



**UNIVERSITI
M A L A Y A**

*Faculty of Computer Science
and Information Technology*



FSKTM STRATEGIC PLAN 2021 - 2025

FCSIT VISION & MISSION

VISION

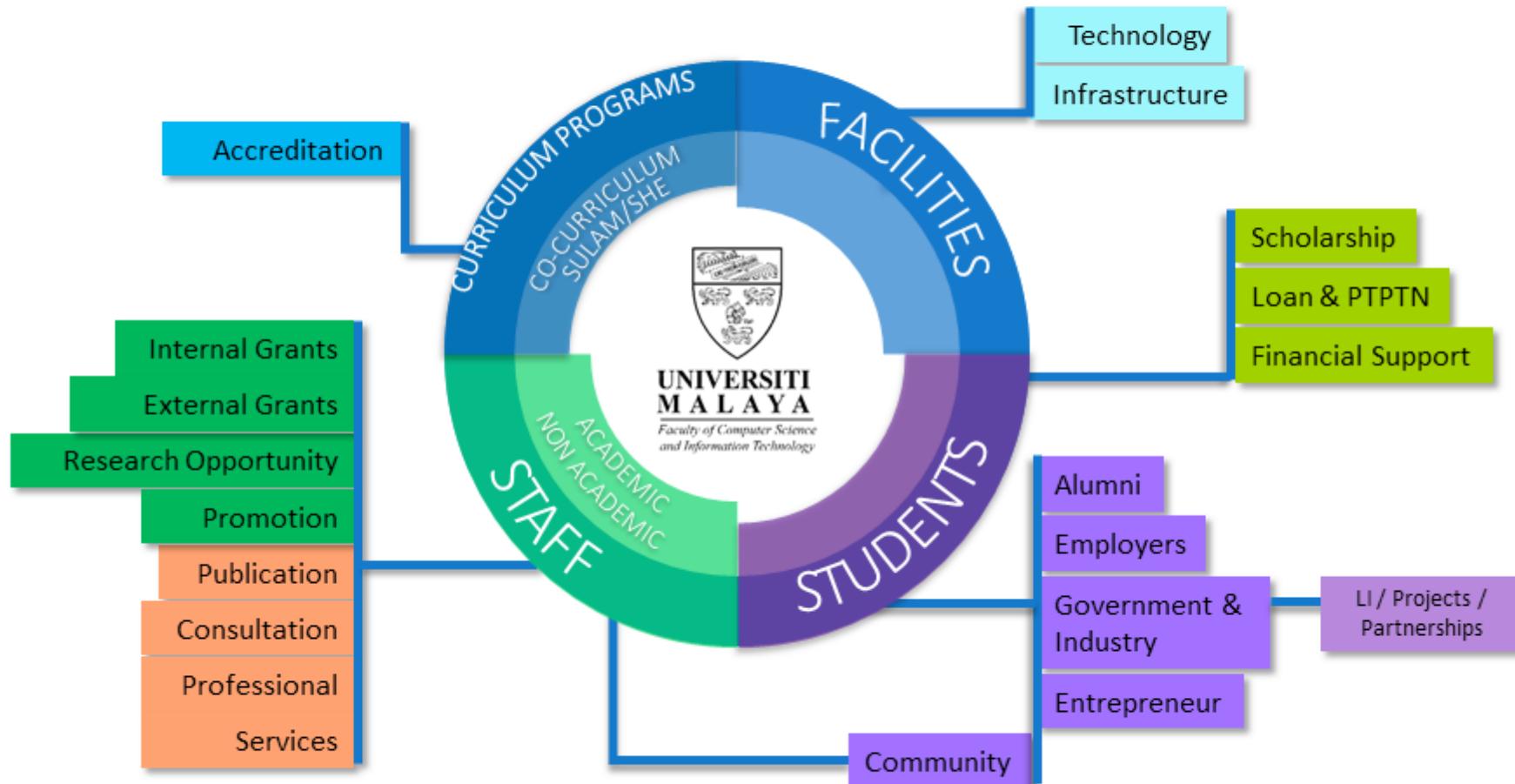
A globally-influential faculty,
enriching lives & shaping the
future through computing
technology.

