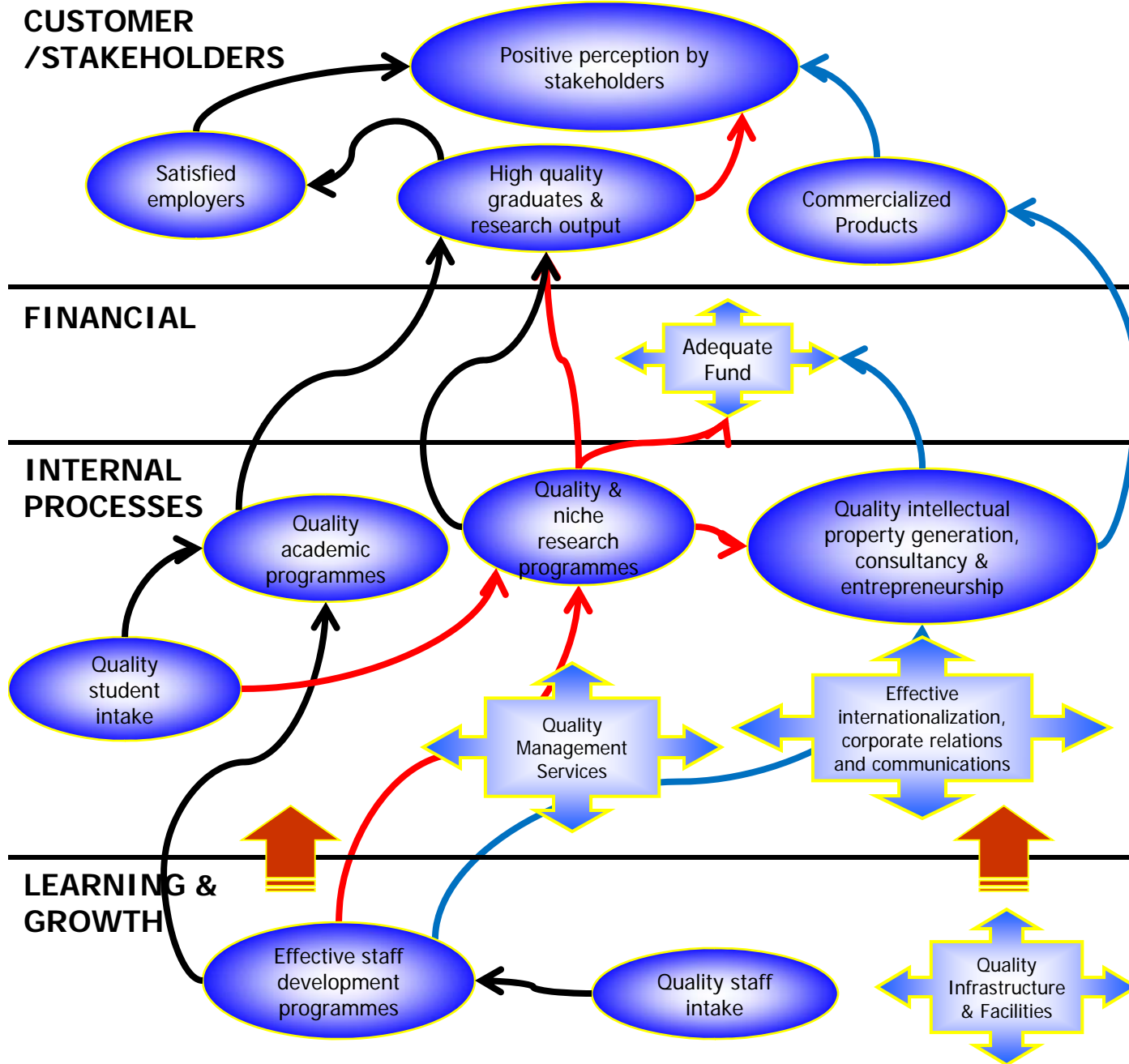


# THE UM's STRATEGY MAP 2010



## Strategic Theme

Quality academic programmes will in turn produce high quality graduates who fulfill employers' satisfaction. The production of high quality graduates, high quality research outputs & commercialized products will provide positive perception by stakeholders.

Adequate funds are required to support and develop academic and research activities for the university.

As the primary business of UM, academic and research programmes / consultancy services must excel. The intake / selection of excellent students contribute towards generation of excellent graduates. Excellent research programmes is the core factor of consultancy and commercialization efforts which in turn result in commercialized products.

