

Universiti Teknologi Malaysia (UTM) – Internationalisation Strategy

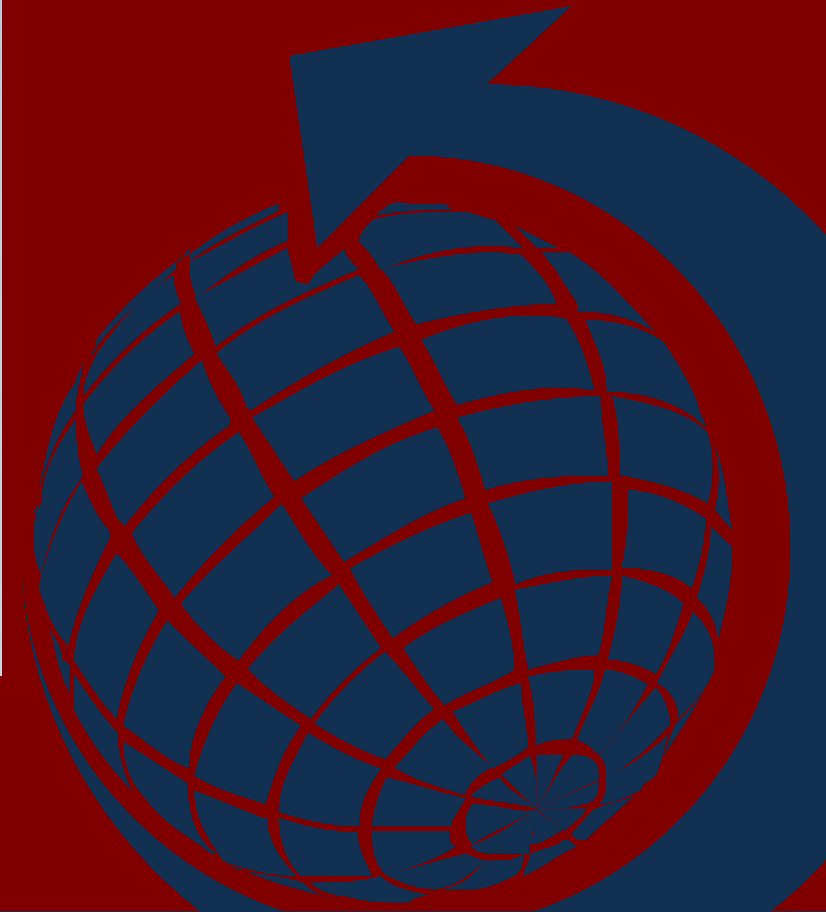
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Global Education and Experience

UTM International

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UTM
UNIVERSITI TEKNOLOGI MALAYSIA

innovative • entrepreneurial • global

UTM TRANSFORMATION JOURNEY

2025



1972
ITK



1975

Malaysia
5th Public
University



1975-1989
1st Vice-Chancellor
Tan Sri Dato' Ainuddin
Abdul Wahid



1990-1994
2nd Vice-Chancellor
Datuk Prof. Dr.
Muhammad Ridzuan
Haji Salleh

1994-2001

3rd Vice-Chancellor
Tan Sri Datuk Dr.
Ahmad Zaharudin Idrus



2000

Focus to produce quality
graduates in engineering and
technology to involve in the
nation building



2001-2008
4th Vice-Chancellor
Tan Sri Prof. Ir. Dr.
Mohd. Zulkifli Tan Sri
Mohd Ghazali

2008-2013
5th Vice-Chancellor
Prof. Dato' Seri Ir. Dr.
Zaini Ujang



2013-2020
6th Vice-Chancellor
Prof. Datuk Ir. Dr.
Wahid bin Omar

2010
UTM World Class
University Plan

Discovery University
Reputation, Quality
and Branding

Research
University

2020
UTM Global Plan



PGU 2012-2020

- Phase I: Alignment for Global University
- Phase II: High Impact Program
- Phase III: Strategic Transformation and Advanced Research (STAR)

2020
enVision UTM 2025



enVision UTM 2025

2021-Current

7th Vice-Chancellor
Prof. Datuk Ts. Dr.
Ahmad Fauzi Ismail



enVision 2021-2025

- Revised vision and mission
- 5 strategic thrust
- 8 strategic priorities
- 8 desired outcomes
- 15 key performance indicators



WHY are we doing?

