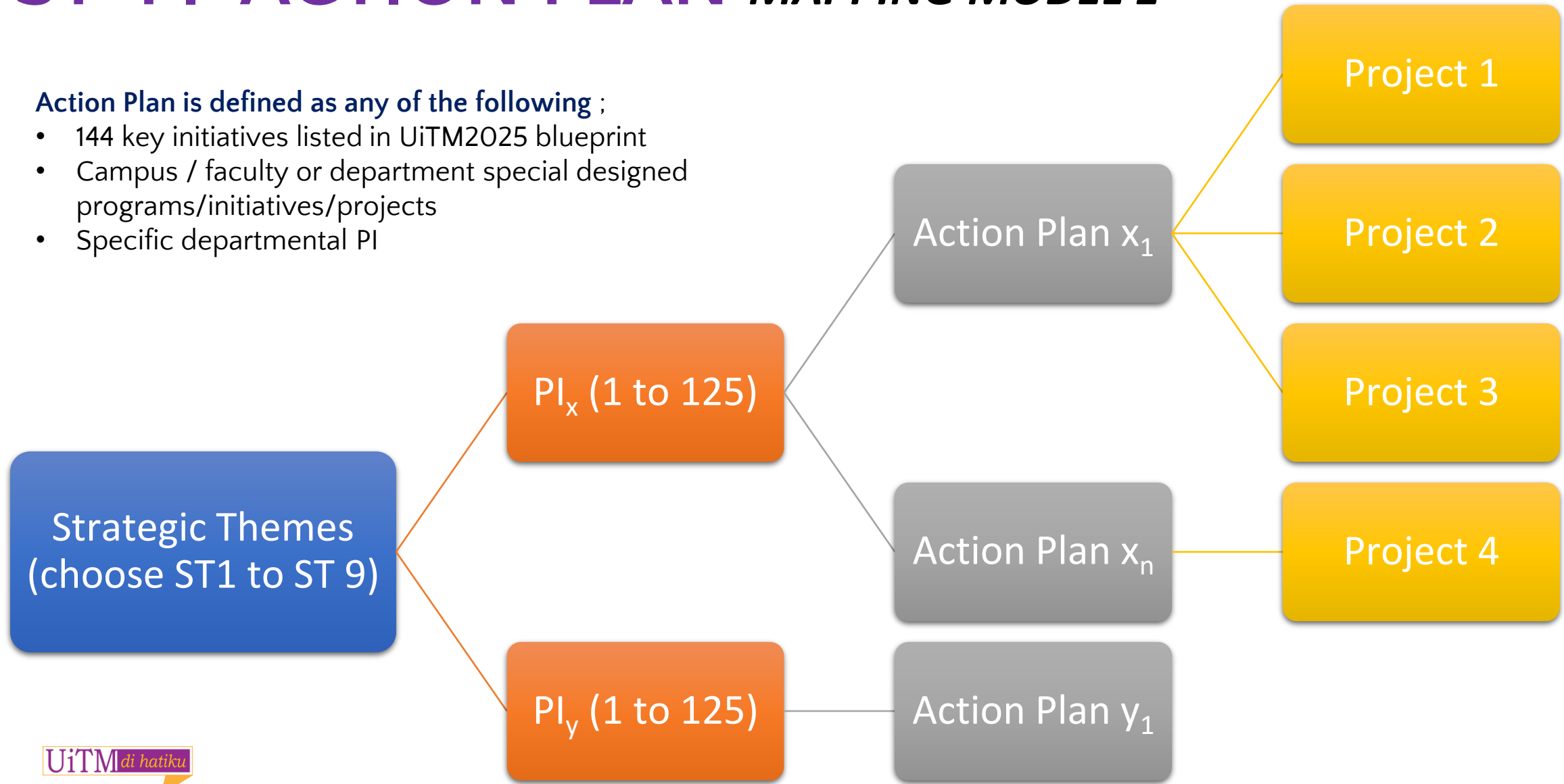
*HOW THE MIGHTY FALL - And Why Some
Companies Never Give In (2009)*

