



# **STRATEGIC ACTION PLAN (SAP)**

**2026-2030**

**HIGH-IMPACT PREMIER  
UNIVERSITY**



**FSPPP**

**STRATEGIC ACTION PLAN  
2026–2030**

**Prepared by:  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA**





# FSPPP STRATEGIC PLAN



## Date

28 – 31 January 2026



## Organiser

Faculty of Administrative  
Science & Policy Studies  
(FSPPP)



## Campus

Universiti Teknologi MARA  
(UiTM), Negeri Sembilan  
Branch,  
Seremban Campus



## Operations & Efficiency

5 years planning

Strategic Actions  
2026 - 2030

# STRATEGIC ACTION PLAN

2026–2030

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Branch,  
Seremban Campus

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“

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# PREFACE

The FSPPP Strategic Action Plan 2026–2030 serves as a strategic roadmap for the Faculty of Administrative Science and Policy Studies (FSPPP) in achieving its vision, mission, and long-term aspirations. It outlines the Faculty's key priorities, strategic objectives, and initiatives that will guide its growth and strengthen its contribution to higher education, public administration, and governance in an increasingly dynamic environment.

This plan was developed through extensive discussions, deliberations, and recommendations generated during the FSPPP Strategic Planning Workshop 2026. The workshop provided a valuable platform for stakeholders to collectively identify strategic directions, establish priorities, and formulate action plans that will support the Faculty's future development and sustainability.

Reflecting the shared commitment of the faculty community, this Strategic Action Plan emphasizes excellence in teaching and learning, research and innovation, industry collaboration, and societal impact. It provides a clear and structured framework to ensure that our efforts remain focused, aligned, and responsive to emerging opportunities and challenges.

As we embark on this journey, the Strategic Action Plan will guide FSPPP in strengthening its position as a leading faculty, fostering innovation, and creating meaningful contributions to the nation and society.

**Faculty of Administrative Science and Policy Studies (FSPPP)  
Universiti Teknologi MARA (UiTM)  
2026–2030**



## DEAN'S FOREWORD

Bismillahirrahmanirrahim  
Assalamualaikum  
Warahmatullahi Wabarakatuh,  
and Warmest Greetings.

Alhamdulillah, praise be to Almighty Allah for His grace and blessings in enabling the successful publication of the FSPPP Strategic Action Plan 2026 – 2030. This document serves as our definitive roadmap, charting a transformative path for the Faculty of Administrative Science and Policy Studies (FSPPP) within a rapidly evolving global higher education landscape.

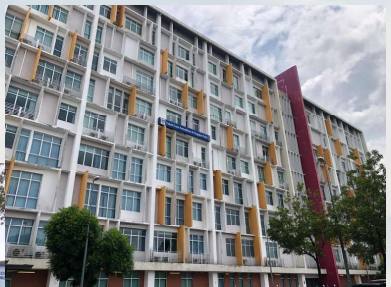
As a faculty entrusted to nurture future policymakers, public sector leaders, and corporate decision-makers, FSPPP must remain agile and forward-thinking. This strategic plan acts as our compass to ensure sustained relevance, enhanced competitiveness, and meaningful societal impact amidst rapid technological and socio-economic changes.

Anchored in key strategic thrusts, this plan focuses on advancing a future-ready curriculum, intensifying high-impact research, and strengthening global collaborations with industry and community stakeholders. Our ultimate goal is to cultivate principled, resilient leaders capable of generating innovative solutions to pressing global challenges.

This plan is the result of a truly collaborative effort. I extend my deepest appreciation to the FSPPP Strategic Plan Committee, academic and administrative staff, alumni, and strategic partners for their invaluable contributions and dedication.

The true value of this plan lies in its execution. I call upon the entire FSPPP community to align our efforts, embrace this shared vision, and work collectively to translate these aspirations into tangible achievements. Together, let us propel FSPPP towards greater heights of excellence and distinction.

*Thank you!*



# Top Management



**Prof. Dr. Nor Hafizah  
Mohamed Harith**

**DEAN**



**Dr. Sharifah Faatihah Syed  
Mohd Fuzi**

**DEPUTY DEAN  
ACADEMIC AFFAIRS**



**Dr. Mazlan Che Soh**

**DEPUTY DEAN  
STUDENT AFFAIRS**



**Dr. Nur Zafifa  
Kamarunzaman**

**DEPUTY DEAN  
RESEARCH, INDUSTRY,  
COMMUNITY, ALUMNI &  
NETWORK**



**Mohd Fadil Yusof**

**SENIOR DEPUTY REGISTRAR**

# List of Authors

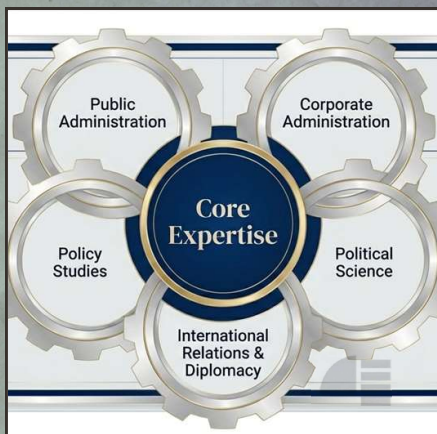
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Masliza Mahmood  
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Dr. Mahazril 'Aini Yaacob  
Norazlin Abd Aziz  
Dr. Zarina Mohd Zain  
Dr. Nor Azira Ayob





Faculty of Administrative Science and Policy Studies (FSPPP) serves as the primary forge for the expertise required to maintain these systems. FSPPP does more than educate; it cultivates the architects of governance who ensure our national infrastructure remains both resilient and visionary.

FSPPP presented as a cohesive system driven by five specialised field of expertise: These gears represent a seamless cycle of governance: Political Science identifies the shifts in power and societal needs, Policy Studies designs the strategic response, and Public Administration executes the delivery.



```

graph LR
    subgraph Diploma
        D1[Diploma in Public Administration AM110]
        D2[Diploma in Corporate Administration AM120]
    end
    subgraph Undergraduate
        U1[Bachelor of Environmental Administration]
        U2[Bachelor of Administrative Science]
        U3[Bachelor of Corporate Administration]
    end
    subgraph Postgraduate
        P1[Master of Administrative Science]
        P2[Master of Corporate Administration]
        P3[Master of International Relations and Diplomacy]
        P4[Executive Master of Administrative Science]
    end
    subgraph Advanced
        A1[Doctorate in Administrative Science]
        A2[Professional Certification: ICSA]
    end
    Diploma --> Undergraduate
    Undergraduate --> Postgraduate
    Postgraduate --> Advanced
  
```

| Diploma                                     | Undergraduate<br>(Bachelor's Degree)     | Postgraduate<br>(Master's Degree)               | Advanced & Professional             |
|---------------------------------------------|------------------------------------------|-------------------------------------------------|-------------------------------------|
| Diploma in Public Administration (AM110)    | Bachelor of Environmental Administration | Master of Administrative Science                | Doctorate in Administrative Science |
|                                             | Bachelor of Administrative Science       | Master of Corporate Administration              | Professional Certification: ICSA    |
| Diploma in Corporate Administration (AM120) | Bachelor of Corporate Administration     | Master of International Relations and Diplomacy |                                     |
|                                             |                                          | Executive Master of Administrative Science      |                                     |

This matrix allows students to enter at the Diploma in Public Administration & Diploma in Corporate Administration, ascend through a Bachelor of Administrative Science, Corporate Administration & Environmental Administration.

The journey extends into the Postgraduate domain. Candidates can pursue a Master of Administrative Science, a Master of Corporate Administration, a Master of International Relations and Diplomacy, or the Executive Master of Administrative Science for seasoned practitioners. The apex of this matrix is marked by the Doctorate in Administrative Science or the attainment of professional ICSA certification.



# Faculty of Administrative Science and Policy Studies (FSPPP)

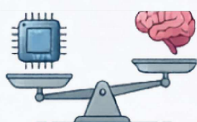
## The Architects of Governance: FSPPP as the Core of National Progress

### THE CORE PHILOSOPHY



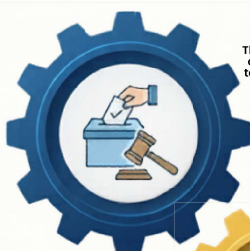
#### The Art of Science & The Power of Policy

Governance is defined as a synthesis of policies, laws, and ethical, creative navigation of human interests (Art).



#### Preventing Systemic

Rigorous administrative science serves as the engine that powers the administration and the erosion of public trust.



### POLITICAL SCIENCE: Identifying Needs

The study of how dynamics and interactions systems to identify shifts in societal needs.

### POLICY STUDIES: DEVELOPING CASE

The intellectual engine room where policy are analysed, defined, and stress-tested for impact.

### THE FIVE INTERLOCKING GEARS OF EXPERTISE



### PUBLIC ADMINISTRATION

The structural foundation of government operations and the primary vehicle for public service delivery



### CORPORATE ADMINISTRATION

Applying governance to the standards within the private sector environment.

### INTERNATIONAL RELATIONS & DIPLOMACY

Maintaining fair and cooperative frameworks across sovereign borders.



### THE ACADEMIC PATHWAYS MATRIX



#### DIPLOMA

Students begin their journey with the Diploma in Public Administration or the Diploma in Corporate Administration.



#### UNDERGRADUATE

Degree in Administrative Science, Corporate Administration, and Environmental Administration.



#### POSTGRADUATE

Master of Administrative Science, Master of Corporate Administration, Master of International Relations and Diplomacy and the Executive Master of Administrative Science.



#### ADVANCED & PROFESSIONAL

The Doctorate in Administrative Science and Professional Science or professional ICSA certification.

ACADEMIC & GLOBAL  
(DEPUTY DEAN):  
ACADEMIC AFFAIRS

ADMINISTRATION  
(DEPUTY REGISTRAR):  
INSTITUTIONAL  
OPERATION



STUDENT AFFAIRS  
(DEPUTY DEAN):  
STUDENT AFFAIRS  
MANAGEMENT

RESEARCH & INDUSTRY  
(DEPUTY DEAN):  
COMMUNITY, ALUMNI  
AND NETWORK (RICAN)

# Faculty of Administrative Science and Policy Studies (FSPPP)

## 2026-2030 Quality Objectives

01

### 3400 Total Student Enrolment

Ensure to reach and maintain the enrolment of 3400 students by 2030.

02

### 25% First Choice Preferences

Ensure that at least 25% of Diploma and Bachelor's degree applicants select UiTM as their first choice during each annual intake.

