



UCAPAN TAHUN BAHARU

By :

Dato' Sri Syed Zainal Abidin Bin Syed Mohamed Tahir
PENGERUSI LEMBAGA PENGARAH
Universiti Teknologi MARA
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- ① Menyediakan **peluang maksimum** kepada kaum bumiputera bagi mengikuti **pendidikan bertaraf profesional** dalam bidang sains, industri, teknologi, perdagangan, seni dan kemasyarakatan
- ② Menyediakan **program pengajaran yang berkualiti dan inovatif** serta memenuhi kehendak pasaran dan pelanggan di samping **mendokong dasar pembangunan negara.**
- ③ Mewujudkan **program pembangunan** kemanusiaan sebagai alat menerapkan **sistem nilai** di kalangan masyarakat UiTM.

- 4 Memastikan produk UiTM bukan sahaja dapat **memenuhi pasaran** guna tenaga manusia **tempatan**, malah juga bersedia berkhidmat di peringkat **global**.
- 5 Menjadikan UiTM sebuah **organisasi cemerlang** yang dapat menjamin pengurusan sumber manusia, kewangan dan harta benda yang berkesan dan cekap untuk **mencapai matlamat** pendidikan UiTM serta **memainkan peranan** sebagai **pemangkin pembangunan masyarakat**.

Mempertingkatkan **keilmuan dan kepakaran bumiputera** dalam semua bidang menerusi penyampaian program profesional, penyelidikan serta penglibatan khidmat masyarakat yang **berlandaskan kepada nilai-nilai murni dan etika keprofesionalan.**

Menjadikan UiTM **sebuah universiti unggul** yang berteraskan keserjanaan dan kecemerlangan akademik bagi **menerajui dinamisme bumiputera** dalam semua bidang profesional bertaraf dunia supaya **terlahir graduan yang berdaya saing, global dan beretika.**

KEY ACHIEVEMENTS of UiTM in 2018



- 5-Star Rating In MyRA 2018. *(4-Star In 2017 - Maximum Rating Is 6-Star)*
- 137th In The 2019 QS Asia Ranking. *(Ranked 158th In 2018)*
- First Place And Special Award For Outstanding Performance & Highest Score At Musica Eterna Roma International Chamber Choir Festival & Competition, Rome.
- UiTMSat-1: Malaysia's First Public University To Launch Nanosatellite To Space.

KEY ACHIEVEMENTS of UiTM in 2018



- UiTM-AV1: Malaysia's First Public University To Launch Its Own Autonomous Driving Vehicle.
- First Robotic Tonsillectomy Surgery Performed By A Public University In Malaysia.
- All Prof., Assoc. Prof., Dr., Staff & Students That Won Various Awards & Achievements In 2018

STRENGTH

- Renowned Accounting, Art & Design, Architecture And Business Programs
- More Than 700k Alumni
- Large Population Of 160k
- Internal Expertise
- Huge Land Bank

WEAKNESS

- Insufficient Budget To Modernize The Infrastructure
- Out Of Date Learning Facilities
- Inadequate IT Related Infrastructure
- Complex Governance
- Inefficient Succession Planning Programs
- Less Corporate Mindset
- Commercialization OF UiTM Products

To Continue The Development Of Holistic Bumiputera Graduates While Being A “Partner” To Nation Building And Industry



“If you have a problem, I have a solution”

“Customer’s Centricity”

“Wealth Creator”

WHY WE NEED TO CHANGE ?