Internationalization Motives

This objective of seeking international prestige is political since the objective is mostly about public perception in terms of the positioning of the institution(Prickarts, 2017)

International partnerships make it possible for the HEIs to improve on the quality of their academic and research programmes and internationalise their curriculum, thereby increasing patronage and improving their status in the academic ...(Ho, 2017; Warwick, 2014)

Academic

Political

Economics

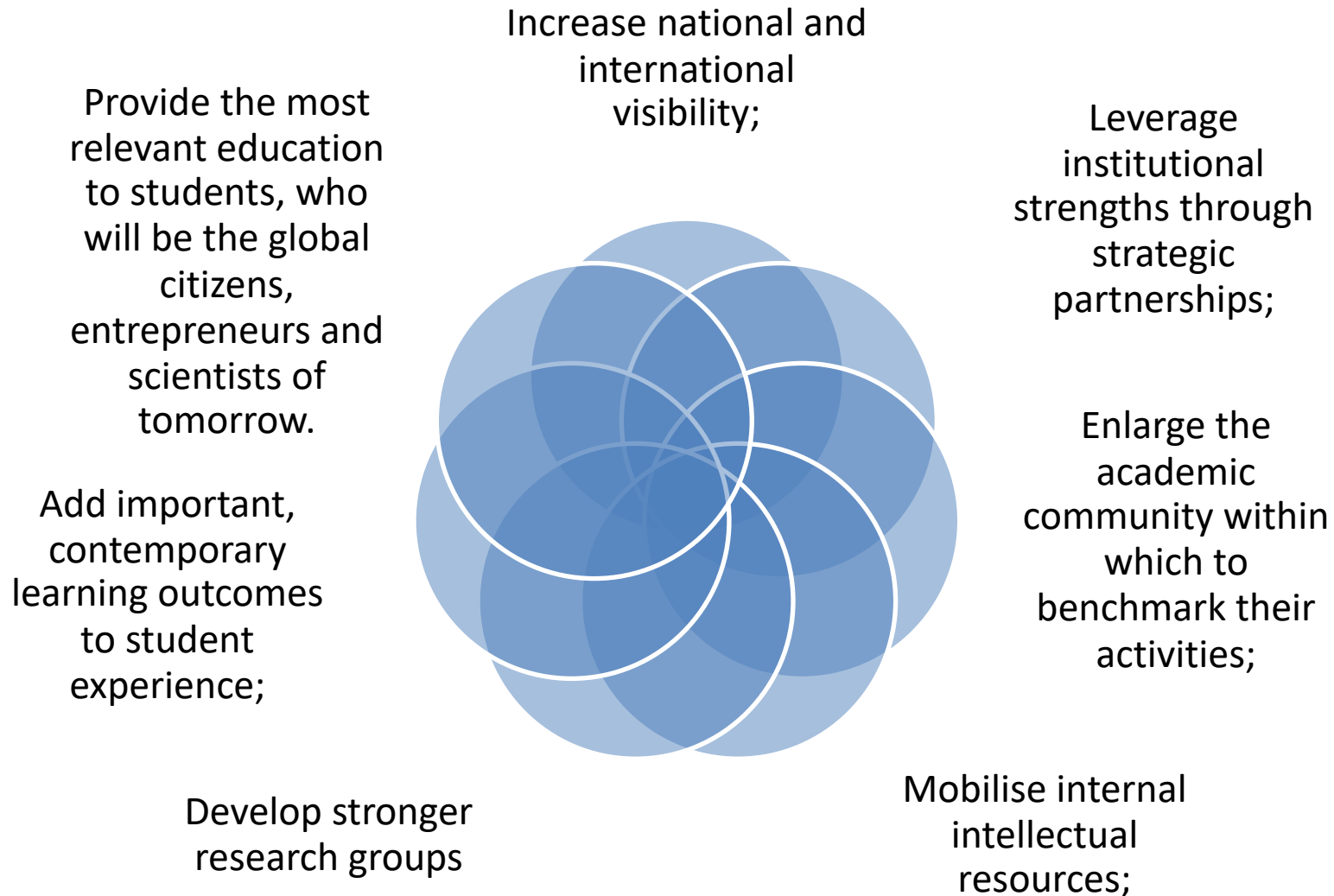
Social

This creates the benefits of exposing students to international cultures, training and development and it gives them access to educational curricula..... (Madge et al., 2015; Soria & Troisi, 2014).

Profit-making HEIs are usually motivated by the prospects of financial income and an increase in profitability of their institutions.... (P. Altbach, 2015b)