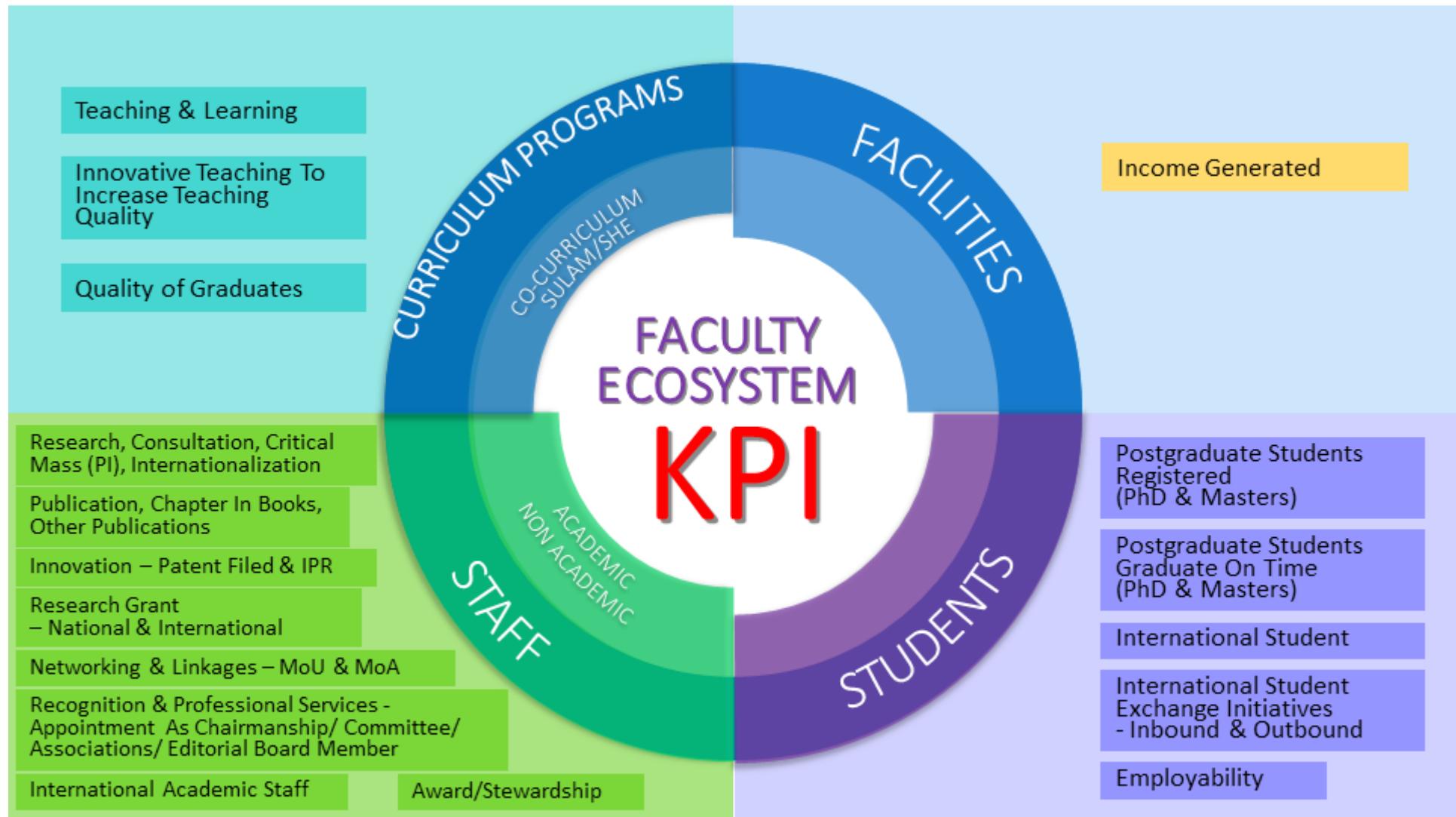
MISSION

To enrich lives and shape the future for the nation and humanity through education, research and technopreneurship.



FACULTY ECOSYSTEM





STUDENTS

Globally-Influential Faculty

Definition:

Academia with Strength and Dominance to Create a Positive Impact that Brings World Recognition in Teaching, Research, Knowledge Transfer and International Outlook

Empowerment:

The process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights

Enriching Lives

Definition:

Enhancing Communities through Intellect and Technology for a More Fulfilling and Meaningful Life

Student Services & Welfare:

Services: the action of helping or doing work for someone.

welfare: statutory procedure or social effort designed to promote the basic physical and material well-being of people in need.

Shaping the Future

Definition:

Building the Nation and Training the Leaders of Tomorrow

Development:

Development: a specified state of growth or advancement.