03

### 100% Curriculum Compliance

All academic programmes must undergo curriculum reviews according to established cycle and standard requirements annually

04

### Graduation On Time (GOT) Target

Diploma: 90%  
Bachelor: 90%  
Master (Coursework): 80%  
Master (Research): 15%  
PhD: 20%

05

### High-Achieving Graduates

Target for excellence include 30% of Diploma's and Bachelor Degree graduates earning a CGPA of 3.50+ and 40% Master's (Coursework) graduates earning a CGPA 3.75+

06

### 90% Employability & Marketability

Achieve a graduate employability (GE) and graduate marketability (GM) rate of 90% annually until 2030.

07

### 10% Graduate Entrepreneurs

Aim for 10% of the graduate to become entrepreneurs by 2030

08

### 100% Student Model (MMTU) Completion

Ensure 100% of students meet the Modul Model Mahasiswa Terbilang UiTM requirement before graduation

09

### 90% Student Service Index (IPP)

Reach a 90% Student Service Index rating for the faculty by 2030

10

### 400+ Indexed Publication

Increase the number of indexed research publications to at least 400 by 2030

11

### RM1 Million in Research Grants

Secure a total research grant procurement of at least RM1 million by the year 2030

12

### 1 Commercialized Research Product

Ensure excellence in knowledge transfer by commercializing at least one research-based product by 2030

13

### 60% PhD – Qualified Lecturers

Increase staff scholarship by ensuring 60% of the lecturers hold a PhD qualification by 2030

14

### 85% Infrastructure & Infostructure Index

Achieve an index 85% for conducive infrastructure and infostructure to support Teaching and Learning (PdP)

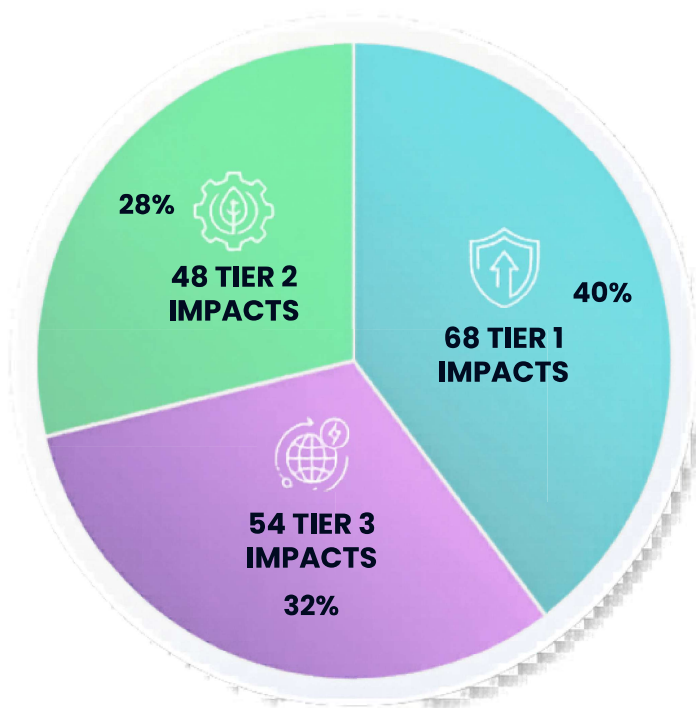
15

### 25% Internal Revenue Generation

Generate internal income equivalent to 25% of operating expenses annually

# EXECUTIVE VISION: THE 2030 'HIGH-IMPACT PREMIER' MANDATE

## 170 SPECIFIC IMPACT POINTS



### STRATEGIC FOCUS 1: INNOVATIVE FUTURES FOR ACADEMIA, LEARNERS, AND INDUSTRY

Driving Tier 3 directional impacts through academic excellence and digital transformation.



### STRATEGIC FOCUS 2: BUMIPUTERA EXCELLENCE AND NATION BUILDING

Cultivating learner skills and entrepreneurial capacity (Tier 1 and 2 performance).



### STRATEGIC FOCUS 3: SYNERGISING STRATEGIC PARTNERSHIPS

Fostering sustainability and social responsibility through global alliances.



### STRATEGIC FOCUS 4: ORGANISATIONAL WELL-BEING, ECONOMIC GROWTH, AND GOVERNANCE

Ensuring agile leadership and a humanity-centric ecosystem.





# SWOT ANALYSIS

## The FSPPP Roadmap for Institutional Excellence

A multi-dimensional audit of the faculty's well-being, evaluating Research & Industry (RICAN), Academic Affairs (HEA), Student Affairs (HEP), and Administrative Performance (ADMIN) to improve for quality administrative leadership.



**RICAN – Research, Industry, Community, Alumni & Network**

Intellectual Capital vs. Operational Friction

### Intellectual Capital vs. Operational Friction



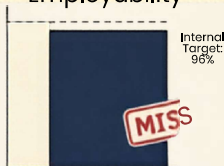
While the faculty possesses high-level multidisciplinary expertise, research output is currently stifled by a "disproportionate administrative load."



**HEA – Academic Excellence & The Employability Paradox**

89.3%

### Graduate Employability

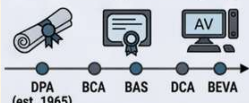


Despite the high figure, this is considered a performance "miss" as it falls below the internal institutional target of 90%.



**HEP & ADMIN – Environment and Performance Benchmarking**

### Iconic Program Legacy



FSPPP sustains long-standing, recognized programs including DPA (est. 1965), BCA, BAS, DCA, and BEVA with modern AV facilities.

### Critical Infrastructure Deficits



A lack of residential college units for degree students has become safety issue for those renting outside of the campus.

### The Mentorship Gap



A critical lack of structured mentor-mentee programmes is causing the "Experienced Academic Workforce" to become a depreciating asset.

### Systemic Inhibitors

A critical lack of structured mentor/mentee programmes is increasing the "Experienced Academic Workforce" to become a depressing asset.

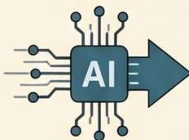
Cumbersome institutional reporting systems (UIIT) and uneven staff motivation act as barriers to high-impact writing and grant applications.

### Declining Student Engagement



An emerging trend of reduced student participation in developmental activities and a preferred localization rather than global projects.

### Technological Velocity



Rapid advancements in AI and governance necessitate high-pressure, continuous curriculum updates to maintain market relevance.

### Performance Gaps



Staff PhD registration and industry attachments are hindered by workload-induced burnout and a lack of structured MOU-based programs.

### Global Talent Attraction Risks



Rising living costs in Malaysia and restrictive visa policy are making it harder to attract and retain international staffing expertise.



## Strategic Synthesis – The Way Forward



### Transition to a National Research Agenda

Shift from administrative-heavy models to structured research mentorship to mitigate "Talent Leakage."



### Infrastructure & Staffing Realignment

Prioritize bachelor student housing and address the shortage of specialized lecturers for MIRAD and MOCA programmes.



### Embracing the Digital Ecosystem

Transform operational bottlenecks into platforms for excellence by leveraging high demand for policy consultancy and digital research.

# Strategic SWOT Analysis

## General Analytical Framework



Primary expertise in innovation, challenges, and challenges.



Curriculum agility and stakeholder expectations.



Holistic student experience and infrastructure.



Staff development KPI alignment.

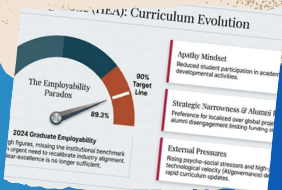
## RICAN

RICAN pillar is anchored in its multidisciplinary expertise, yet currently hampered by operational friction.



## HEA

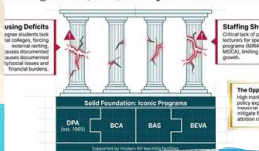
FSPPP aims a "Well-established students' leadership ecosystem" and "Competent human capital," there are emerging performance gaps that require immediate strategic intervention.



## HEP

FSPPP benefits from a strategic and peaceful location, yet significant infrastructure and staffing deficits threaten this equilibrium.

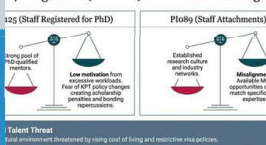
### 3 Diagnostic (HEP): Campus Environment



## ADMIN

The faculty's global competitiveness is measured through specific Performance Indicators (PIs). Current data reveals a significant gap between institutional goals and staff capacity.

### 4 Diagnostic (ADMIN): KPI Benchmarking



## Synthesis Matrix: Comprehensive Diagnostic State

|       | Assets                      | Vulnerabilities            | Critical Threats     | Opportunity Vectors           |
|-------|-----------------------------|----------------------------|----------------------|-------------------------------|
| RICAN | Multidisciplinary Expertise | Cumbersome UTM Systems     | Talent Leakage       | Digital Ecosystem integration |
| HEA   | 89.3% Employability         | Strategic Narrowness       | Tech Velocity & AI   | Global cross-border projects  |
| HEP   | Iconic Programs (DPA/BCA)   | Housing & Safety Deficits  | Financial Volatility | Policy consulting demand      |
| ADMIN | PhD Mentor Pool             | Misaligned MOU Attachments | KPT Policy & Burnout | Workload redistribution       |

## Conclusion: Strategic Synthesis and Future Outlook

The Faculty of Administrative Science and Policy Studies currently occupies a strong but precarious position. While it produces "Holistic Graduates" and maintains iconic programmes (DPA, DCA, BAS, DCA & BEVA), it is struggling against the friction of modern operational demands. The graduate employability rate of 89.3% serves as a wake-up call that "near-excellence" is no longer sufficient in a hyper-competitive market.







**Strategic Action Plan (2026–2030)**

**Strategic Focus 1:  
Innovative Futures for  
Academia, Learners,  
and Industry**

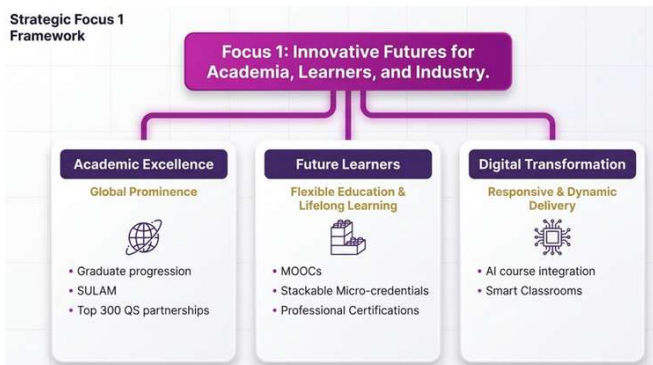
Faculty of Administrative  
Science and Policy Studies  
(FSPPP)  
Universiti Teknologi MARA





# Strategic Focus 1

Innovative Futures for Academia, Learners, and Industry



## KEY IMPACT 1: Academic Excellence

Global Prominence through internationalization, APEL Q programmes, WBL embedding, and partnership with QS Top 300 universities.