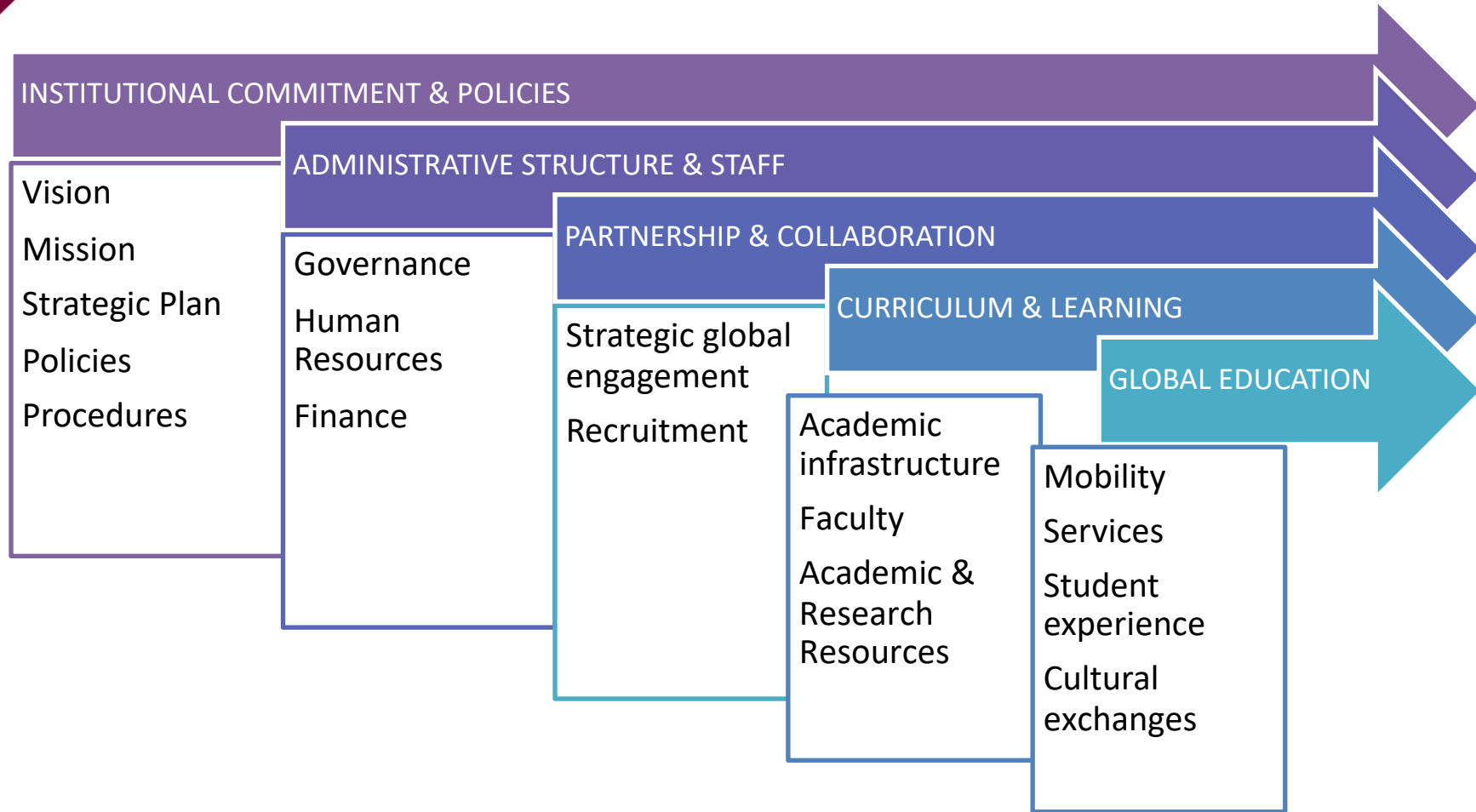


Why Internationalization? -Universities





Major Components of UTM Internationalization Strategy



Internationalization



UTM Internationalization Core Strategy





Bring UTM to the World

Hi-Impact Participation in IE Conferences/Events

NAFSA, EAIE, APAIE, AAIE, QS-APPLE, QS-MAPLE, Going Global

Global Mobility & Experiences

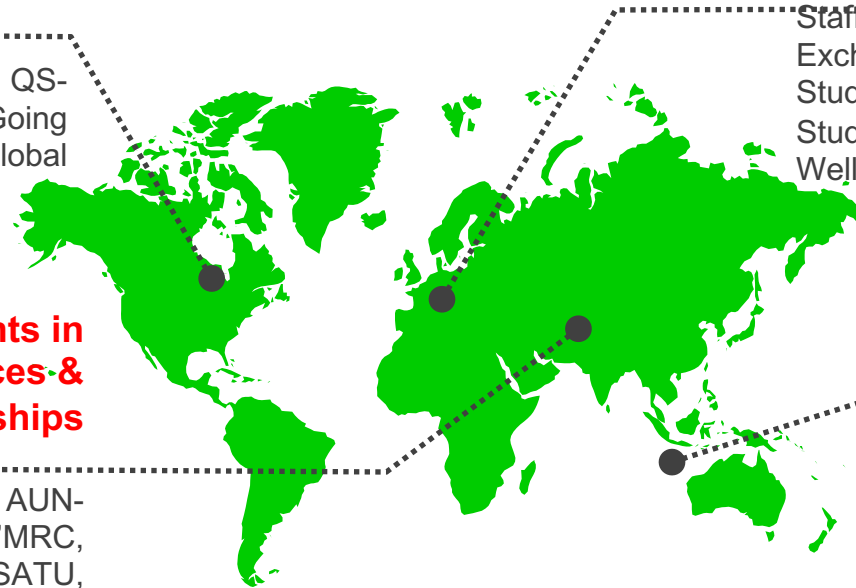
Staff Exchanges, Student Exchanges, International Students Recruitment, Global Students Experience, Students Wellbeing & Services

Engagements in Global/Regional Alliances & Partnerships

WTUN, UMAP, APPSA, AUN-SEED-NET, ALN, SALT, I'MRC, SEATUC, GTI, AUAP, SATU, ATU-Ne, Bilateral Relationships, Inbound and Outbound Visits

International Collaboration

Research Collaboration, Joint Academic Programmes, Transnational Education(TNE), International Grant/Projects





Bring the World to UTM through Triple-E: Engage – Enhance - Enrich



ENGAGE

- ✓ Understand UTM Global Plan, Vision and Missions
- ✓ Understand internal organizational structure
- ✓ Understand internal communication channels
- ✓ Implement the strategic plan