Indicators:

- Students in Global Computing Workforce and Industrial Attachment

- Wellbeing and wellness
- Student Networks and Linkages

- Student involvement in grand challenges

INDICATOR 1: **Number of Students In Global Computing Workforce and Industry Attachment (Empowerment)**

TARGET

2021 : 1%

2022 : 2%

2023 : 3%

2024 : 5%

2025 : 7%

REQUIREMENT: Identify relevant multinational industry

OBSTACLE: Technical skill and soft skill following the international level, trade secret, industrial proprietary data

STRATEGY: Industry involvement in the academic program

IMPACT: Students recruitment in the global workforce

ACTION PLAN

Industry Involvement In The Academic Program/Curriculum

IMPLEMENTATION

- Guest Speaker
- Industry Visit
- Career Day/Booth During Faculty Events
- Industry Engagement/Mentoring (In Latihan Ilmiah)
- 2u2i

PIC

TDID/TDIT/Chief Liaison Officer/LI coordinator/
FYP Coordinator/IPPI

Industrial Collaboration

- MOU-MOA
- Industrial Problem Research

TDIT/ TDP/ Lecturers

INDICATOR 2: Wellbeing and Wellness (Student Services & Welfare)

TARGET				
2021 : 24 person	2022 : 20 person	2023 : 15 person	2024 : 10 person	2025 : 5 person
REQUIREMENT:	a) Voluntary students participation b) Identified students			
OBSTACLE:	a) Compact/inflexible timetable b) "Special" students			
STRATEGY:	Implement merit based program, closed program for inferior students (group), 1-1 session			
IMPACT:	Improve grade, lesser number of student under observation and drop-outs			
ACTION PLAN		IMPLEMENTATION	PIC	
Sharing Data On Students Performance/Status		<ul style="list-style-type: none"> Students details shared before every semester to the PIC 	Faculty Office/TTTR/ Department Academic Advisor	
Monitoring Session		<ul style="list-style-type: none"> 2 group support sessions every semester for under observation and drop-outs 1 to 1 session for dropouts 	TDID/TDIT/ HOD/TTTR/ Department Academic Advisor	
Student Social Enterprise Program		<ul style="list-style-type: none"> Student Kiosk B40 Food coupon 	TDID/TDP/ Dean's Office	
Student Health Support		<ul style="list-style-type: none"> Sickbay Open gym Indoor sports facilities Game rooms (variety of indoor game) 	TDP/TDID/ PEKOM	
Student Idea Articulation Platform		<ul style="list-style-type: none"> Student speaker / performing corner 	TDP/TDIT/TDID/ PEKOM/PG Club	

INDICATOR 3: Student Network and Linkages (Student Services & Welfare)

TARGET				
2021 : 10	2022 : 15	2023 : 20	2024 : 25	2025 : 30

REQUIREMENT: Identify professional bodies and involved industries

OBSTACLE: Registration fee of becoming professional student member

STRATEGY: To create the knowledge sharing culture

IMPACT: Expand student network and linkages to the professional level, certified professionals

ACTION PLAN	IMPLEMENTATION	PIC
Awareness and Empowerment	<ul style="list-style-type: none">Establish and strengthen PG and UG club	TDID/TDIT/ PEKOM/PG Club/HOD
Identify Professional Bodies	<ul style="list-style-type: none">Register and connect to professional bodies	TDID/TDIT/Lecturers
Industry Engagement	<ul style="list-style-type: none">Programs and seminars	TDP/LI Coordinator/ Lecturers

INDICATOR 4: Student Involvement In Global Grand Challenges (Development)

TARGET				
2021	2022	2023	2024	2025
Awards: 5 Students Involvements: 20	Awards: 7 Students Involvements: 25	Awards: 9 Students Involvements: 30	Awards: 11 Students Involvements: 35	Awards: 13 Students Involvements: 40

REQUIREMENT : Identify potential students, create the culture of competitive and innovation

OBSTACLE: Lack of voluntary students

STRATEGY: To identify the talents and potential

IMPACT: Experiencing the challenges, winning awards, grants and global challenges

ACTION PLAN

Identify Talents

Identify Potential Competition

Publicize To The Faculty (Students And Staff)

IMPLEMENTATION

- Trainings and highlights on the available challenges
- Workshop on ideation and exposure
- Ideation platform/ stage for student

- Identify competition from industries and universities

- Disseminate information to students in social media, classes or meetings
- SOP on competition (fundings, proposal, approval, report)

PIC

TDID/TDP/TTC/
PEKOM/ PG Club

TDID/TDP/TTC/
PEKOM/ PG Club

TTC/PEKOM,
PG Club/TFC

STAFF

INDICATOR 1: No. of Outstanding National and Global Talent

REQUIREMENT : To increase number of outstanding national and global talent

OBSTACLE: Lack of resources (financial)