## KEY IMPACT 2: Future Learners

Flexible Education with MOOCs, micro-credentials, and dual-qualified academic + professional certification.

## KEY IMPACT 3: Digital Transformation

AI Integration from 3 courses (2026) to 15 courses (2030), Smart Classrooms, and faculty as AI solution architects.



## Strategic Outcomes

Curriculum Innovation • Industry Synergy • Technology Integration • Global Workforce Readiness

## Vision

Transforming FSPPP into a high-impact Premier Institution.

# STRATEGIC FOCUS 1

# 2026-2030

**INNOVATIVE FUTURES FOR ACADEMIA,  
LEARNERS, AND INDUSTRY: A HIGH-  
IMPACT PREMIER FACULTY-FSPPP,  
UITM**



**I**

## **ACADEMIC EXCELLENCE**

APEL Q, WBL programmes, QS ranking  
MOUs

**II**

## **FUTURE LEARNERS**

MOOCs, micro-credentials, ICSA  
visibility

**III**

## **DIGITAL & AI**

AI integration: 3 to 15 courses by 2029

**IV**

## **ASPIRE PROJECTS**

NextGen Careers, SULAM, GYDMUN  
initiatives

## **GROWTH TARGETS FOR STUDENTS 2026-2030**



**PHD: 50→70**



**INTERNATIONAL  
ACTIVITIES: 15→20**



**MASTERS: 300→440**



**LEADERSHIP & GLOBAL IMPACT**

# Strategic Action Plan 2026-2030

*Toward a high-impact Premier Faculty*

**Faculty of Administrative Science and Policy Studies (FSPPP), UiTM**

Transform FSPPP into 'high-impact Premier' institution

Regional leadership, research prestige, societal impact

**Strategic Thrust 1: Innovative Futures for Academia, Learners, and Industry**

## Three Main Pillars

### PILLAR I

#### ACADEMIC EXCELLENCE



- Driving research impact, programme modernization, and postgraduate supervisory growth

### PILLAR II

#### FUTURE LEARNERS



- Expanding flexible education, micro-credentials, and micro-learning pipelines

### PILLAR III

#### DIGITAL TRANSFORMATION



- Integrating artificial intelligence across curricula and establishing next-generation dynamic delivery

## Executing the ASPIRE Global Leadership Mandate

#### NextGen Careers

Malaysia x Universitas Majalengka Indonesia. 1 International Volunteerism project annually.

(RM6,000/yr)

#### International SULAM

Sustainable Development Strategies with Thammasat University, Thailand. 1 project annually.

(RM6,000/yr)

#### Global Youth Diplomacy (GYDMUN)

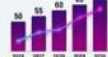
1 Model United Nations Leadership Program annually.

(RM1,650/yr)

#### SASEx FISIP International Webinar

Target: 1 project annually.

Student Growth Target



(RM1,000/yr)

#### FSPPP International Mobility Program

1 major communication/mobility program annually. Owned by HEP (SMF).

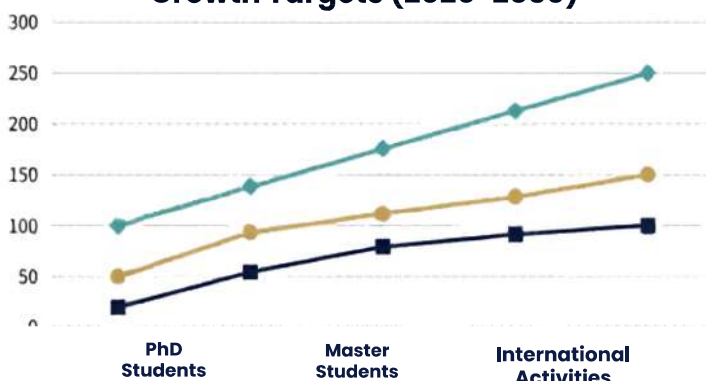
(RM40,000/yr)

#### International Student Leadership Symposium

1 major symposium annually. Owned by HEP (SMF).

(RM20,000/yr)

## Growth Targets (2026-2030)



**Shaping the Future Through Leadership, Resilience, and Global Impact**

# PILLAR I: ACADEMIC EXCELLENCE AND GLOBAL PROMINENCE

*Leveraging Internationalization and Specialized Academic Pathways*



**Achieving high-impact Premier Status**



**Developing flexible doctoral routes & technical competencies**



**Capturing a unique global academic market segment**



## ODL programmes

**MILESTONE:** Full Launch of Online Degrees & Micro-credentials.

**LEAD UNIT:** ODL CENTRE.

**TARGET:** MOOC- 10 COURSES  
MC- 5 COURSES.

*Expanding access to education worldwide.*



## Digital Transformation

**MILESTONE:** AI Integration in T&L.

**LEAD UNIT:** PARTNERSHIP WITH INDUSTRY

**TARGET:** ALL COURSES WITH INNOVATIVE T&L PRACTICES.

*Funding for digital and experimental learning projects.*



## APEL Q

**MILESTONE:** Initial Accreditation from the launch of the Re-establishment Unit (QAD).

**Target:** 2 Students via APEL Q Pathway

*Accelerated pathway for experienced professionals.*

2030

2029

2028

2027

2026



## WBL Embedding

**MILESTONE:** Industry-aligned WBL Modules & Professional Core

**LEAD UNIT:** WBL

Unit/Industry Links

**Target:** 3 programmes  
Employability in Technical Fields.



## Subject Ranking Excellence

**MILESTONE:** Strategic Global MOUs & Internationalisation.

**LEAD UNIT:** IR/HEI

**Target:** MOUs/MOAs QS Top 300 ranking

## Key Innovation Highlights



**Distinctive PhD Pathways:** Flexible, APEL Q, & Industry-based options for diverse learners.



**Rigorous Non-traditional Routes:** Recognizing prior learning and professional experience for academic credit.



**Integrated WBL & Academic Excellence:** Seamlessly blending technical skills with higher education for holistic graduates.

*From Theoreticians to Technically Proficient Practitioners with Immediate Industry Impact*



PILLAR I:  
ACADEMIC EXCELLENCE AND GLOBAL PROMINENCE

Pillar I: Achieving Academic Excellence and Global Prominence (2026–2030)

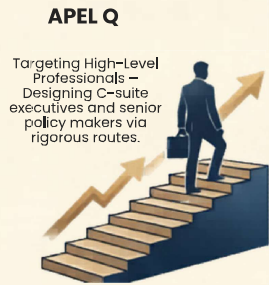
Strategic Vision:  
“high-impact Premier” Status

Leveraging internationalization and specialized academic pathways to reach global milestones.

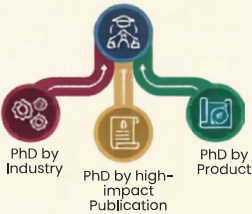
Bridging the Theory-Practice Gap



Embedding technical competencies for technically proficient practitioners.



Three Specialized PhD Pathways



Global Presence & Innovation



Global Presence & Innovation  
QS Top 300 Subject Ranking Excellence:

Aiming for active MOUs and MOAs annually from 2026–2030.



T&L Innovation Grants  
Steady allocation of two (2) Teaching & Learning innovation grants per year for academic evolution.

Bridging the Skill-Mismatch Bachelor's degree



WBL Embedding in Bachelor Degrees

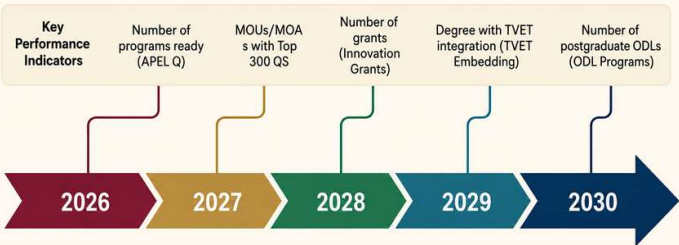
Integrating Technical and Vocational for Education and Training (WBL) into academic programmes for labour market demands.



Expanding Postgraduate Accessibility (ODL)

Online Distance Learning (ODL) programmes like EMAS and MIRAD facilitate lifelong learning globally.

Strategic Roadmap (2026–2030)





## Pillar II: Future Learners

3

By 2030, three educational tracks will be established to promote **flexible education** for lifelong learning.

“Education must be adaptable to keep pace with ever-changing industry demands and ensure **lifelong success**.”

Emphasizing **flexible pathways** in education can empower learners to acquire new skills throughout their careers.

1

### Micro-credential Module

One new course Future Skills MC will be designed yearly.

2

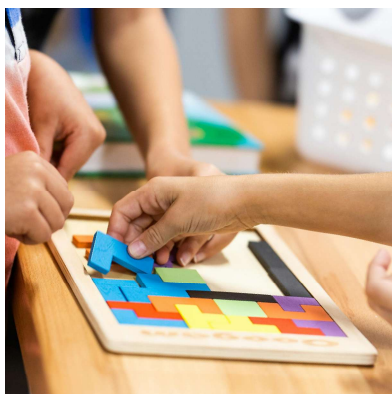
### New Courses Annually

Two new MOOCs will launch each year.

3

### Postgraduate Courses Annually

Starting in 2027, three stackable courses will be available each year.



The 2026–2030 framework highlights the urgent need for adaptable education in response to rapidly changing industry requirements, ensuring all learners remain competitive in their fields.

**Explore lifelong learning**

# Pillar II: Future Learners

## PILLAR II: THE FUTURE OF FLEXIBLE EDUCATION AND LIFELONG LEARNING (2026–2030)

Strategic Roadmap for Modular Learning, Stackable Credentials, and Industry Integration

### MODULAR LEARNING ROADMAP (2026–2030)

2026



#### MASSIVE OPEN ONLINE COURSES (MOOCs)

Maintain a steady output of 2 new courses annually to ensure intellectual property is accessible to a global audience.



#### FUTURE SKILLS MICRO-CREDENTIALS (MCs)

Delivery of 1 new module per year specifically focused on emerging industry competencies.

2027

### 2027

#### LAUNCH: STACKABLE MICRO-CREDENTIALS

Beginning in 2027, the faculty will establish 3 standalone postgraduate micro-credential courses annually.



### THE FLEXIBLE LADDER TO SUCCESS



#### THE "STACKABLE" MODEL

Micro-credentials are designed as building blocks, creating a flexible ladder toward full degree attainment for working professionals.

#### INDUSTRY-RECOGNIZED COMPETENCY

Moving beyond "ivory-tower theory" to provide modular learning experiences that are recognized by industry leaders.

### PROFESSIONAL INTEGRATION & ICSA AGENDA



#### THE ICSA VISIBILITY AGENDA

The primary vehicle for bridging theory and practice through annual professional certification activities.