Great By Choice (2011)

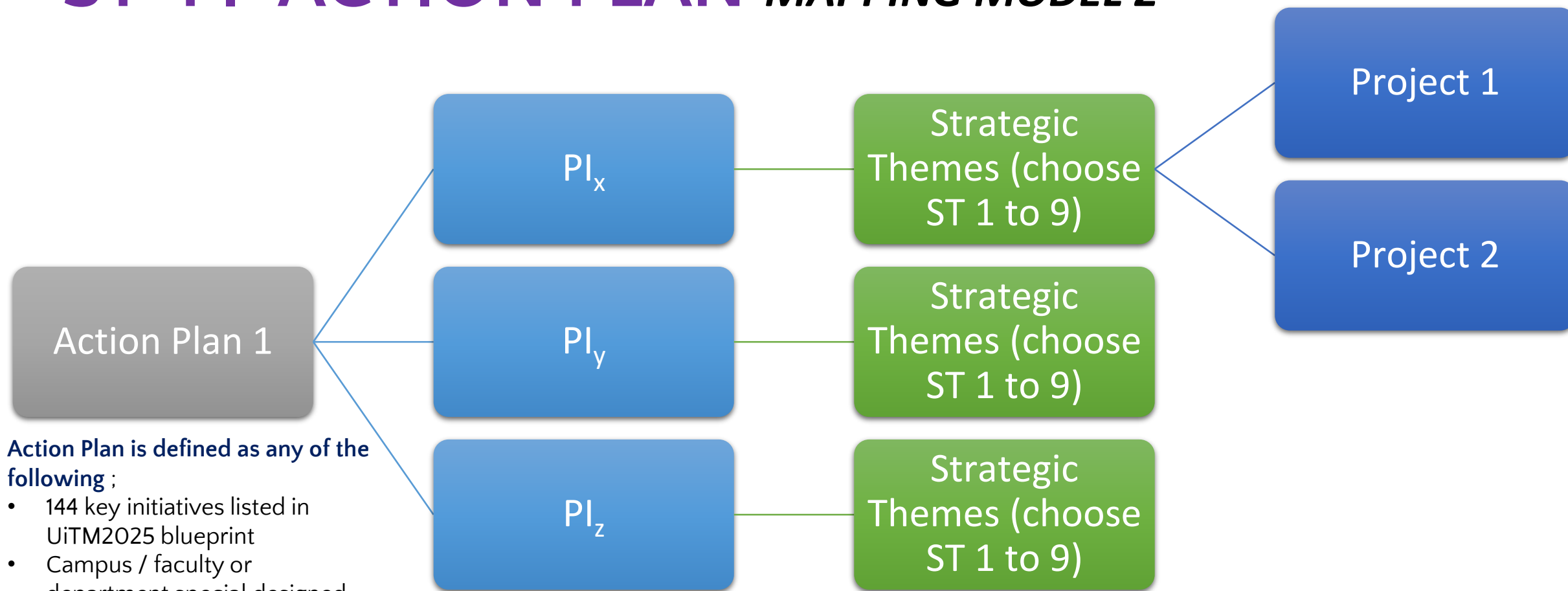
ST-PI-ACTION PLAN MAPPING MODEL 1

Action Plan is defined as any of the following ;

- 144 key initiatives listed in UiTM2025 blueprint
- Campus / faculty or department special designed programs/initiatives/projects
- Specific departmental PI



ST-PI-ACTION PLAN *MAPPING MODEL 2*



Action Plan is defined as any of the following ;

- 144 key initiatives listed in UiTM2025 blueprint
- Campus / faculty or department special designed programs/initiatives/projects
- Specific departmental PI