STRATEGY: To recruit highly qualified national and global talent

IMPACT: Increase the university ranking

ACTION PLAN

Create a talent pool program
(RA / Post-Doc, Fellows, Lecturers)

Leverage on visiting professor /
lecturer scheme

IMPLEMENTATION

- Identify potential national and global talent based on the comprehensive successor plan
- Create non-monetary incentive to attract outstanding talents to apply
- Offer them a minimum 1 year tenure

PIC

Dean and HOD

Dean and HOD

INDICATOR 2: No. of Influential Talents

TARGET				
2021 : 10	2022 : 10	2023 : 10	2024 : 10	2025 : 10

REQUIREMENT: To increase level of skills and competencies among our staff

OBSTACLE: Lack of resources

STRATEGY: To identify and train potential talents

IMPACT: To increase the university ranking

ACTION PLAN

Continuous monitoring of staff competencies

IMPLEMENTATION

- Maintain staff competencies matrix to identify current and future needs
- Form and implement a mentor-mentee program to groom potential talents
- Conduct yearly monitoring session for each staff

PIC

KPP, HOD

Organize structured program for competencies and skill development

- Conduct/choose relevant international/national workshop for competencies development
- Academic (leadership, research and writing skills)
- Non-academic (leadership, management and self-development)

HOD

Provide upskill development opportunities

- Provide platform to disseminate information on available training programs
- Organize courses with software houses for crucial skill

TDP

Provide orientation program for new staff

- For academic staff
- For support staff

HOD/KPP

INDICATOR 3: Availability of Comprehensive Succession Plan

TARGET				
2021 : 1	2022 : 1	2023 : 1	2024 : 1	2025 : 1

REQUIREMENT: To ensure the continuity of available expertise and capable successor

OBSTACLE: Lack of proper planning

STRATEGY: To conduct structured planning and monitoring of expertise and capable successor

IMPACT: (1) To ensure continuous service delivery
(2) To close the gaps between current and future workforce capability

ACTION PLAN	IMPLEMENTATION	PIC
Periodic monitoring of expertise	<ul style="list-style-type: none">Identify potential retiring staff within 5 yearsIdentify required expert areas for replacement using lecturer/academic scheme (SLAB/SLAI)Identify required experts for current and new program	HOD
Organize expertise and training program for faculty members	<ul style="list-style-type: none">Identify potential staff for management training programIdentify suitable programs for the candidate staff (INTAN leadership and managerial program)	HOD

FACILITIES

INDICATOR 1: High Quality Training

TARGET				
2021	2022	2023	2024	2025
Revenue: RM300k	Revenue: RM350k	Revenue: RM400k	Revenue: RM450k	Revenue: RM500k

REQUIREMENT: Establishment expert database or portfolio

OBSTACLE: Lack of certified or expert trainers

STRATEGY: To proactively promote Hub of Computing Expertise

IMPACT: Increase the university reputation

ACTION PLAN	IMPLEMENTATION	PIC
Publicize Faculty Experts	<ul style="list-style-type: none">Establish mass media connectionIncrease staffs involvement in business podsProactively promote faculty experts	Deputy Dean (R&D) Office/ Technovations
To be an Authorized Training Centre (ATC)	<ul style="list-style-type: none">To partner with various certification bodies (e.g., Adobe, Microsoft, Apple, Google)To certified faculty staff through Train-the-Trainer Programme	Deputy Dean (R&D) Office/ Technovations

INDICATOR 2: Technopreneur Establishment

TARGET				
2021	2022	2023	2024	2025
2 Start-up	2 Start-up	4 Start-up	4 Start-up	5 Start-up

REQUIREMENT: Change paradigm towards technopreneurial culture

OBSTACLE: Lack of fostering technopreneurial culture

STRATEGY: To establish support for technopreneurship practices

IMPACT: Increase university income

ACTION PLAN

Groom students/staffs to become Technopreneur

Start-Up Establishment

IMPLEMENTATION

- To conduct Technopreneurship day (Talk, Workshop)
- Nurturing program for technopreneurship.
- To collaborate with UMEC, UMCIC, MaGIC, Cradle and respective organizations

- To organize start-up pitch competition
- Involvement with industries as mentor
- Identify venture capital firm
- To provide incubators in new building to support incubation program

PIC

Deputy Dean (R&D)
Office/
Technovations

Deputy Dean (R&D)
Office/
Technovations

INDICATOR 3: No. of Commercialized Products / Services

TARGET				
2021	2022	2023	2024	2025
20 products/ services (Revenue: RM400,000)	25 products/ services (Revenue: RM500,000)	30 products/ services (Revenue: RM600,000)	35 products/ services (Revenue: RM700,000)	40 products/ services (Revenue: RM800,000)