#### DIGITAL TRANSFORMATION IN DELIVERY

Digital initiatives redefine educational delivery, ensuring pedagogy remains as dynamic as the professional world.

### 2027

#### LAUNCH: STACKABLE MICRO-CREDENTIALS

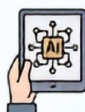
Beginning in 2027, the faculty will establish 3 standalone postgraduate micro-credential courses annually.

# FSPPP Pillar III: The Roadmap to AI-Driven Academic Excellence



## STRATEGIC VISION: BUILDING TECHNOLOGY LITERACY

FSPPP is transitioning from basic digital skills to a state of total AI integration across its entire academic portfolio.



## KEY FINDING: RESPONSIVE & DURABLE DELIVERY

The core commitment of Pillar III is to utilize AI as a fundamental administrative and pedagogical toolkit rather than an elective add-on.



## 2026: THE AI FOUNDATION

Integration begins with 3 specialized courses within the MIRAD programme to test and refine AI-augmented delivery.



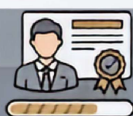
## LEADERSHIP FOR THE FUTURE WORKFORCE

By embedding AI into all disciplines, globalising are prepared to govern and navigate each driving professional environments.



## 2029: TOTAL FACULTY PIVOT

AI Integration scales to 15 courses across all programmes, marking the completion of the faculty-wide transition to AI-augmented administration.



## FACULTY READINESS: ANNUAL AI CERTIFICATION

Focusing on the training and certification programmes to transform from technology users into architects of AI-driven policy solutions.



## 2030: SMART CLASSROOM ESTABLISHMENT

A RM50,000 investment to create high-impact infrastructure capable of hosting advanced ODL programmes and EMAS MIRAD.



## SUPPORTING FACT: ARCHITECTING SOLUTIONS

The focus of faculty development is on designing cutting-edge education and policy solutions, not just administrative automation.



# ASPIRE PROJECT

Advancing Student Potential and Global Outreach

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## CAREERS

NextGen Careers focus on **international volunteerism**, enhancing student experiences and skills for global opportunities.



## DEVELOPMENT

SULAM promotes **sustainable development strategies**, empowering students to tackle global challenges through collaboration.

---

## LEADERSHIP

The Student Leadership Symposium cultivates **leadership and communication**, preparing students for impactful roles in society.



---

## GET INVOLVED

Empower students to reach their full potential.

Join the ASPIRE Project today!



# FSPPP Strategic Roadmap 2026–2030: Toward a High-Impact Premier Faculty



## FSPPP: HIGH-IMPACT PREMIER



### PILLAR I: ACADEMIC EXCELLENCE & GLOBAL PROMINENCE

#### APEL Q: Non-Traditional Pathways



Specifically designed for C-suite executives and mid-career professionals from Industry, high-impact Publication and Product to capture high-level professional expertise.

#### Embedding WBL into Bachelor Degrees

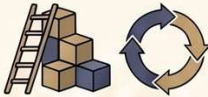


Industry Integrated Academic programmes – Work-Based Learning (WBL) is integrated into academic programmes to address the administrative labour market's "skill-mismatch".

#### Global Ranking & Subject Excellence



The faculty aims to maintain active MOUs/MOAs with the QS Top 300 and deliver 100% excellence. By 2026 and 2030, IIBVA is actively pursuing measures to bolster its research prestige.



### PILLAR II: FUTURE LEARNERS & LIFELONG LEARNING

#### Modular and Stackable Micro-credentials



Starting in 2027, the faculty will offer 3 standardised integrative courses annually, creating a flexible ladder to degree attainment.

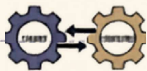
#### Massive Open Online Courses (MOOCs)



Maintaining a steady output of 2 new courses annually

#### The ICSA Visibility Agenda

A primary vehicle for bridging the gap between theory and industry through a combination of research, technology, and digital technologies, creating "dual threat" graduates with both degree and professional licenses.



### PILLAR III: DIGITAL TRANSFORMATION & AI INTEGRATION

#### Faculty-wide AI Pivot by 2030



2026: 3 Courses  
AI integration will scale from 3 courses in 2026 to 15 courses across all programmes by 2030, as the administrative toolkit.

#### Smart Infrastructure Investment



Smart  
Classroom  
RM 50,000  
by 2030

A RM 50,000 Investment in Smart Classroom Technology, focusing on Open Distance Learning programmes like EMAS and MIRAD.

#### Faculty Readiness & Certification



Annual AI training and certification (1 programme/year) ensure that our faculty are not merely users of technology, but architects of AI-driven policy and management solutions.

## THE ASPIRE PROJECT: Advancing Student Potential



#### International mobility programme & GYDMUN



Students engage in sustainable development strategies at Thammasat University and global youth diplomacy to foster cultural intelligence and leadership.

#### NextGen Careers



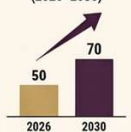
A recurring annual project focusing on international volunteerism with an allocation of RM 6,000 to enhance global outreach.

#### ASPIRE Annual Targets & Allocations

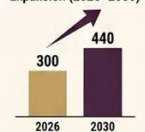
| Activity Name                    | Key Impact                 | Annual Allocation |
|----------------------------------|----------------------------|-------------------|
| Student Leadership Symposium     | Leadership & Communication | RM 20,000         |
| FSPPP International Mobility     | Global Prominence          | RM 40,000         |
| International Mobility programme | Sustainable Development    | RM 6,000          |

## GROWTH TRENDS & FISCAL STRATEGY

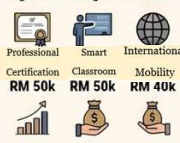
#### PhD Enrollment Growth (2026–2030)



#### National Master Students Expansion (2026–2030)



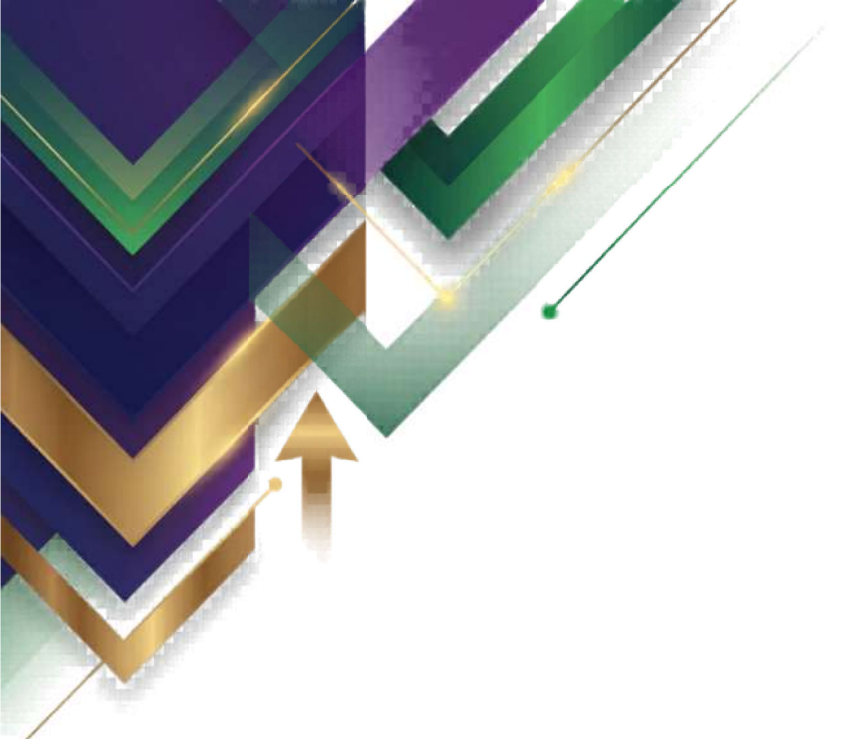
#### High-ROI Strategic Investments



#### Global Engagement Metrics (2026–2030)

| Year | Active International Activities | Inbound : Outbound Student Targets |
|------|---------------------------------|------------------------------------|
| 2026 | 15                              | 15:15                              |
| 2028 | 17                              | 15:15                              |
| 2030 | 20                              | 15:15                              |

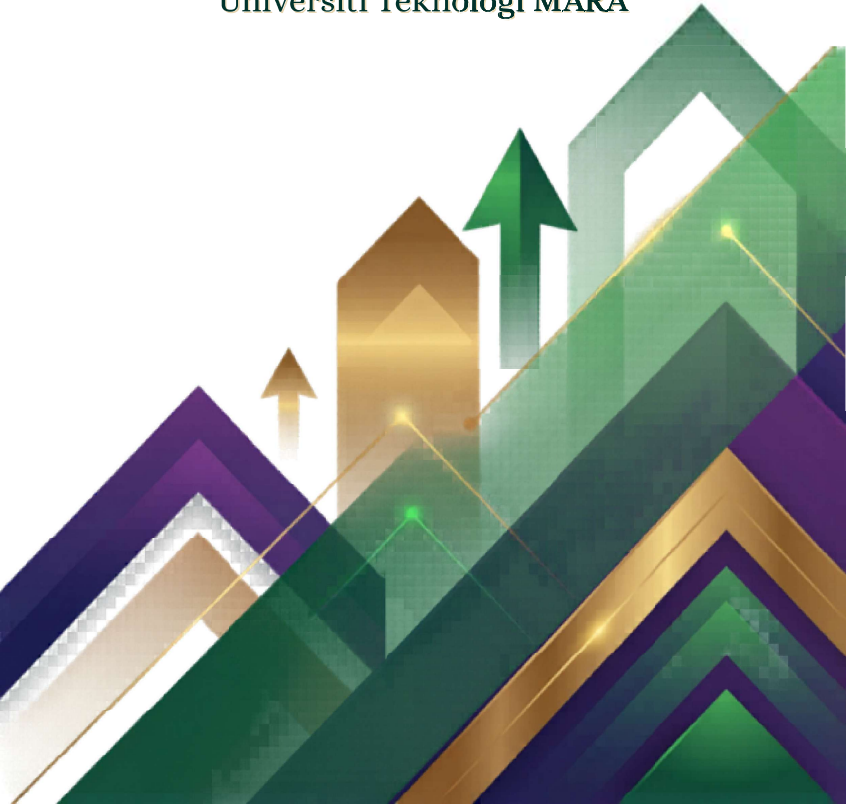




**Strategic Action Plan (2026–2030)**

**Strategic Focus 2:  
Advancing Bumiputera  
Excellence and Nation  
Building**

Faculty of Administrative Science  
and Policy Studies (FSPPP)  
Universiti Teknologi MARA





# EXECUTIVE MANDATE AND STRATEGIC CONTEXT

2026-2030 Strategic Thrust

## Bumiputera Excellence and Nation Building

Transform students into Humanity-centric, Entrepreneurial, and Adaptive Learners

### HEA: ACADEMIC AFFAIRS

Fostering Innovation and Academic Excellence, Elevating Learning Experiences.