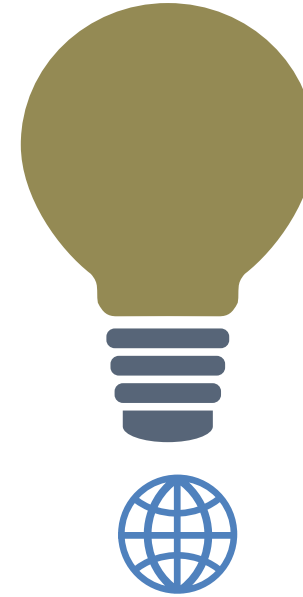
EXTEND

- ✓ Develop new programs
- ✓ Improve global learning experience
- ✓ Extend our global network to faculties/COE/staff
 - ✓ Enhance internationalisation competencies across the university



ENRICH

- ✓ Improve international collaboration
- ✓ Deepen relationships
- ✓ Sustainable Programs
- ✓ Hi-impact projects
- ✓ Enrich student experience

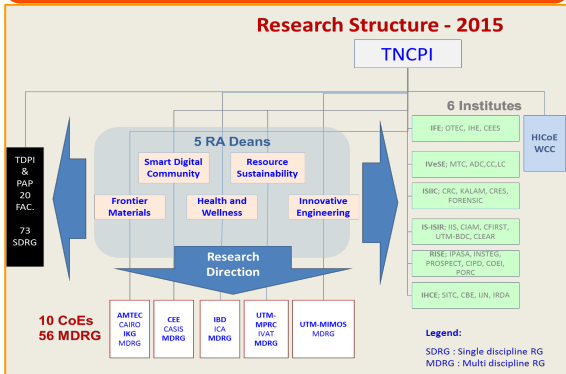


IMPACT

- ✓ Quantify impact on internationalization to UTM community
- ✓ Quantify impact on global prominence
- ✓ Quantify impact on quality of graduates/employability
- ✓ Impacts on excellence in academic & research

UTM's WAY

Structure



- Establish Research Alliance (RA)
- Clear governance of RA
- Lean

Culture



- Result Oriented
- Publish or Perish
- Align appraisal system towards Global Plan
- KPI / KAI

Strategy



- Clear Strategic Map
- Cascading to all
- Clear goal setting
- Strategic tools – Balance Score Card / Blue Ocean Strategy

System / Process



- Comprehensive HR, Finance, Research Management System
- Innovative process
- Continuous Improvement

Resource Focus

KOD ETIKA PROFESIONAL DAN AKADEMIK
UNIVERSITI TEKNOLOGI MALAYSIA

ICT POLICY

LIBRARY
"Fountain of Knowledge"

Digital Content Knowledge source to more than **4,200,000** digital content

Architectural Measured Drawings More than **5500** Malaysian prestigious heritage of architectural measured drawings

Raja Zarith Sofiah Gallierium Royal personal collection with Raja Zarith Sofiah containing more than **2,600** titles