REQUIREMENT :

- Liaison officers for commercialization
- Business plan market analysis and industrial matching
- Industry partnership

OBSTACLE:

- Awareness of staff and student interest on technopreneurship
- Lacking experts on business plan writing and preparation, database for market analysis and insufficient industrial linkage to research project

STRATEGY: To answer the needs of the future technology

IMPACT: Increase university applied research productivity

ACTION PLAN

To Identification of products and services that have high potential to be commercialized

Licensing or spin-off matured commercial or technology

IMPLEMENTATION

- Collection of proof of concepts from completed research.
- Apply for pre-commercialization grant (Technofund, Innofund, Pre-Seed, U-CIP Catalyst)
- Product development.

- To plan several spin-off companies/licensing based on the different niche research areas identified in the “identification” stage.
- Nurturing program for technopreneurship.
- Industrial matching

PIC

Deputy Dean (R&D)
Office

UMCIC
Technovations

INDICATOR 4: No. of Specialized Computer Labs

TARGET				
2021	2022	2023	2024	2025
-	-	-	20 (New Building)	(New Building)

REQUIREMENT : Dedicated labs for teaching and learning purpose in line with the in-trends computing technology

OBSTACLE: Logistics problem

STRATEGY: To establish collaboration with technology provider

IMPACT: Increase university reputation as the world class facilitator

ACTION PLAN

Determine and develop new infrastructure for the faculty

Determine and develop simulated working environment (incubator)

IMPLEMENTATION

- To design or develop new building architecture for high computing technology clusters

- To design and develop specific lab with highly reputable tech-IT provider

PIC

Dean,
Deputy Dean (R&D)
& JPPHB

UMCIC,
Dean,
Deputy Dean (R&D)

INDICATOR 5: New Intelligent / Smart / Conducive Learning Environment

TARGET				
2021	2022	2023	2024	2025
-	-	-	No. of teaching lab : 6 No. of dedicated lab : 30	(New Building)

REQUIREMENT: A new building with spaces for teaching lab, dedicated lab, space for rent, students & staffs 'stress-free' / 'hangout' space

OBSTACLE: Crowded space that cannot support the increase of labs and other spaces due to massive students' intake and new staffs

STRATEGY: To provide conducive intelligent learning environment

IMPACT: To increase student learning ability

ACTION PLAN

Identify work process in establishing new building

Equip the building with conducive facilities & dedicated labs

Market spaces for rent and incubation programme

IMPLEMENTATION

- Working closely with JPPHB and Legal unit

- Design and equip with quality facilities
- To partner with industries to equip the room and lab with hi-tech equipment

- Identify and approach potential companies
- Incubator under incubation programme for students/staffs

PIC

Dean,
Deputy Dean (R&D) & JPPHB

Dean,
Deputy Dean (R&D) & JPPHB

Dean,
Deputy Dean (R&D) & JPPHB

ACADEMIC UNDERGRADUATE

Shaping the Future

Definition:

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Enriching Lives

Definition:

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Globally-Influential Faculty

Definition:

Academia with Strength and Dominance to Create a Positive Impact that Brings World Recognition in Teaching, Research, Knowledge Transfer and International Outlook

Performance Indicators

Employability Rate & Period

NEW No. of Industry Engagement

NEW Num of Certification

NEW Internationalization and Networking (Inbound)

NEW Num of Graduate Students Attributes

NEW Num of Innovative Teaching and Learning Approach

Global League Ranking by Subject

NEW Internationalization and Networking (Outbound)

INDICATOR 1: Employability Rate & Period

TARGET				
2021	2022	2023	2024	2025
10	10	10	10	10

REQUIREMENT : To develop Holistic and Balanced Graduates

OBSTACLE: Curriculum not diverse with industry needs

STRATEGY: To incorporate industry collaboration with undergraduate program

IMPACT: Increased percentage of graduate employability rate for undergraduates

ACTION PLAN	IMPLEMENTATION	PIC
Faculty Career Fair	<ul style="list-style-type: none"> Set-up booth and exhibition - Sem 2: March - May 	Deputy Dean (Undergraduate)
Invite company to interview students before graduate	<ul style="list-style-type: none"> Industry Talk & Interview sessions - Sem 1: Oct - Dis - Sem 2: Feb 	Deputy Dean (Undergraduate)
Groom students to become Technopreneur (Soft skills)	<ul style="list-style-type: none"> Technopreneurship course - Sem 1 : Oct - Sem 2 : March 	Deputy Dean (Undergraduate)
Periodic monitoring on employability status	<ul style="list-style-type: none"> Every quarterly 	Deputy Dean (Undergraduate)