### HEP: STUDENT AFFAIRS

Nurturing Holistic Development and Leadership, Empowering Student Potential.

### ADMIN: ADMINISTRATION

Ensuring Operational Excellence and Governance, Supporting Sustainable Growth.

### ICAN: INDUSTRY & COMMUNITY

Building Strategic Partnerships and Engagement, Bridging Gaps for Societal Advancement.

### MASMED: ENTREPRENEURSHIP

Fostering Entrepreneurial Mindsets and Ventures, Driving Economic Impact.

# PILLAR I: CULTIVATING ENTREPRENEURIAL MINDSETS AND INDUSTRY INTEGRATED ACADEMIC PROGRAMMEMES – WORK-BASED LEARNING (WBL)



## COSEC LAB Corporate Sector & Entrepreneurial Competency

### Industry- Integrated Projects

8 active partnerships  
with industry  
4 student projects  
launched

### WBL Competency

4 Digital products  
4 Innovations

### Startup Incubation & Mentorship

4 seed-funded  
startups  
12 trained mentors

### Leadership Pipeline

5 leadership  
executive training  
workshops



## G.R.E.E.N HUB Green Economy Eco-preneurship Network

### Sustainable Business Models

G.R.E.E.N hub ventures  
supported  
Focus on circular  
economy

### Green Technology Adoption

Turning waste into  
worth

### Eco-Innovation Challenges

3 National  
challenges hosted  
20 sustainable  
prototypes  
developed

### Green Finance & Investment

RM3,000 secured  
green funding  
Investor  
matchmaking events

Q1 2026:  
Initiative  
Launch

Q2 2028:  
Expansion  
Phase

Q4 2030:  
Impact  
Assessment



**Empowering the future generation of entrepreneurs  
through innovation and sustainability**

# Pillar II: Capacity Building through the ASPIRE programme

*Advancing Student Potential, Innovation, and Resilience Through Empowerment*



Career Fairs

## FSPPP Career Fair

7 companies (2026)

11 companies (2030)

Connecting students with top employers to foster professional growth and opportunity.



Leadership

## Nation-Building Suite



*Bicara Sejarah Bangsa*



*Debat Piala Dekan*



*Siri Bicara Raja Melayu*

Cultivating cultural pride, national identity, and historical awareness through engaging dialogues and debates.



Policy

## Policy and Governance Symposia



Empowering students with insights into policymaking, governance, and civic responsibility.



Culture

## Malaysian Cultural Showcase



Celebrating diversity and heritage through vibrant cultural performances and exhibitions.



Arts

## FSPPP Performing Arts Group



RM15,000 budget allocation

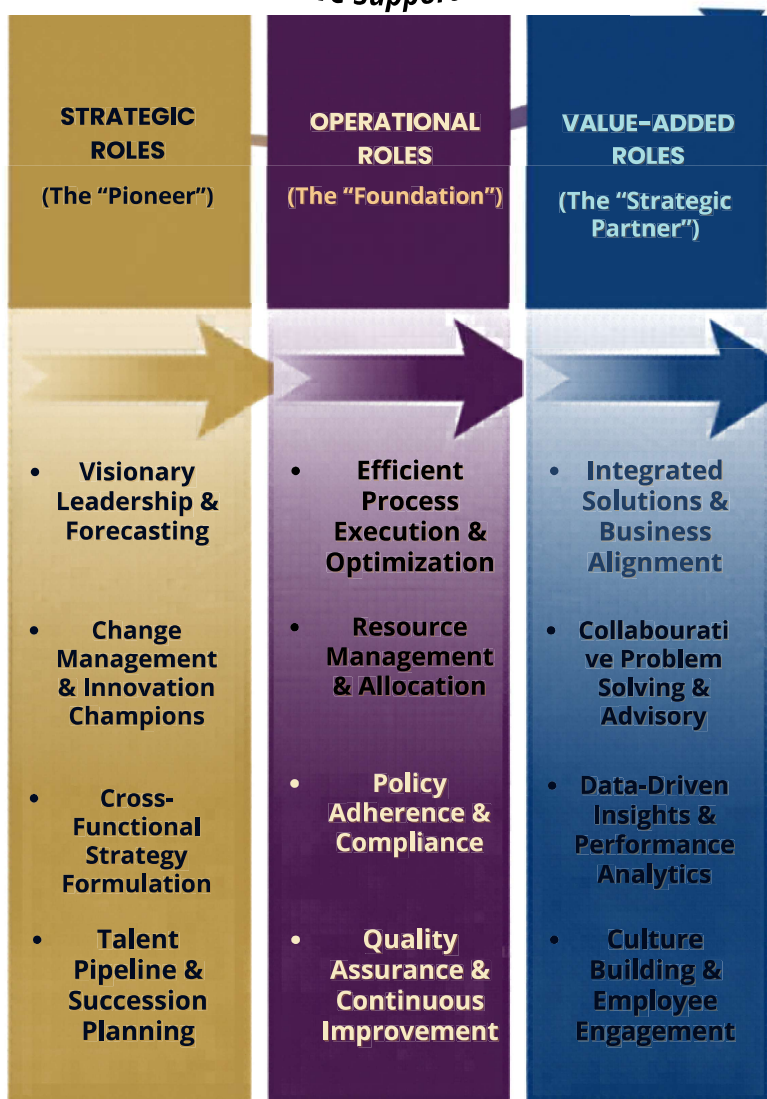


Providing resources and platforms for students to excel in theater, music, and creative expression.

## Strategic Partnership Spotlight

# Pillar III: Institutional Excellence and Talent Development

*From Administrative Support to Strategic Partner*



## URGENT MILESTONES & KPI METRICS

- |      |   |                                                                                                                                                                                                   |
|------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2026 | ↑ | <b>STRATEGIC ALIGNMENT ESTABLISHED</b> <ul style="list-style-type: none"> <li>100% of staff achieve high competency.</li> <li>Integrated talent management platform fully operational.</li> </ul> |
| 2028 | ↑ | <b>OPERATIONAL EXCELLENCE OPTIMIZED</b> <ul style="list-style-type: none"> <li>Continuous Innovation and KIK projects</li> <li>Employee happiness index increase.</li> </ul>                      |
| 2030 | ↑ | <b>VALUE-ADDED PARTNERSHIP ACHIEVED</b> <ul style="list-style-type: none"> <li>70% of business decisions supported by data analytics.</li> <li>1 external benchmarking</li> </ul>                 |



# Performance Indicator Legend

## StEP Roadmap 2026–2030 Metrics



**COMMUNITY  
ENGAGEMENT &  
DIVERSITY**



**ACCELERATED  
GROWTH**



**STRATEGIC  
PARTNERSHIPS**



**EDUCATIONAL  
ATTAINMENT**



**DIGITAL  
INFRASTRUCTURE  
EXPANSION**



**INNOVATION &  
SUSTAINABILITY  
INITIATIVES**

# STRATEGIC OUTCOMES AND IMPACT



## Student Transformation

- Seamless Academic Insight and Professional Growth
- Cutting-Edge Research Collaboration
- Workforce Development and Innovation
- Honest Learning Commitment
- Empowering Leadership Potential

## Industry Integration

- Seamless Academic Insight and Professional Growth
- Cutting-Edge Research Collaboration
- Workforce Development and Innovation
- Honest Learning Commitment
- Market-Driven Curriculum Development



## Institution Excellence

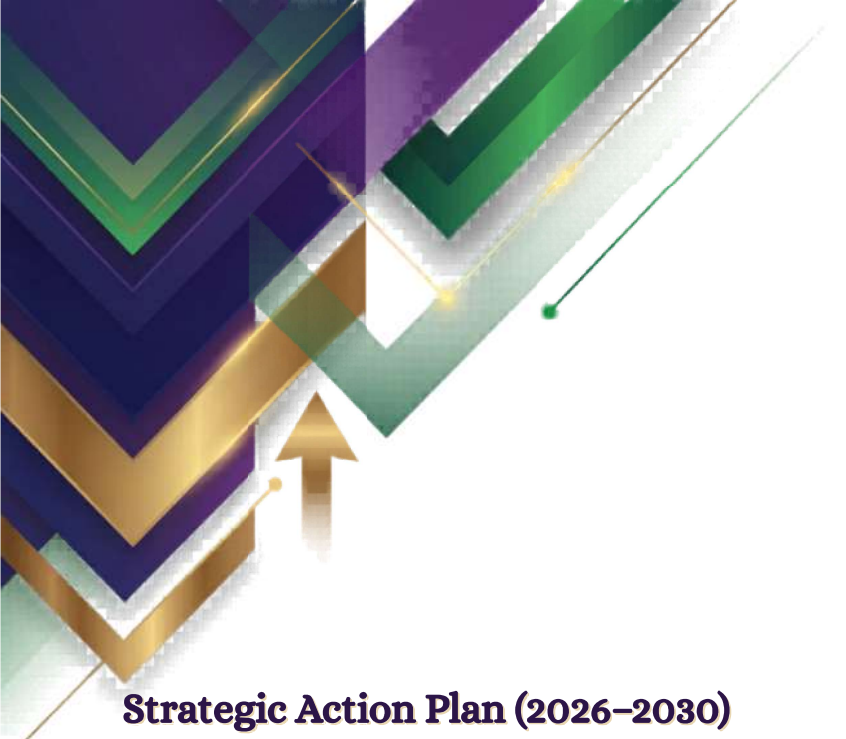
- Global Ranking & Recognition
- Seamless Governance & Leadership
- Well-Qualified Faculty & Research
- State-of-the-Art Infrastructure
- Financial Stability & Resource Optimization

## Nation Building

- Global Ranking & Recognition
- Seamless Governance & Leadership
- Well-Qualified Faculty & Research
- Spirit of the Art Infrastructure
- Financial Stability & Resource Optimization