Scan QR Code

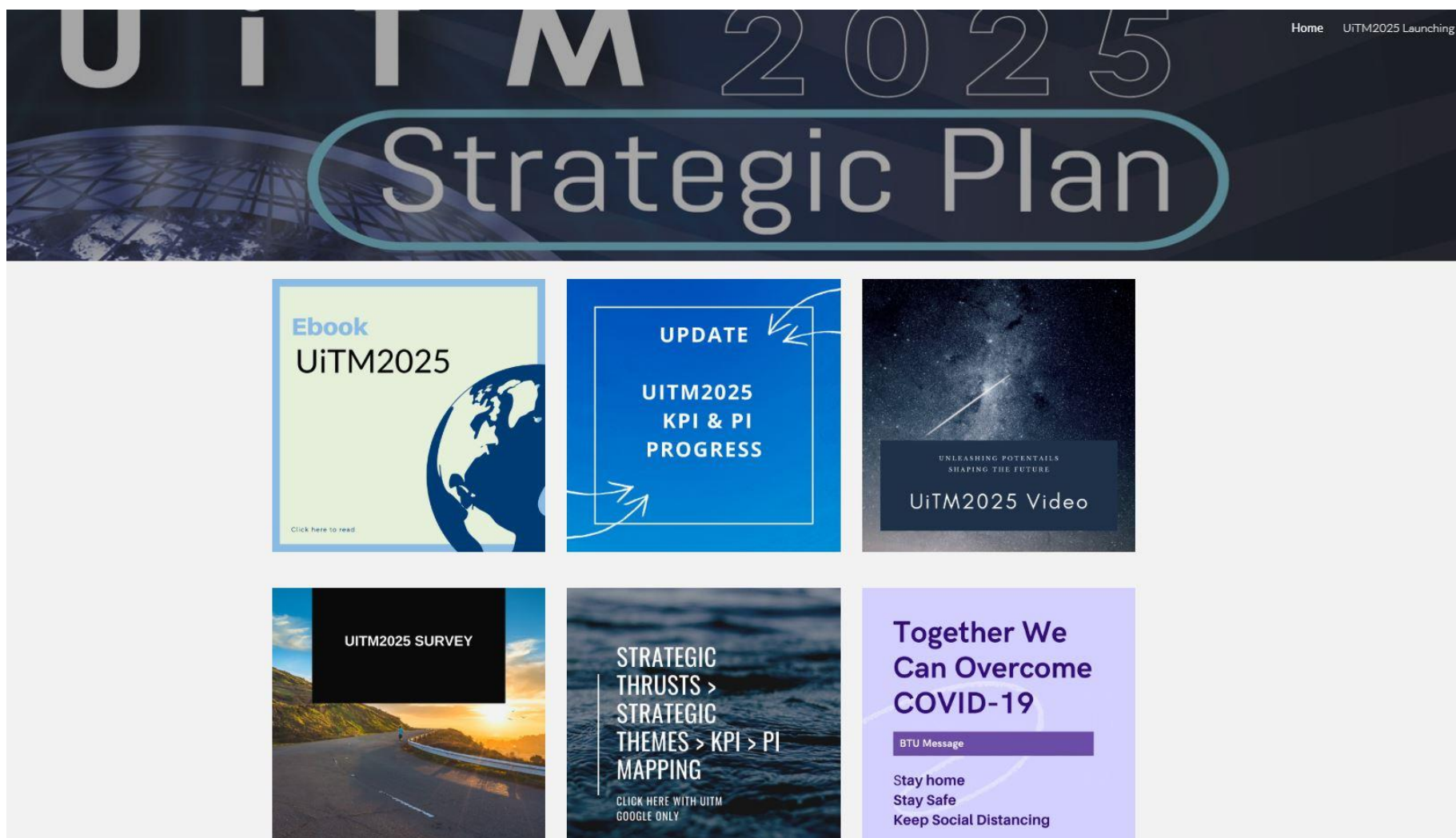


Survey UiTM2025

or type ,

bit.do/uitm2025-survey

UiTM2025 Website ➔ bit.do/uitm2025



The screenshot shows the homepage of the UiTM2025 Strategic Plan website. The header features the text "UiTM 2025 Strategic Plan" in a large, stylized font, with "Strategic Plan" highlighted in a blue oval. Navigation links for "Home" and "UiTM2025 Launching" are visible in the top right corner. The main content area is a grid of six interactive tiles:

- Ebook UiTM2025**: A light green tile with a globe icon and a "Click here to read" link.
- UPDATE UiTM2025 KPI & PI PROGRESS**: A blue tile with a white box and arrows indicating updates.
- UiTM2025 Video**: A dark tile with a starry background and the text "UNLEASHING POTENTIALS SHAPING THE FUTURE".
- UiTM2025 SURVEY**: A tile with a sunset background and a black box containing the text "UiTM2025 SURVEY".
- STRATEGIC THRUSTS > STRATEGIC THEMES > KPI > PI MAPPING**: A dark blue tile with white text and a "CLICK HERE WITH UiTM GOOGLE ONLY" link.
- Together We Can Overcome COVID-19**: A purple tile with a "BTU Message" button and the text "Stay home Stay Safe Keep Social Distancing".

Share Photos @Insta #UiTM2025

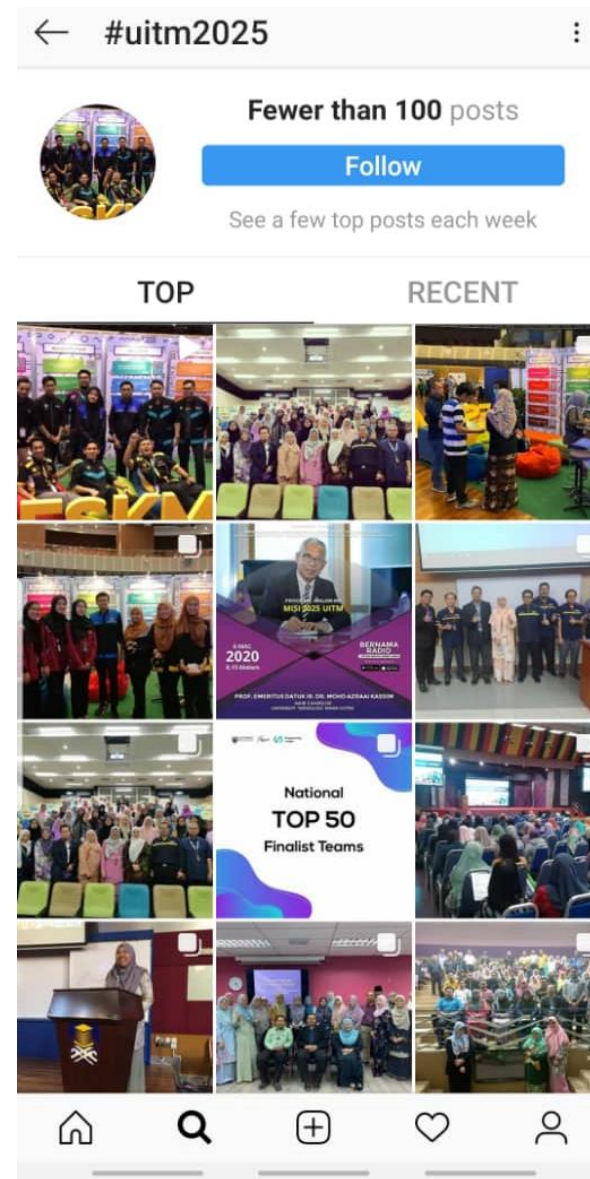


#UiTM2025

#MenyerlahPotensiMembentukMasaHadapan

#KitaUiTM

#UiTMdihatiku



Thank You

www.uitm.edu.my

University Transformation Division
Canseleri Tuanku Syed Sirajuddin
Universiti Teknologi MARA
40450 Shah Alam
Selangor