INDICATOR 2: No. of Industry Engagement

TARGET				
2021	2022	2023	2024	2025
20	25	30	35	40

REQUIREMENT: Involvement of industries in each of the undergraduate programmes

OBSTACLE: Continuous engagement with industries

STRATEGY: MoU / MoA

IMPACT: Students are more engaged with the industries

ACTION PLAN

Industry talk for each course

IMPLEMENTATION

- Ensure industry talk for at least one topic for a particular course
- Sem 1 & 2

PIC

Deputy Dean (Undergraduate)/
HoDs / FYPs Coordinator

.....

Monthly planning on industrial talk/workshop for all students

- Planning from each department for industrial engagement
- All year round

Deputy Dean (Undergraduate)/
HoDs / FYPs Coordinator

.....

Industry/Research-based FYPs

- Compulsory involvement of stakeholders for FYPs
- Sem 1 & 2

Deputy Dean (Undergraduate)

INDICATOR 3: No. of Certification Per Programme

TARGET				
2021	2022	2023	2024	2025
1 Certification	1 Certification	1 Certification	2 Certification	2 Certification

REQUIREMENT : To upscale programme quality and visibility

OBSTACLE: Industry Commitment

STRATEGY: MoU / MoA

IMPACT: Quality and visible programme; Student Skills

ACTION PLAN

Identification of Certification

IMPLEMENTATION

- Identify suitable certification - March 2020
- Invite related industry for collaboration and engagement - Sem 1 & 2

PIC

HoDs

Awareness and preparation for certification

- Establish Committee - March 2020
- Documentation - Nov 2020
- Create awareness about certification to students - Sem 1 & 2

HoDs

INDICATOR 4: Internationalization and Networking (No. of Inbound Students)

TARGET				
2021	2022	2023	2024	2025
131	136	141	146	151

REQUIREMENT: Offer more courses for inbound students and improve mobility programme coordination

OBSTACLE: Limitation of Facilities and infrastructure for on demand courses (Robotics, Virtual Reality etc), Lack of funding from university

STRATEGY: Improve facilities and infrastructure, established MoU/MoA with reciprocal agreement

IMPACT: Increased number of inbound students

ACTION PLAN

3 courses per programme

IMPLEMENTATION

- Offer 3 courses for each programme for each semester - Sem 1 & 2

PIC

Deputy Dean (Undergraduate) / HoDs / Mobility Coordinator

Established more MoU/MoA with Industries and Universities

- Secure funding from other sources - All year round

Improve infrastructure and Facilities for teaching and learning

- Identify on-demand subjects and upgrade teaching and learning facilities - Sem 1 & 2

Deputy Dean (Undergraduate) / HoDs / Mobility Coordinator

Deputy Dean (Undergraduate) / HoDs / Mobility Coordinator

INDICATOR 5: No. of Graduate Students Attributes

TARGET				
2021	2022	2023	2024	2025
20	30	40	45	50

REQUIREMENT : GSA programmes for each department

OBSTACLE: Getting students to participate

STRATEGY: Awareness events to highlight on the importance of certain knowledge and skills needed in the job market

IMPACT: Students are equipped with sufficient knowledge and skills obtained from the industries

ACTION PLAN

Each department conduct number of GSA programmes per session

Specify GSA for Weak Students

Digital Tech Career Advancement Programme

IMPLEMENTATION

- Identification/planning of events and PIC from the department. - Sem 1 & 2

- Identification/planning of events and PIC from the department. - Sem 1 & 2

- Superstar Program / Student - CEO Faculty

PIC

Deputy Dean (Undergraduate) / HoDs

Deputy Dean (Undergraduate) / HoDs

Deputy Dean (Undergraduate) / HoDs

INDICATOR 6: No. of Innovative Teaching and Learning Approach

TARGET				
2021	2022	2023	2024	2025
1 Innovative Approach	1 Innovative Approach	1 Innovative Approach	2 Innovative Approach	2 Innovative Approach

REQUIREMENT : To promote the use of innovative teaching and learning technology

OBSTACLE: Facilities, Staff Skills, Student Involvement

STRATEGY: To send staff for training

IMPACT: Innovative teaching and learning; Increase staff teaching skills

ACTION PLAN

Identification of suitable courses

Staff Training

IMPLEMENTATION

- Identified courses implement T&L using alternative approach (active learning)
- Sem 1 & 2

- Identify suitable training - All year round
- Send staffs for training of innovative teaching and learning - All year round