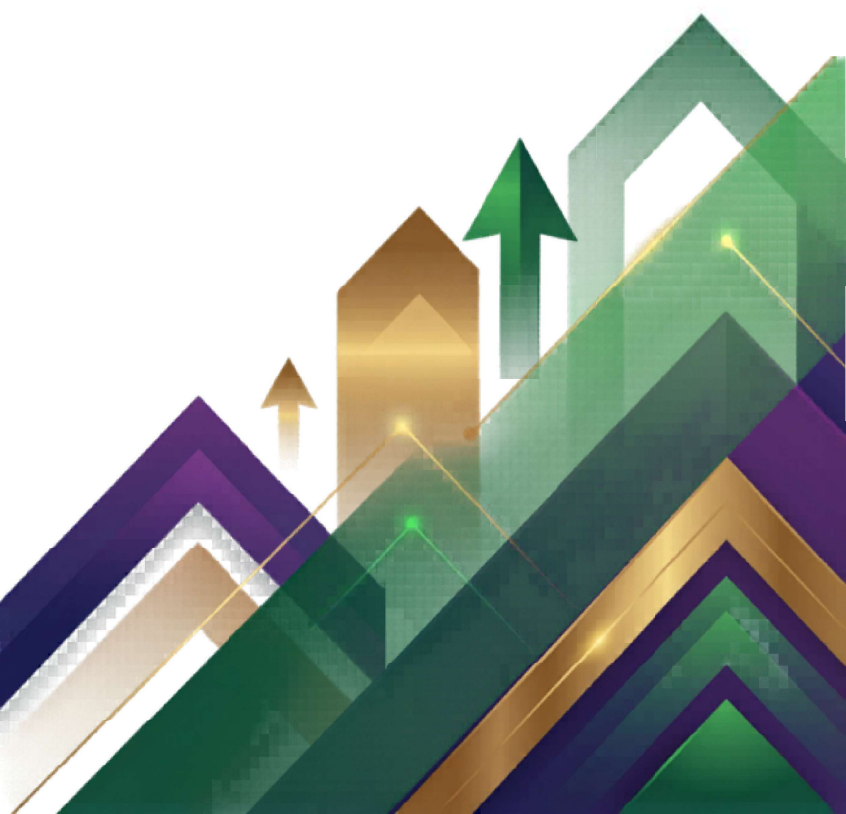
**DRIVING TRANSFORMATION,  
INTEGRATION, AND LEADERSHIP FOR A  
BETTER FUTURE**



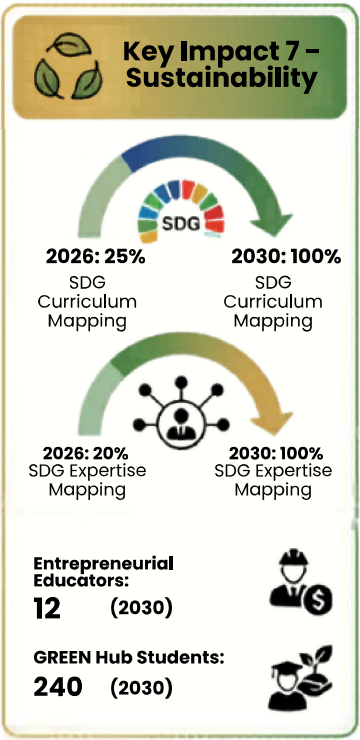
**Strategic Action Plan (2026–2030)**

## **Strategic Focus 3: Synergising Strategic Partnerships**

Faculty of Administrative Science  
and Policy Studies (FSPPP)  
Universiti Teknologi MARA



# FSPPP STRATEGIC ACTION PLAN 2026-2030



## Performance Tiers

- 1

**Tier 1: Global Reach**  
International Rankings, Global Partnerships, Premier Citations
- 2

**Tier 2: National Impact**  
National Grants, Policy Influence, Community Outreach
- 3

**Tier 3: Institutional Excellence**  
Student Success, Staff Development, Operational Efficiency

## Budget Allocation

Environmental Day:

RM50,000

Research Reward:

RM30,000





## Key Impact 6 - RDICE (Research, Innovation, Commercialisation)

One Lecturer One EK  
Group mandate

2026 2030

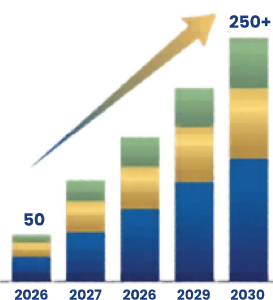
Student targets:  
Pitching Innovation 68 to 100  
Innovation/Invention



Number of digital  
products from 4 to 20

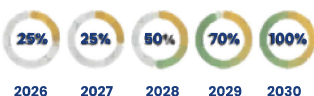


SCOPUS publication counts

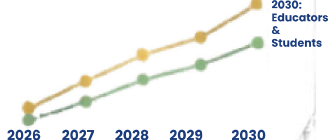


## Key Impact 7 - Sustainability

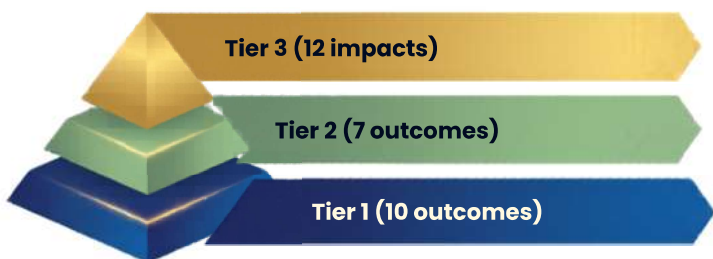
SDG Curriculum & Expertise  
Mapping from 25/20% to 100%



Entrepreneurial Educators and  
GREEN Hub student council



## Performance Tiers





# Responsible RDICE Framework

100

Target number of students participating in the programme by 2030 reflects our commitment to innovation.

“The path to innovation requires **responsible action** and collabouration among all stakeholders in the ecosystem.”

This initiative aims to foster a culture of **entrepreneurship** and digital product development within our institution.

5

## high-impact Publications Target

Annual goal to increase publication quality over the next five years.

4

## Digital Innovations Developed Annually

Consistent creation of digital products to meet market demands and enhance learning.

1

## Startup Registrations Annually

Encouraging entrepreneurship by supporting new startups each year strengthens our economy.



The Responsible RDICE framework is poised to drive **significant advancements** in research and innovation while contributing to economic growth and sustainability.

# Key Impact 6: Research, Innovation, and Commercialisation (RDICE)

## Responsible RDICE



**Innovation**  
Fostering Cutting-Edge Solutions



**1 Lecturer, 1 EK**  
Faculty Entrepreneurial Mentorship



**StEP**  
Student Technology Entrepreneurship programme



**COSEC Lab & AEIC-PAYNET Pitching Collabouration**  
Commercialisation & Pitching Platforms

## Entrepreneurial Participation & Digital Product Development Targets (2026-2030)



**Student Pitching & Innovation**



**Digital Product Development**



**Startup Registrations**



**Innovation Metrics**

## Road to high-impact Publication Initiative



## Publication Targets

| high-impact Publication    |      |      |      |      |                   |
|----------------------------|------|------|------|------|-------------------|
| 5                          | 6    | 6    | 6    | 6    |                   |
| 2026                       | 2027 | 2028 | 2029 | 2030 | Total Target: 29  |
| Indexed Joint Publications |      |      |      |      |                   |
| 43                         | 44   | 44   | 44   | 44   |                   |
| 2026                       | 2027 | 2028 | 2029 | 2030 | Total Target: 219 |
| MyCite Journals            |      |      |      |      |                   |
| 39                         | 40   | 40   | 40   | 40   |                   |
| 2026                       | 2027 | 2028 | 2029 | 2030 | Total Target: 199 |

# KEY IMPACT 7: SUSTAINABILITY AND SOCIAL RESPONSIBILITY



Journey to "High-Impact Premier" status.



Integration of Planetary Health and Sustainability.

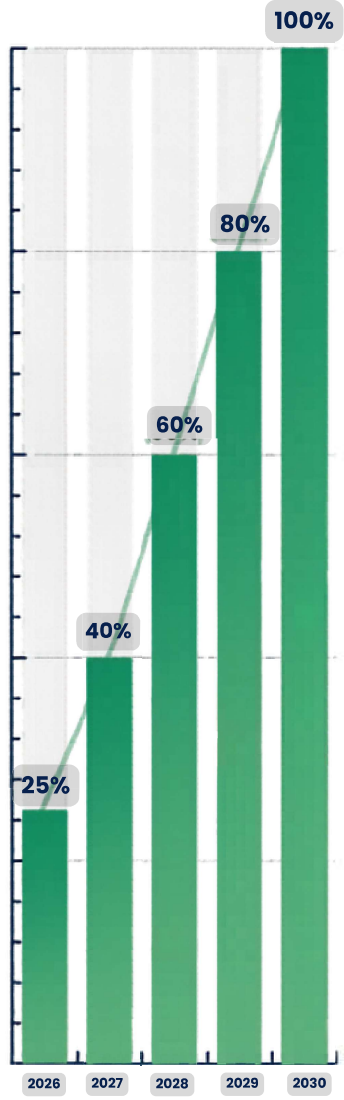


Alignment with SDG 2030 goals.

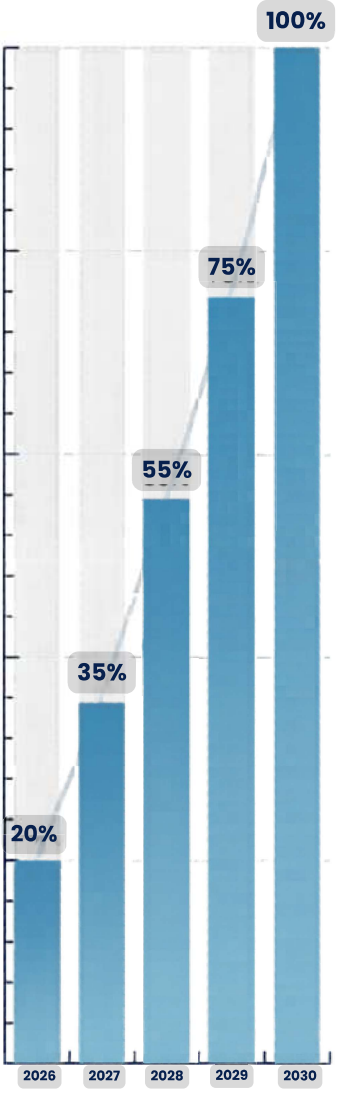


Long-term institutional relevance.

**SDG-Aligned Curriculum Mapping (Subjects)**



**SDG Mapping Expertise (Lecturers)**



**Integrating Planetary Health into Education for Long-term Impact**



# Community Engagement & Student Employability

## Building High-Impact Outreach and ESG-Focused Competencies



### Community Engagement

ASPIRE Project & G.R.E.E.N Hub

- ASPIRE Project: Cultivating entrepreneurial mindsets in educators to inspire students.
- G.R.E.E.N Hub: Fostering sustainability-driven local solutions.

### High-Impact, Not Performative

Annual '3 star Rating' Quality Benchmark starting 2027



### Student Employability Enhancement

Entrepreneurial Educator & SULAM Projects

#### Goal:

Cultivating entrepreneurial mindsets in educators to inspire students.