Markets & Industries Have Changed



Financial Models Have Changed



Student Profiles Have Changed

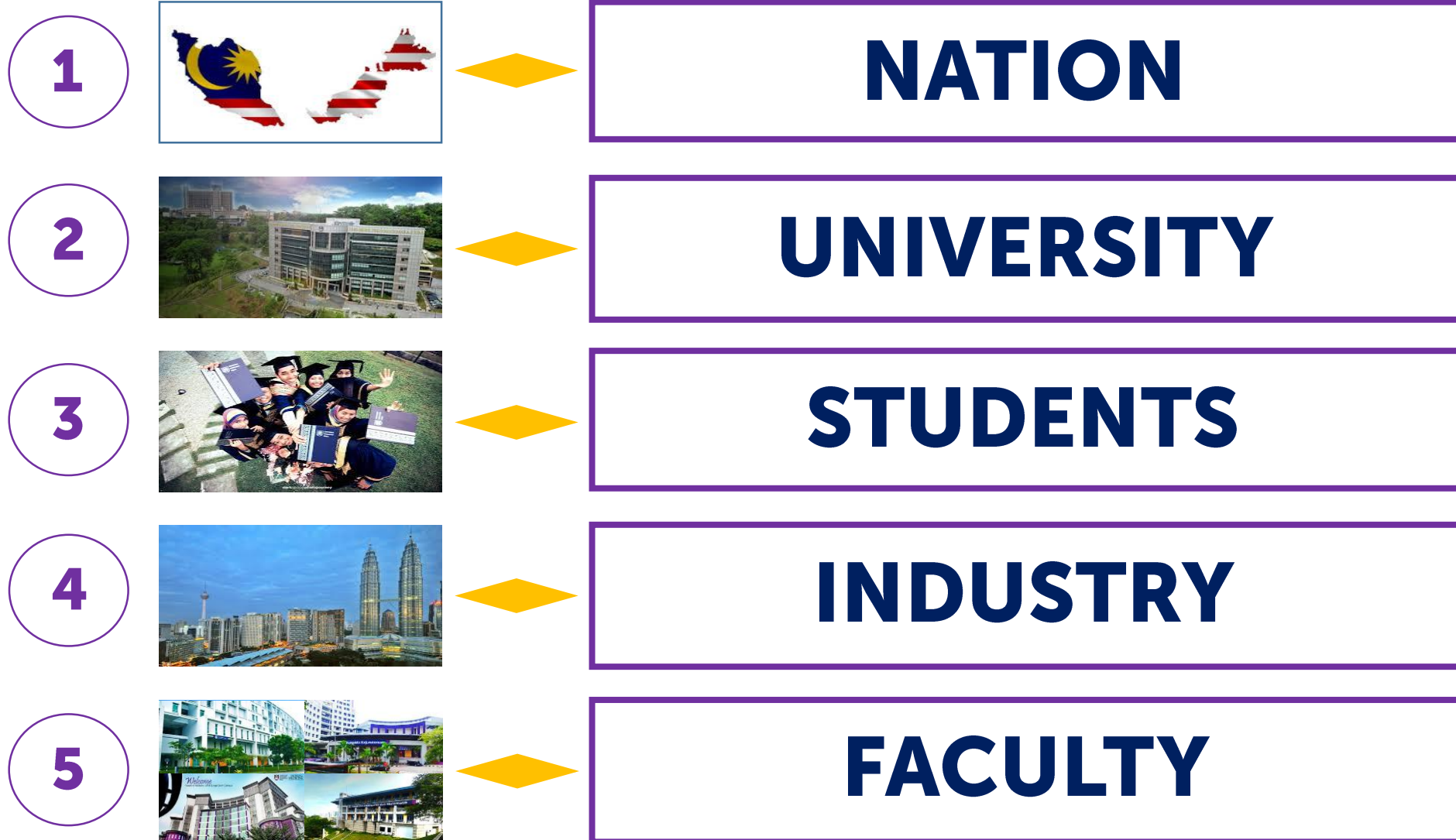


Teaching Methods Have Changed



Govt. Change – Need to Realign

WHO ARE OUR CUST. & STAKEHOLDERS





NATION

- **Align To The Aspiration Of Ministry**

YB Minister's Key Messages :



"Di kesempatan ini juga, saya menyeru semua pihak dari pelbagai bidang dan kemahiran untuk turut bersama-sama membantu menjayakan amanah ini"

YB Dr Maszlee Malik
Menteri Pendidikan Malaysia
Pada Majlis Amanat
Menteri Pendidikan 2019
14 Januari 2019



Key Thrust For Higher Education :

1 ➤ Improve In Quality

Lecturer Visibility
Improve Quality of
Resources & Grant
IPTA As Reference &
Global Focus

2 ➤ Autonomy

Revisit The KPI
Student
Empowerment
Cluster University

3 ➤ Collaboration

4 ➤ Internationalization



- **Align To The Aspiration Of Ministry**
- **Help In Developing Entrepreneurial Student Mindset**
- **Help The Bumiputera Agenda In Creating Value, Skilled Workforce & Economic Strength**
- **Promote Malaysia Globally**
- **Strategic Partnership With Government In Training & Upskilling The Civil Service**



- **Improve Financials**
- **Improve Efficiency In Decision Making**
- **Better Marketing & Branding Activity**
- **Unlock The Value Of Our Assets**
- **Invest In Competency**
- **Go Towards Digital**
- **More International Cooperation With University & Industry**
- **Promote Wakaf & Tahfiz**



STUDENTS

- **Improve The Quality Of Our Graduates To Be More Holistic & Entrepreneurial**
- **Instill Better Values**
- **Better Engagement & Empower The Students**
- **Flexibility In Education**
- **Better Industry Engagement**



FACULTY



اَبُو رَسِيْقِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

- **More Industry Exposure**
- **Review Of Career Plan & Promotion**
- **Encourage Research In Problem Solving To Help Nation & Industry**
- **Greater International Visibility**
- **Promote High Value Add Capability**



INDUSTRY

- **Better Focus & Targeted Approach**
- **Clarity In Target & Value Creation**
- **Serve As Solution Partner To Industry**
- **Bring Industry To Campus**
- **Partner With Industry To Commercialize R&D and IP**
- **Annual Dialogue With Industry**

WHAT NEEDS TO CHANGE ?

SLOW
SILO
IDLE ASSET
BUSINESS
AS USUAL
PASSIVE



PACE
COLLABORATE
SWEAT
OUR ASSET
INNOVATE
DISRUPTIVE

FOCUS FOR 2019

1

Financial Improvement

2

Organization Efficiency

3

Strengthen Collaboration With Ind. & Alumni

4

Invest In Competency

5

Digital

6

Internationalization

7

Branding & Marketing

8

Change Work Culture

What Is Expected From Everyone

**Communicate
More**

**Brilliant At
Basics**

**Pick Up The
Pace**

**Be Passionate
About Your
Responsibility**

**Unlock Our
Asset & Value**

Collaborate

**Problem
Solving Skills**

**Don't Accept
Mediocrity**

**Focus On
Results &
Execution**

**Set Clear
Targets**

**Be More
Entrepreneurial**

1

Focus & Customer Centric

2

Change Work Culture

3

Accountability & Ownership

4

Work As A Team

5

Push Our Boundaries

Allah will not change the good condition of a people as long as they do not change their state of goodness themselves (by committing sins and by being ungrateful and disobedient to Allah)...

(Surah Ar-Rad : Ayat 11)

We have to take charge of our destiny (collectively and individually)