PIC

Deputy Dean (Undergraduate) / HoDs

Deputy Dean (Undergraduate) / HoDs

INDICATOR 7: Global League Ranking By Subject

TARGET				
2021	2022	2023	2024	2025
51-100 QS	41-50 QS	31-40 QS	21-30 QS	Top 20 QS

REQUIREMENT: • Academic Reputation (UG)
• Employer Reputation (UG)

OBSTACLE: • Less number of International Academic Staffs
• Competition from other Universities for global ranking

STRATEGY: Increase promotion for academic programmes to highly developed countries

IMPACT: Improved subject ranking

ACTION PLAN

International Academic Promotion Programme

IMPLEMENTATION

- Marketing activities at international platform
- All year round
- Social media promotion - All year round

PIC

Deputy Dean (Undergraduate) /
Roadshow Committee

INDICATOR 8: Internationalization and Networking (No. of Outbound Students)

TARGET				
2021	2022	2023	2024	2025
131	136	141	146	151

REQUIREMENT : Increase number of outbound programmes and improve mobility programme coordination

OBSTACLE: Lack of funding from university

STRATEGY: Established MoU/MoA with reciprocal agreement

IMPACT:

- Increased number of outbound students
- Exposure to International Culture

ACTION PLAN

Established more MoU/MoA with Industries and Universities

IMPLEMENTATION

- Secure funding from other sources

PIC

Deputy Dean (Undergraduate) / HoDs/
Mobility Coordinator

ACADEMIC
POSTGRADUATE &
RESEARCH

INDICATOR 1: No. of Local Postgraduates

TARGET				
2021	2022	2023	2024	2025
50	70	90	120	150
REQUIREMENT :	<ul style="list-style-type: none"> Comparable funding support for local candidates Support from top-management to encourage for further studies Flexible postgraduates programs on computing technology Promote current undergraduate students to pursue study 			
OBSTACLE:	<ul style="list-style-type: none"> Lucrative offer from job market compared to funding/scholarship offer Lack of support from employers for staff to pursue further studies Limited career path opportunities with postgraduate qualifications Limited number of undergraduate students pursuing study to postgraduate programs 			
STRATEGY:	<ul style="list-style-type: none"> To establish smart partnership with GLC, private sector, government and semi-government Promote the importance of postgraduate studies to top-management through face-to-face and virtual marketing including digital marketing Introduce on demand micro credential programs Promote the importance of future postgraduate studies in the career path 			
IMPACT:	<ul style="list-style-type: none"> Strengthen higher level knowledge of local talent Enrich and satisfy higher knowledge transfer Producing state of the arts products and services at global level 			
ACTION PLAN		IMPLEMENTATION		PIC
Partnership with GLC or Government Sectors		<ul style="list-style-type: none"> Establish connection with Syabas, PDRM, ATM, Maktab Perguruan 		Deputy Dean (Postgraduate), HoD, Postgraduate Coordinator
Awareness Programs		<ul style="list-style-type: none"> Series of talks with the industries Marketing activities - Digital Marketing 		Deputy Dean (Postgraduate), HoD, Postgraduate Coordinator
Postgraduate micro credential programmes		<ul style="list-style-type: none"> Develop computing technology related programs to cater for higher level executives 		Deputy Dean (Postgraduate), Program Coordinators
Cross disciplinary postgraduate programmes		<ul style="list-style-type: none"> Develop computing technology related programs to cater for candidates from different backgrounds 		Deputy Dean (Postgraduate), Program Coordinators
Bootcamp UG to PG		<ul style="list-style-type: none"> Bootcamp: Turn excellent local undergraduates to postgraduates students 		Deputy Dean (Undergraduate), Deputy Dean (Postgraduate) & Program Coordinators

INDICATOR 2: No. of International Students Intake For Postgraduate Programs

TARGET				
2021	2022	2023	2024	2025
50	60	70	80	90

REQUIREMENT : • Finance support for promotional activities
• Staff Commitment for promotional activities

OBSTACLE/ CHALLENGES: • Resources (time/money/energy) constraint;
• Competition from other Universities
• Stringent exit requirement
• Lack of scholarship

IMPACT: • International recognition
• Academic reputation

ACTION PLAN

To increase recruitment of international postgraduates;

Intensifying the Promotion of International PG Students

Involve University/ International Alumni

IMPLEMENTATION

- Join UM marketing promotion drive
- Organize official visits to universities
- Create promotional materials (video, brochures, testimonial) to be posted/shared on the faculty website/facebook/youtube/international alumni
- Join international education expo
- Involve international students (final year students and alumni) to help promote programmes.
- Marketing & Recruitment Centre (MRC) to promote programmes.