Internationalization efforts strengthen the academic, research & consultancy programmes to support research based university.

Selection of excellent staff including international staff together with effective development programmes. Consequently it enables quality academic and niche research programmes.

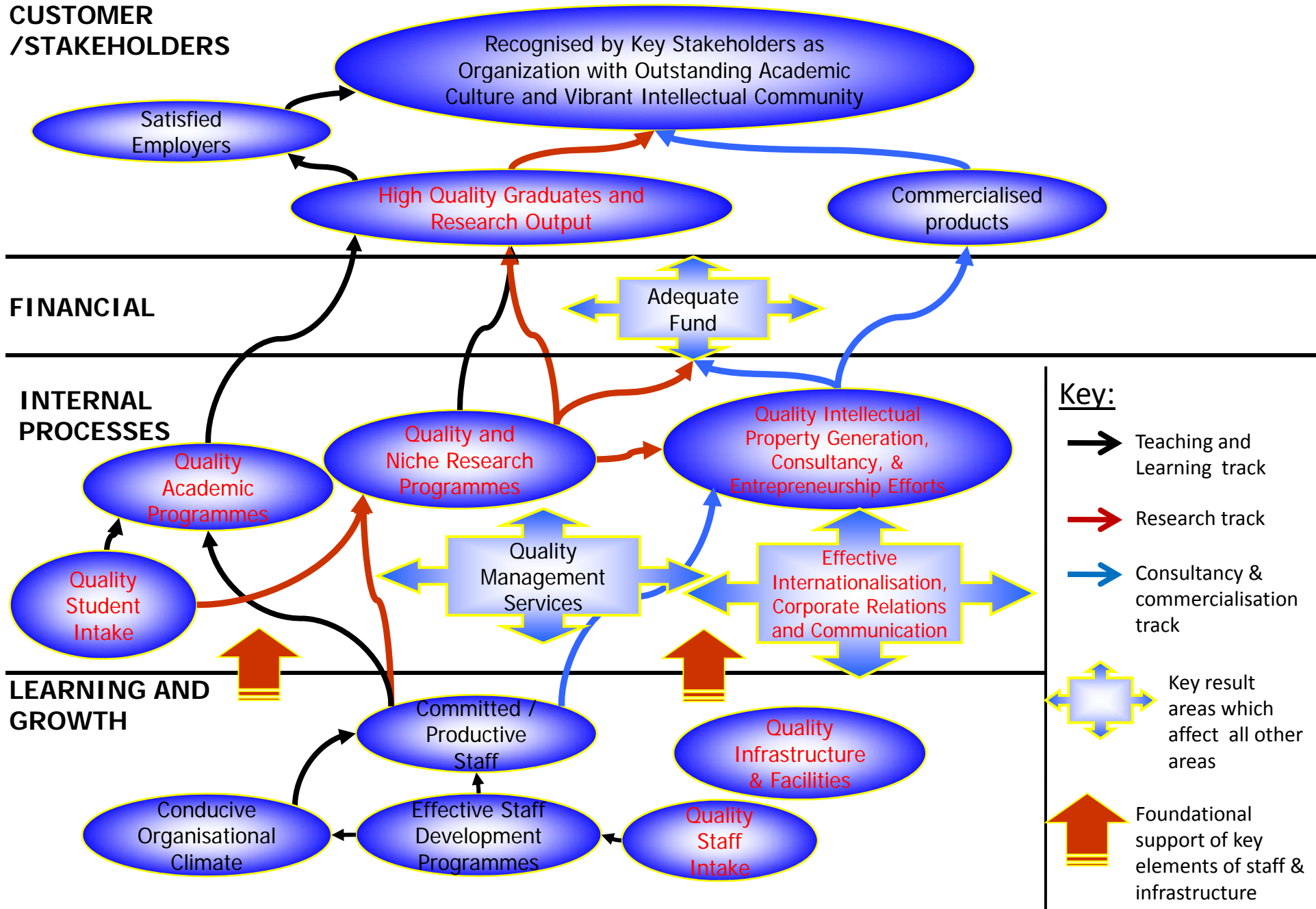
Quality infrastructure & facilities are critical for a research university.

