

INFO US\$AHAWAN

usahawan pemacu ekonomi mapan



EDISI

26

ISSN 1823-6421

Masmed: Developing And Nurturing Future Young Talent Of Entrepreneurs

Nik Fazlin Hiriyati Nik Jaafar

UiTM Cawangan Terengganu

Corresponding author: nikfa738@uitm.edu.my

MASMED is a vital unit of UiTM that oversees the development and entrepreneurship agenda. MASMED is visible at all levels, with a focus on the main branch of UiTM, particularly UiTM Shah Alam, all faculties and academics, and state branches. It is dedicated to its objective of transforming lives via entrepreneurship, and it believes that developing the correct mindset is critical. Students and graduates must be prepared to be self-sufficient in their job search and to be able to create jobs not only for themselves but also for other graduates. This is critical to boost the number of students and graduates who become entrepreneurs. They will immediately contribute to wealth creation and, more significantly, will be trained to maintain a high level of ethics in their entrepreneurial endeavors. To fulfil this ambition, a favorable ecosystem must be established, with quality and impactful entrepreneurship activities strengthened and implemented. MASMED makes a substantial contribution to the university's overall performance and achievement, and we believe that this will lead to UiTM being recognized as a top higher learning institution in entrepreneurship, directly elevating UiTM's global university rankings.

At MASMED, a diverse range of roles are being implemented to address every critical area of entrepreneurship growth. MASMED provides counsel, financial aid, training, research, collaboration, support, and direction to its primary stakeholders, students and graduates, both theoretically and practically.

Figure 1: UiTM Strategic Plan 2025



Figure 1 shows the aspiration of UiTM in the year 2025 which is to be a Globally Renowned University (GRU) and related features that are strategically planned to support the journey along the way. As for MASMED, they are entrusted with strategic themes related to entrepreneurship which is to produce 10% entrepreneur (yearly) by the year 2025. As such, various initiatives and projects embarked to support the realization of the said responsibilities. MASMED realizes that they need to set strategic corporation among faculties and branches as synergy is one of the values that placed a significant contribution to the overall achievement.



KPI Director	KPI NO	KPI 2021	KPI OD 2021	KPI KPI 2022	KPI KPI OD 2022
PHC MASMED	4	Percentage of graduate entrepreneur	Percentage of graduates become entrepreneurs by date announced officially by senate meeting among senate members through online medium	Perubahan Usahawan Graduan IPT yang Menunjukkan Diri Dalam Bidang Keusahawanan Setelah Tamat Pengajian	Graduan warganegara Malaysia (tidak termasuk graduan pasca sarjana) yang bekerja sendiri atau menjadi usahawan dalam tempoh 12 bulan selepas penamatkan pengajian (termasuk penempatan secara dalam talian/luar talian)

Figure 2: Details on the said indicator of producing 10% entrepreneur (yearly) by the year 2025

KPI PERFORMANCE INDICATOR TARGET (2021 - 2025)							
KPI Director	KPI No. KPI	KPI Director	2021	2022	2023	2024	2025
PHC MASMED	Percentage of graduate entrepreneur	PHC MASMED	6.40	6.20	7.00	8.70	10.00

Figure 3: The current achievement as of 2021 and target for the following year of 2023, 2024 and 2025 (source: MASMED UiTM Shah Alam)

With reference to the table below, it shows that the current state of MASMED's achievement related to producing 10% entrepreneur (yearly) by the year 2025 for 2021 is stood at 7.50%. The next part of this report concentrates on the current initiative taken by MASMED in realizing this target.

PI no	PI name
PI023	Number of collaborations with agencies, industry, NGOs, IPT (local and international).
PI024	Number of educators with entrepreneurial expertise.
PI021	Number of IPT student entrepreneurs conducting business on campus during their study period.
PI022	Number of companies, enterprises or business projects funded by start-up investors, venture investors, public funding entities, government agency grants and entrepreneurship-related pitching competition prizes.
PI025	Number of digitally driven innovation and technology -based student start-up companies.
PI026	The number of students involved in IPT's Innovation and Technology-based programs.

Table 1: MASMED's performance indicators

Table above shows the list of key performance indicators set yearly as a roadmap and quick wins towards the achievement of UiTM as a whole. There are very straight forward, dynamic and comprehensive.

The department of MASMED in Shah Alam is led by the Assistant Vice Chancellor, who is helped and supported by two other directors. These directors oversee two (2) distinct centers, both of which have important departments. At faculties and branches, Coordinators are appointed to implement and oversee performance indicators at their level.

MASMED is doing well even though it is operating in a highly volatile and ambiguous environment. They have a strong appropriate culture and mindset in place, so there are many opportunities for improvement. The desire to adapt is essential at MASMED because they operate in an uncertain and complex environment. Fortunately, at MASMED, they believe in continuous improvement and are not satisfied with what has been accomplished. There's more to come, and they're undoubtedly prepared.

References

[1] MASMED official website (<https://masmed.uitm.edu.my/>)