PIC

Deputy Dean

Deputy Dean

Deputy Dean,
Faculty's Postgraduate Club

Deputy Dean

Deputy Dean

INDICATOR 3: Graduate on Time For Postgraduate Programs

TARGET				
2021	2022	2023	2024	2025
25%	26%	27%	28%	30%

REQUIREMENT : • Staff Commitment - supervision monitoring system
• High-tech computing facilities and equipments

OBSTACLE: • High quality publication
• Part time students
• Lack of financial support

STRATEGY: To closely monitor the supervision process

IMPACT: Academic reputation nationally/internationally

ACTION PLAN

Organize upskill workshops for students

Monitor the supervision process

Proactive intervention program

Award an incentive

IMPLEMENTATION

- Bootcamp - upskill training (refer to Indicator Y-Research)

- Enforce the supervision monitoring system for students supervision/progress reports

- Identify potential GOTs and devise remedial plans

- Propose an incentive for GOT students/supervisors

PIC

Deputy Dean (Postgraduate)

Deputy Dean (Postgraduate)

Deputy Dean (Postgraduate)

Deputy Dean (Postgraduate)

INDICATOR 4: No. of Innovative Products

TARGET				
2021	2022	2023	2024	2025
1	2	3	4	5

REQUIREMENT: Innovative product development phases (with identified industry)

OBSTACLE: Product with no/ minimal innovative characteristics

STRATEGY: To synergize faculty-industry expertise for high innovation

IMPACT:

- Strengthen national economy
- The quality of local talent

ACTION PLAN

Acquire real problems from industry and government

Encourage proof of concept project

Initiate product commercialization

IMPLEMENTATION

- Meeting with director/ head of industries/ government agencies.
- Engage with Special-Interest-Group (SIG) Innovation hub/ International RnD centers
- Staff upskill related to on demand industry problems

- Innovative Product Project Initiative/ Final Year Project
- Active MoA/ RA in research grants/ funding
- Crowdfunding/ crowdsourcing

- Patent filing
- Seek funding/ consultancy from government/ private sector

PIC

Deputy Dean (Research)/ Researchers

Deputy Dean (Research)/ Researchers

Deputy Dean (Research)

INDICATOR 5: Amount of Diversified Research Funding

TARGET				
2021	2022	2023	2024	2025
RM 1 mil	RM 1.1 mil	RM 1.2 mil	RM 1.3 mil	RM 1.4 mil

REQUIREMENT: Acquire funding for research

OBSTACLE:

- Lack of awareness
- Time constraints (due to internal review and screening processes)
- Lack of funding allocation

STRATEGY: To increase the numbers of research funding from diverse sources

IMPACT:

- Increased research quality
- Research talents

ACTION PLAN	IMPLEMENTATION	PIC
Identify industry partnership	<ul style="list-style-type: none"> • Discussion with industries (define niche) 	Researchers
Improve research visibility (center of excellence, specific research labs, international conferences etc.)	<ul style="list-style-type: none"> • Determine and develop critical niche area • Present research findings nationally and internationally 	Deputy Dean
Secure international research grant	<ul style="list-style-type: none"> • Conduct workshop to produce high quality research proposal 	Deputy Dean

INDICATOR 6: Consultation Activities

TARGET				
2021	2022	2023	2024	2025
2	3	4	4	5

REQUIREMENT : Identify Industries and Government agencies - needs and demands

OBSTACLE: Must go through tedious bureaucratic processes

STRATEGY: To encourage the researchers to engage with the industry for consultancy

IMPACT:

- Income generation
- Experts visibility

ACTION PLAN

Streamline SOP

Establish product Incubator

IMPLEMENTATION

- Convince university management to accept consultancy from other sources such as UM Technovation

- Set-up product incubator

PIC

Researchers/
Deputy Dean (Research)

Researchers/
Deputy Dean (Research)

INDICATOR 7: No. of Publication

TARGET				
2021	2022	2023	2024	2025
162	165	165	165	165

REQUIREMENT: • High quality researchers
• Productivity in publishing ISI-indexed journal

OBSTACLE: • Lack of high quality researchers
• Limited research fundings

STRATEGY: To increase the number of high quality publication

IMPACT: • International visibility
• Academic/ research reputation

ACTION PLAN

Hire high quality Research Assistants/ Postdocs

Provide training to existing researchers

IMPLEMENTATION

• To seek for high quality researchers

• Bootcamp - upskill trainings
• Mentor-mentee/ Research group

PIC

Researchers

Deputy Dean (Research)/
Researchers