Additional gallery to more than **100** UTM collection

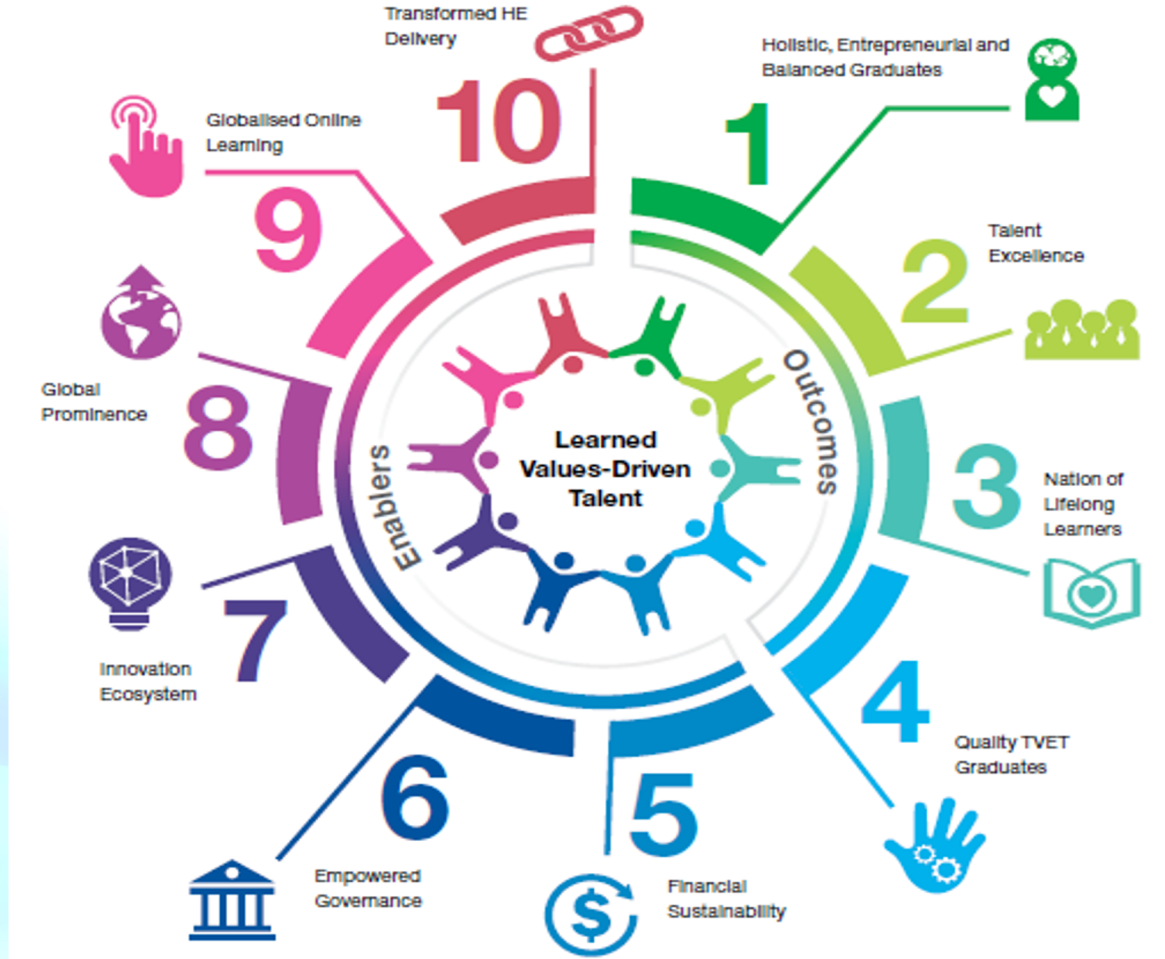
Library useful of the days

Connected any time, any where **24/7**

MALAYSIA EDUCATION BLUEPRINT 2015-2025 (HIGHER EDUCATION)



The Malaysia Education Blueprint 2015-2025 (Higher Education) will be centered on 10 Shifts



10 SHIFTS
to support the attainment of system and student aspiration

SHIFT 8: GLOBAL PROMINENCE

By 2025, the Ministry aims to place

- **1 university in Asia's Top 25**
- **2 universities in Global Top 100**
- **4 universities in Global Top 200**

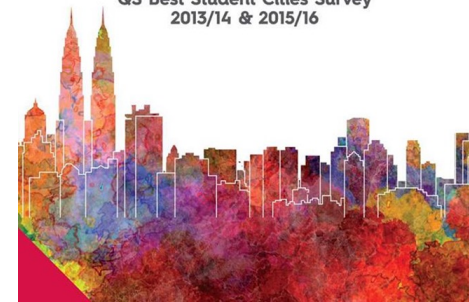


engs

Education
MALAYSIA

**KUALA LUMPUR
ONCE AGAIN
VOTED THE MOST
AFFORDABLE
CITY IN THE
WORLD
FOR STUDENTS**

QS Best Student Cities Survey
2013/14 & 2015/16



Number of International Students in Malaysia

**Target : 250,000 by 2025
(Current data : 153,328)**



The UTM Global Plan 2012-2020 (PGU) has three phases of implementation in making UTM a renowned university in science, technology and engineering globally. PGU I and PGU II have been successfully implemented and achieved the desired goals.