## Key:

- Teaching and Learning track
- Research track
- Consultancy & commercialization track
- Key result areas which affect all other areas
- Foundational support of key elements of staff & infrastructure

# THE UM's STRATEGY MAP 2008 – 2009

## CUSTOMER /STAKEHOLDERS

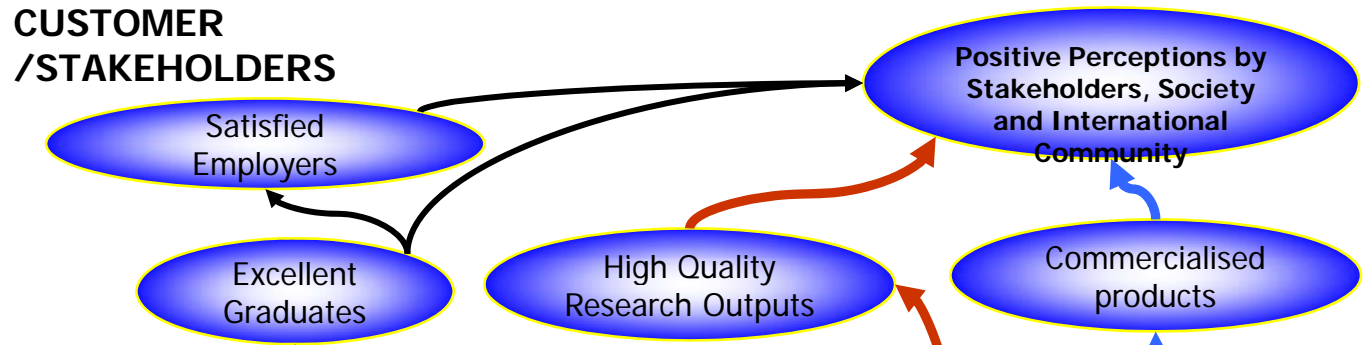




# THE UM's STRATEGY MAP 2007 – 2008

## STRATEGIC THEME:

### CUSTOMER /STAKEHOLDERS



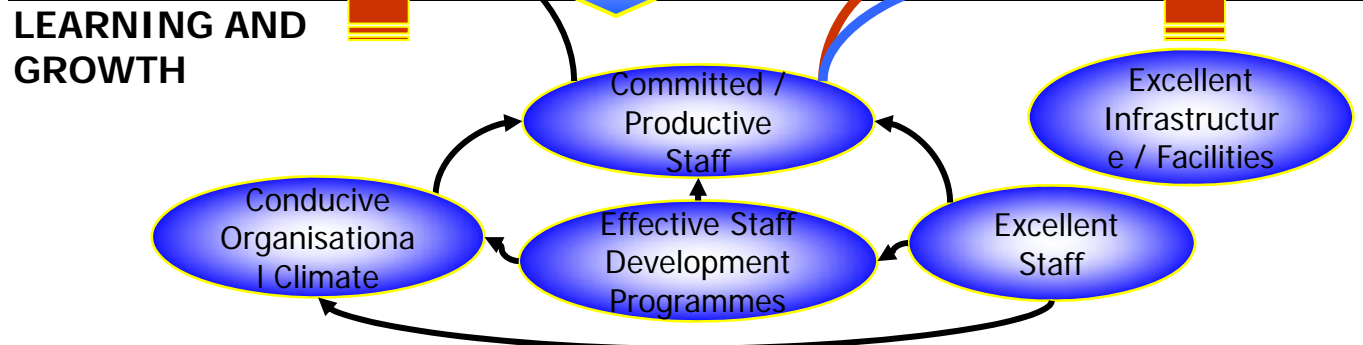
### FINANCIAL



### INTERNAL PROCESSES



### LEARNING AND GROWTH



Good academic programmes will in turn produce excellent graduates who fulfill employers' expectations. The production of excellent graduates, high quality research outputs & commercialised products will provide positive perception by society and stakeholders. Adequate funds are required to support and develop academic and research activities for the university.

As the primary business of UM, academic and research programmes / consultancy services must excel. The intake / selection of excellent students contribute towards generation of excellent graduates. Excellent research programmes is the core factor of consultancy and commercialisation efforts which in turn result in commercialised products.

Internationalisation efforts strengthen the academic, research & consultancy programmes to support research based university.

Selection of excellent staff including international staff together with effective development programmes and excellent organisational climate result in productive staff. Consequently it enables good academic and research programmes.

Good infrastructure & excellent facilities are critical for a research university.