

Academy of Language Studies
UiTM Cawangan Pulau Pinang

e-Lingua

APRIL 2026

1/2026

*Connecting Cultures
One Word at a Time*

你好

Apa Khabar?

Bonjour

Hello

مرحبًا

Hallo

こんにちは



APB UiTM CPP Closes 2025 with Stellar Performance, Sets Sights on Global Impact

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The Akademi Pengajian Bahasa (APB), UiTM Cawangan Pulau Pinang (UiTM CPP), concluded 2025 on a high note,

showcasing strong achievements and a firm commitment across key performance areas. A performance recap presented at the APB Meeting Bil. 1/2026 by APB Strategic Planning Committee, led by Ms. Ku Aimi Arissya Ku Ruslin, revealed that the department achieved 60% of its overall Performance Indicators (PIs), laying a solid foundation for further progress in 2026.

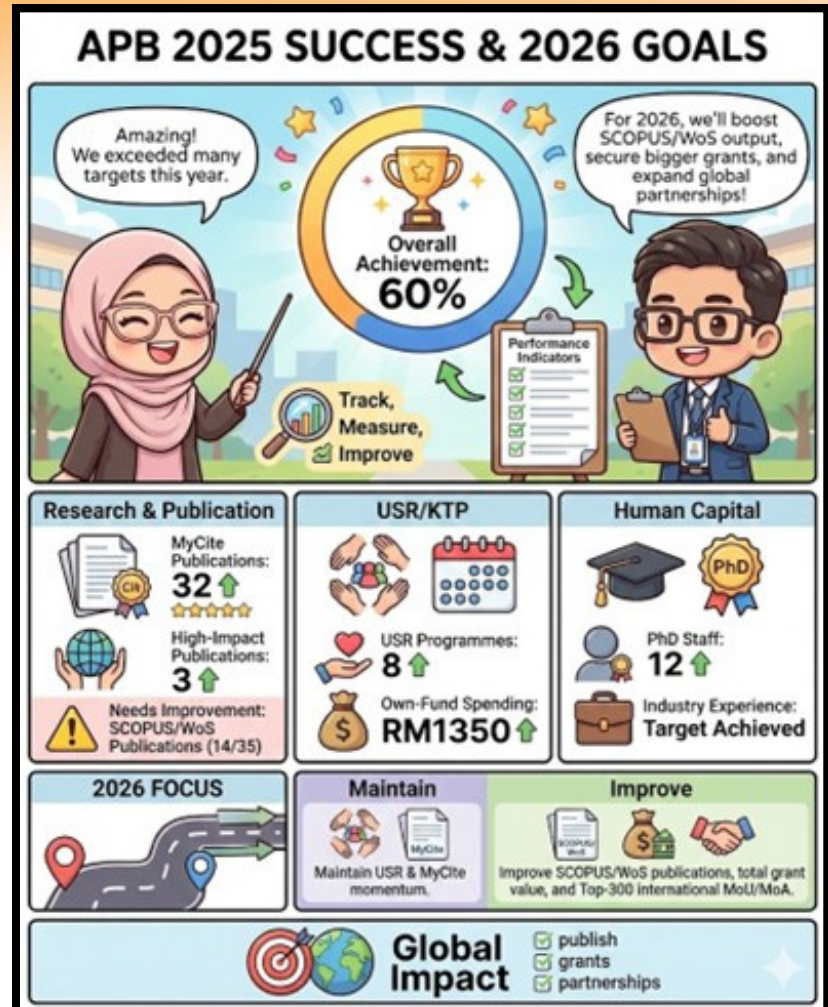
Out of 25 targeted PIs, APB UiTM CPP successfully achieved 100% completion in 15 indicators, reflecting the dedication and hard work of its academic staff.



Research and Publication: A Year of Bounding Growth

In academia, publications are a key measure of impact, and APB UiTM CPP's performance in 2025 truly stands out. Our researchers didn't just meet targets, they shattered them. A standout achievement was recorded in MyCite publications (PI P1056). With an initial target of 9 publications, the department dramatically exceeded expectations by achieving 32 MyCite indexed publications performance areas.

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Furthermore, our commitment to global collaboration is evident:

- We met the target for indexed joint publications with International Collaborators (P1O55).
- We successfully published 3 high-impact publications (P1O51), surpassing the target of 2.

The department also saw 2 publications released by UiTM Press and other external publishers (P1O57).

Community & Corporate Social Responsibility Shines

APB UiTM CPP proved that its influence extends well beyond the classroom. The department recorded a spectacular increase in its outreach efforts:

- University Social Responsibility (USR) Programmes (P1O75): APB hosted an impressive 8 programmes, quadrupling the initial target of 2.
- The positive impact was matched by sound fiscal responsibility, with the total amount spent from own funds for USR and KTP programmes (P1O78) reaching RM1350, comfortably exceeding the RM1050 target.

Strengthening Human Capital

The future of APB relies on the strength and expertise of its faculty, and 2025 saw significant achievements in human capital development:

- The number of academic staff holding a PhD qualification (P1087) reached 12, comfortably passing the target of 9.
- We achieved the target for staff with 3 years of industry experience (P1085), ensuring our teaching remains relevant and connected to real-world applications.

The Path Forward: Sharpening Focus for 2026

While celebrating these successes, the department is already mapping out strategies to tackle areas that require improvement, turning challenges into targeted opportunities for 2026. “Our overall 60% achievement rate provides a solid foundation, but now we must close the gap on the remaining PIs,” as stated by our APB Strategic Planning Committee.

The focus for 2026 will be on key strategic areas:

- 1. Elevating Global Research Profile (PII39):** The most pressing need is to boost indexed publications in SCOPUS/WoS journals and conference proceedings. Our 2025 achievement of 14 fell short of the 35 target, making this a critical area for immediate strategic focus.
- 2. Securing High-Value Grants (PIO64, PIO65, PIO66):** While International Grant PIs were met, we need to significantly increase the total amount of funding secured from National and Industrial sources to bolster our research ecosystem.
- 3. Enhancing External Engagement (PIO82):** A renewed push is planned to secure MoU/MoA with international universities in the Top 300 QS World University Ranking, a crucial step in formalizing APB's global footprint.

The strategic plan for 2026 is clear: sustain excellence in USR/KTP Programmes (PIO75) and MyCite publications (PIO56) while strengthening performance in high-impact indexed publications and research grants.

As APB UiTM CPP moves into 2026, the department is well-positioned to build on its achievements and reach greater heights, reinforcing its role as a dynamic and impactful academic centre within UiTM CPP. Let's work hard in 2026!

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