UTM is continuing its quest to become the nation's top educational institution that excels in science, technology and engineering, and forging ahead in terms of global rankings with the development of the UTM Global Plan Phase III (2018-2020). PGU III is developed based on six main key focus areas (KFA) namely Excellence in Learning and Teaching, and Transformative Campus Experience (KFA1), Research Excellence, Industry and Community Engagement (KFA2), Sustainable Campus, Infrastructure, Information and Communication (ICT) System (KFA3), Talent Transformation, Governance and High Performance Delivery (KFA4), Advanced and Business Development for Financial Sustainability (KFA5) and Global Prominence and Branding (KFA6). The six main focus areas are translated into Strategic Objectives (SO) and Key Amal Indicators (KAI) of various initiatives and programs to be implemented. The success of PGU Phase III is dependent on four core values: Integrity, Synergy, Excellence and Sustainability towards universal well-being that strives for the good of the stakeholders, mainly the community and industry, which are also introduced in PGU Phase III.

1 Reviewed UTM Quality Statements

- Philosophy
- Vision and mission
- Core values
- Thrusts
- Client charter

2 Revised End Desired State

3 The Institutional Sustainability Framework

4 The Strategy Map

5 The Scorecards

- The strategic objectives
- The KAI
- The targets
- The initiatives

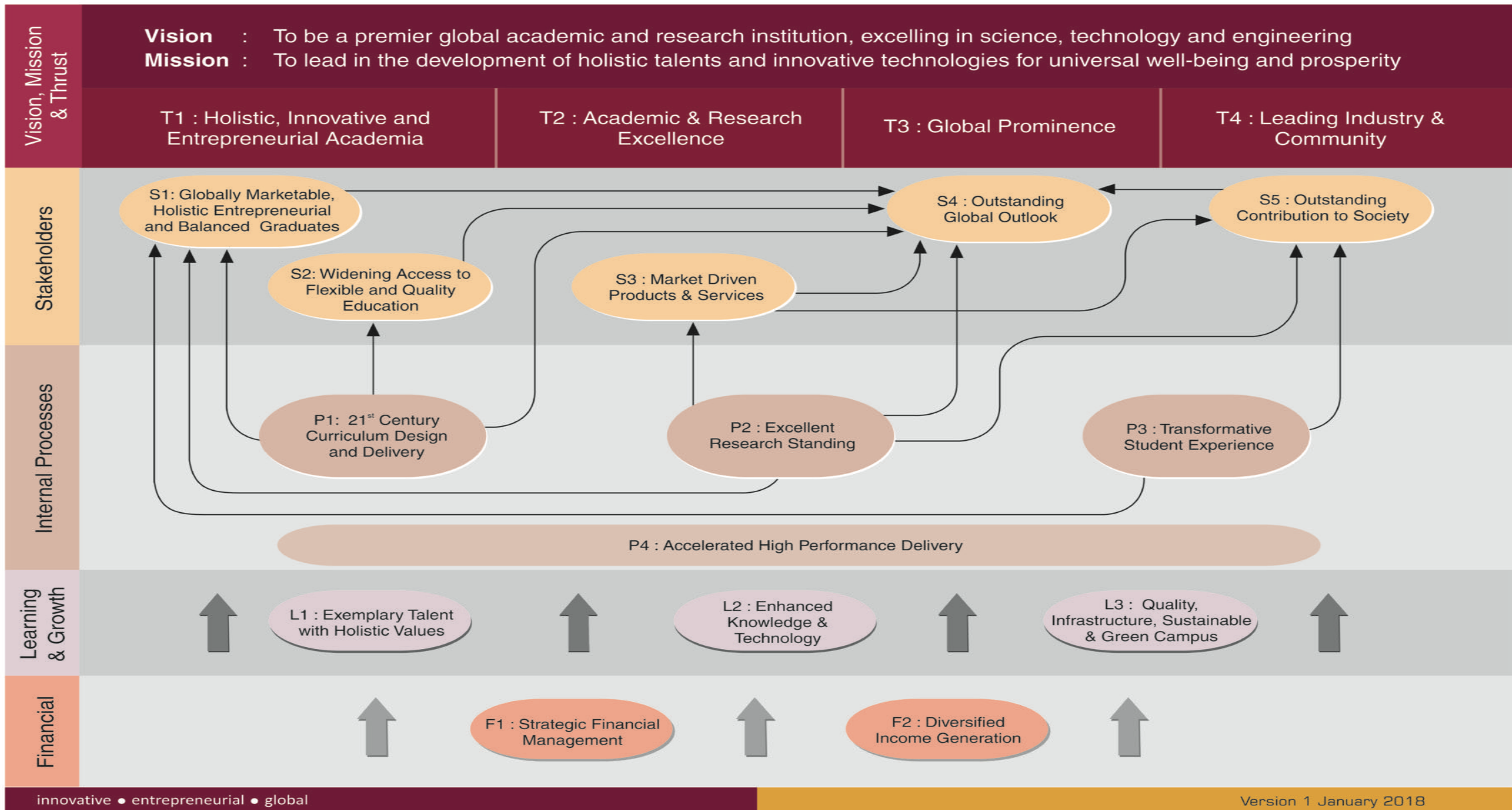
01

UTM GLOBAL PLAN PHASE II (2015-2017): *Some Reflections*

- Summary of the UTM Global Plan Phase II
- Key performance indicator
- UTM in World University Rankings



UTM STRATEGY MAP: UTM GLOBAL PLAN PHASE III (2018-2020)