#### SULAM

Integrating service learning in curriculum for real-world application.

#### Target 2030:

100% participation in employee workshops and industry attachments

Key Skill Development: Critical Thinking, Problem-solving, and Sustainable Business Practices.



### Student Startup Development

Growth of Student Startups & ESG Competencies

#### Annual Engagement Goal:

60 Students actively involved in startup ideation and development programmes.

Minimum Annual Target: One (1) Registered Student Startup with a focus on ESG solutions.

Developing Planet-First Business Models & ESG-Aware Leadership

**POSITIONING GRADUATES AS  
PREFERRED CANDIDATES IN A  
PLANETARY-HEALTH-CONSCIOUS  
LABOUR MARKET**



# Performance Measurement Framework: Tiers of Impact and Success

Multi-Tiered Measurement System for Global Recognition and Validation of Success in Education and Performance Metrics

## Three-Tier System Overview

TIER 1: OUTPUT  
TIER 2: OUTCOME  
TIER 3: IMPACT

---

10

Indicators for Tier 1  
Output standards

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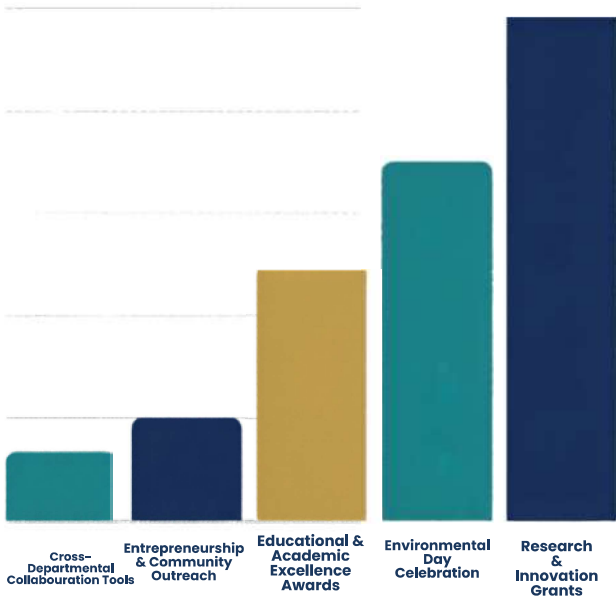
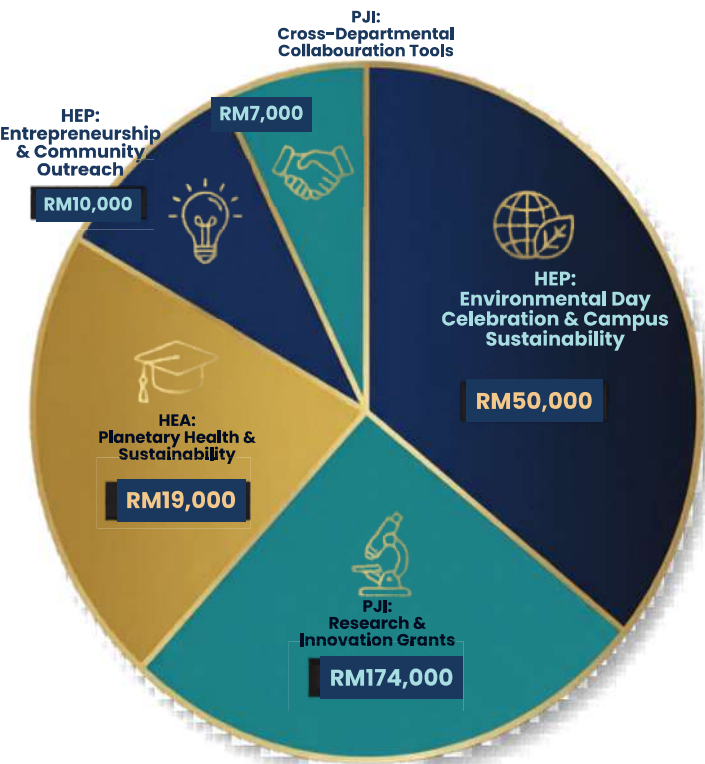
12

Total Impacts assessed  
in Tier 3 Impact analysis

**INTERNATIONALLY VALIDATED SUCCESS -  
NOT SELF-DECLARED**

# Implementation Roadmap and Resource Allocation

## Integrated Deployment of Financial Resources and Cross-Departmental Accountability



**Total Annual Budget:**  
**RM260,000**

# OPERATIONAL RISK & MITIGATION

FSPPP STRATEGIC FRAMEWORK 2026 – 2030



## KEY SUCCESS DRIVERS



DISCIPLINED EXECUTION



HIGH-IMPACT LEADERSHIP

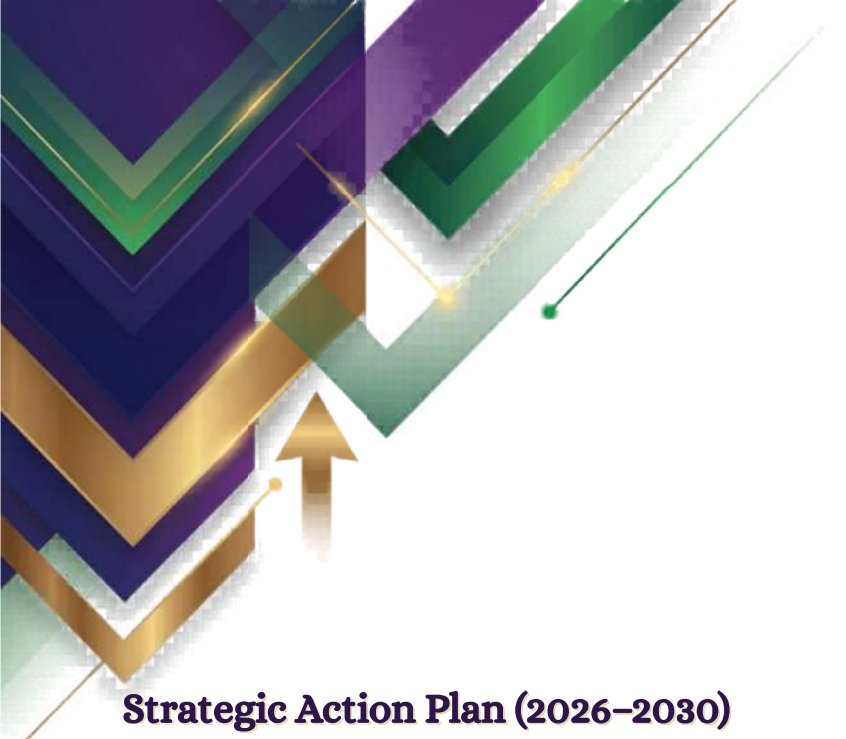


STRATEGIC PARTNERSHIPS



GLOBAL WEALTH CREATION





**Strategic Action Plan (2026–2030)**

**Strategic Focus 4:  
Organisational Well-being,  
Economic Growth, &  
Governance**

Faculty of Administrative Science  
and Policy Studies (FSPPP)  
Universiti Teknologi MARA



# THREE KEY IMPACTS

*Strategic Focus 4: Organisational Well-Being, Economic Growth, and Governance*



## Community Well-Being

- Enhanced social support network for vulnerable groups.
  - Increased access to essential resources, delivering 1,450 food packs by 2030.
  - Promote 9 community and organisational well-being programmes.
  - Strengthened community resilience through targeted programmes.
- 



## Entrepreneurial Learners

- Fostered a culture of innovation and risk-taking.
  - Expanded entrepreneurship project among student from **254 to 290 students** annually.
  - Established partnerships with industry leaders for real-world projects.
  - Increased startup incubation 1 project per year through dedicated support.
  - Developed critical thinking and problem-solving skills in **500+** graduates.
- 



## Agile Governance

- Implemented transparent and accountable decision-making processes.
  - Optimized resource allocation with **RM 30,000** FIRG funding secured for internal research grants.
  - Streamlined administrative workflows, reducing processing time by **30%**.
  - Enhanced regulatory compliance and ethical standards across the board.
  - Strengthened institutional integrity through continuous monitoring.
-

# Three Key Impacts

## Strategic Focus 4: Organisational Well-Being, Economic Growth, and Governance



### KEY IMPACT 9: Entrepreneurial & Adaptive Learners

StEP (Student Entrepreneurs) programme. ASPIRE (E-Sports) project. Growing entrepreneurial pool from 254 students (2026) to 290 (2030). Operational Excellence model.



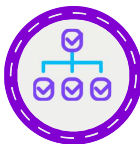
### FIRG & Industrial Grants

RM 30,000 FIRG and industrial grant sessions.



### Student Development

Nurturing entrepreneurial mindset and adaptive learning capabilities for future readiness.



### Continuous Improvement

Adapting to evolving educational landscapes and institutional best practices.



### KEY IMPACT 8: Community & Organisational Well-Being

Focus: Humanity-centric approach. FSPPP Pit Stop targeting 1,450 food packs by 2030. Establishing stable psychological and physical infrastructure.



### KEY IMPACT 10: Agile Governance and Integrity

Faculty Reference for Agile Governance. Transparency, integrity, and efficient resource allocation.



### Strategic Outcomes

Building sustainable community impact through targeted welfare programmes and support systems.



### Governance Excellence

Implementing agile governance frameworks with transparency and accountability measures.



### 2030 Vision & Goals

Achieving measurable outcomes in well-being, entrepreneurship, and governance by 2030.

# Strategic Roadmap 2026–2030:

## Key Impact 8 – Community & Organisational Well-Being

Part of FSPPP Strategic Action Plan 2026–2030, developing humanity-centric, entrepreneurial, and adaptive learners to transform the faculty into a resilient organisation through student empowerment and community well-being.

### STRATEGIC INITIATIVES FOR WELL-BEING



#### Humanity-Centric Ecosystem

Establishing a faculty-wide culture focused on human values and community wellness.



#### Adaptive & Resilient Culture

Transforming the institution to be responsive and dynamic amid volatility and change.



#### Inclusive & Supportive Campus

Building a strong internal support ecosystem for staff and students.

### PROJECT ASPIRE & COMMUNITY ENGAGEMENT



#### Project ASPIRE

Advancing student potential, innovation, and resilience through empowerment programmes.

E-Sports Participants  
2026: 94 Participants  
2030: 100 Participants



#### FSPPP Pit Stop

A Dean's special project providing food security packs to students each semester.

2026: 1,250 Packs  
2030: 1,450 Packs



#### Global Industry Engagement

Linking community well-being with industry visits, collaborative teaching, and expert programmes.

MyAlumni Registered  
2030: 1,600 Alumni





## Phase I (2026): Foundations of Empowerment

Establishing the Humanity-Centered Well-Being Ecosystem



1,250  
food packs  
per  
semester



RM 1M  
research  
grant  
target



### Year 1 Critical Benchmarks



#### ASPIRE (E-Sports)

Number of  
participants  
Target: 94  
participants



#### Financial Foundation

National  
Research Grant  
funding  
Target: RM  
1,000,000



#### StEP programme

Registered  
student  
entrepreneurs  
Target: 254  
students



#### Community Footprint

Registered  
Alumni (MyAlumni  
Card)  
Target: 1,504  
alumni

### FSPPP Pit Stop – Dean's Special Project

2026

1250  
packs

2030

1450  
packs

Budget

RM10,000





# Phase II (2027): Scaling Impact

## Industrial Integration and External Engagement



### HEAL Festival

- Flagship initiative targeting patriotism and leadership
- Internal student associations
- Fostering institutional pride



### FLEX (Leadership programmes)

- Empowering student leaders
- Adaptive and Resilient Organisational Culture
- Navigating volatile governance landscapes



### Alumni Expert Service programmes

- Scaling to 7 programmes
- Leveraging professional network expertise
- Current student development and mentorship

**Alumni  
Entrepreneurs**

**59**  
2026



**299**  
2030



**New Local  
MOAs**

**1**  
2026



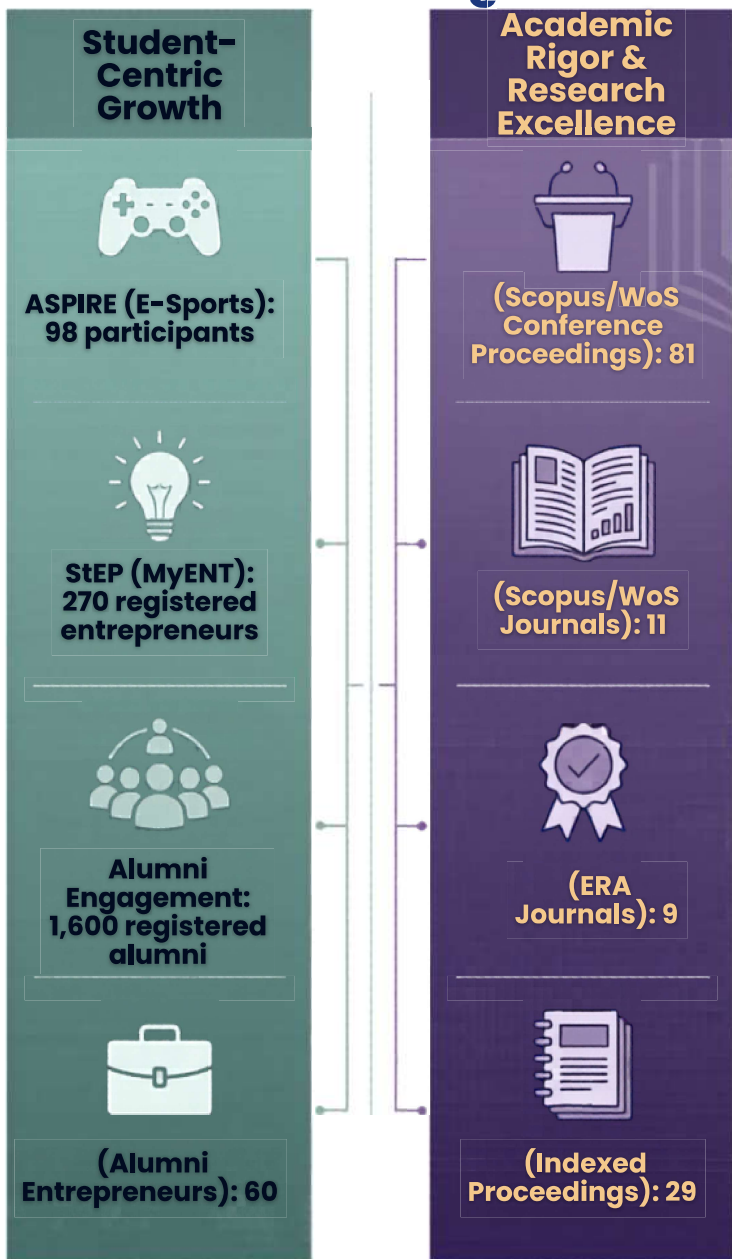
**9**  
2030



*Transition from internal stabilisation  
to external value creation*

# Phase III (2028): Cultural Maturity

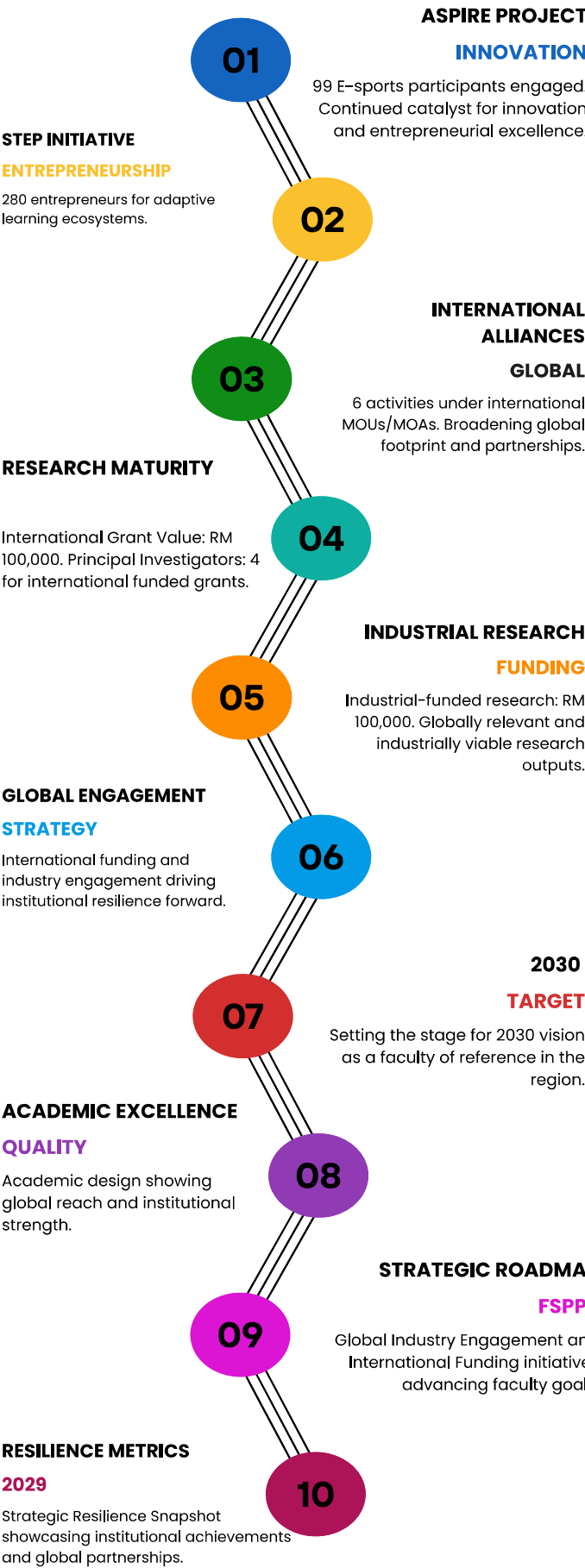
## Balancing Student Development and Academic Rigour



### Graduate Employability Grant

- Ensuring global competitiveness
- RM 1,000,000 baseline in National Research funding
- Preparing for global phase

# PHASE IV (2029): INSTITUTIONAL RESILIENCE



# Phase V (2030): Vision Realized

High-Impact Premier Status  
Achieved



## Student Empowerment

100 E-sports participants  
290 MyENT entrepreneurs



## Industry & Alumni

1,600 registered alumni  
7 Alumni Expert programmes



## Research & Global Impact

5 International PIs  
83 SCOPUS/WoS Conference  
Proceedings



## Community & Well-being

**1,450** Pit Stop food packs  
distributed per semester

*Catalyst for well-being culture and  
primary supporter of inclusive  
learning ecosystem*

*Global model for Agile  
Governance*

*Humanity-centric values driving premier global standing*

# RESOURCE ALLOCATION & STRATEGIC ENABLERS

## STUDENT POTENTIAL (ASPIRE)

## Annual Proposed Allocation



E-sports:

RM 1,200



HEAL Festival:

RM 6,000



FLEX Leadership:

RM 3,000



FSPPP Pit Stop:

RM10,000

**RM20,200**

TOTAL ASPIRE

## INDUSTRY & COMMUNITY (ICAN)



CSR Projects:

RM 10,000



KTP (Knowledge Transfer programme):

RM 7,500



Global Engagement & Alumni Expert programmes:

RM 8,500

**26,000**

TOTAL ICAN

## RESEARCH & GOVERNANCE



FIRG (FSPPP Innovative Research Grant)  
RM 30,000

National Funded  
RM 1,000,000



Industrial Grant  
RM 100,000

International Funded  
RM 100,000

**RM1,230,000**

TOTAL RESEARCH

## Operational Excellence: StEP (MyENT) Project

### Zero Direct Financial Allocation:

Utilizing existing resources, partnerships, and external funding sources.



### Focus on High-Impact Entrepreneurial Growth:

Nurturing student and alumni ventures with mentorship, resources, and market access.

### Strategic Partnerships & Innovation:

Collaborating with industry leaders to drive sustainable business models.

**Measured by Success Stories & Scalability:** Emphasizing tangible outcomes and venture growth metrics.



# ROADMAP TO 2030

*Ascending to high-impact Premier Potential*

## The Strategic Action Plan 2026–2030: A Comprehensive Blueprint for Excellence

### ACADEMIC EXCELLENCE

- Enhanced Research Capabilities
- Curriculum Innovation
- Talent Development

### LIFELONG LEARNING

- Professional Development
- Industry Partnerships
- Skill Agility

### DIGITAL TRANSFORMATION

- Smart Architecture
- Data-Driven Decisions
- Tech Integration

### FUTURE LEADERSHIP

- Visionary Thinking
- Ethical Governance
- Global Influence



*Not Merely Participating in  
the Future—Actively  
Shaping It*

LEADERSHIP

RESILIENCE

GLOBAL  
IMPACT

**FSPPP: Regional Benchmark for  
Administrative and Policy Studies by 2030**

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# List of Editors



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**DR. MAHAZRIL 'AINI  
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**DR. NOR SYAMALIAH  
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# STRATEGIC ACTION PLAN

2026-2030

Vision is the art of seeing what is  
invisible to others.

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