The introduction and appreciation of UTM Institutional DNA and the idea of New Academia based on the spirit of consensus, inclusiveness and involvement amongst university staff have ensured the successful implementation of high impact programs in the UTM Global Plan 2012-2020 (Phase II: 2015-2017).



The success of the strategic objectives and the Main Performance Indicator (KAI) representing the seven Key Focus Areas (KFA) has been manifested with the success of the UTM staff throughout the implementation of PGU Phase II. This success includes human capital development through quality education, contribution in research, innovation and commercialization, global university rankings and community service through the university social responsibility and outreach programs. This success will be continued in the UTM Global Plan Phase III (2018-2020) in ensuring that the aspiration of UTM is achieved.

REPUTATION

#253 (WUR)	QS WU Rankings
#49 (Asia)	(2017/2018)
#90 (E&T)	
#21 (Under 50)	
6 subjects in Top 100	QS Ranking by subjects
6 Star Rating	MyRA
4 HiCoEs	
84%	Graduate employability rate

ALUMNI

178,,242	Total alumni
7,789	International alumni
70	Countries

* Source UTM Alumni (Oct. 2017)

INDUSTRY LINKAGES/BRANDING

1,831	Industry linkages (2015 – Oct. 2017)
775	Community engagement projects (2014 – Oct. 2017)
RM 10.2mil	Community engagement fund since 2014
RM 453mil	Research grants secured (2010 – Sept. 2017)
RM 45.4mil	Income from research & innovation (Jan – Sept. 2017)
19,910	Indexed publications (2011 – Sept. 2017)
60,996	Citations (2013 – Sept. 2017)



ADMISSION/ENROLMENT

29,70	Total UG & PG enrolment (MyMOHES)
3	Total UG & PG enrolment (MyRA)
23,78	
0	
9,058	Total PG enrolment (MyMOHES)
11,50	Total PG enrolment (MyRA)
2	
4,675	Master students (MyMOHES)
6,431	Master students (MyRA)
4,383	PhD students (MyMOHES)
5,071	PhD students (MyRA)
2,648	Total international students (MyMOHES)
3,109	Total international students (MyRA)

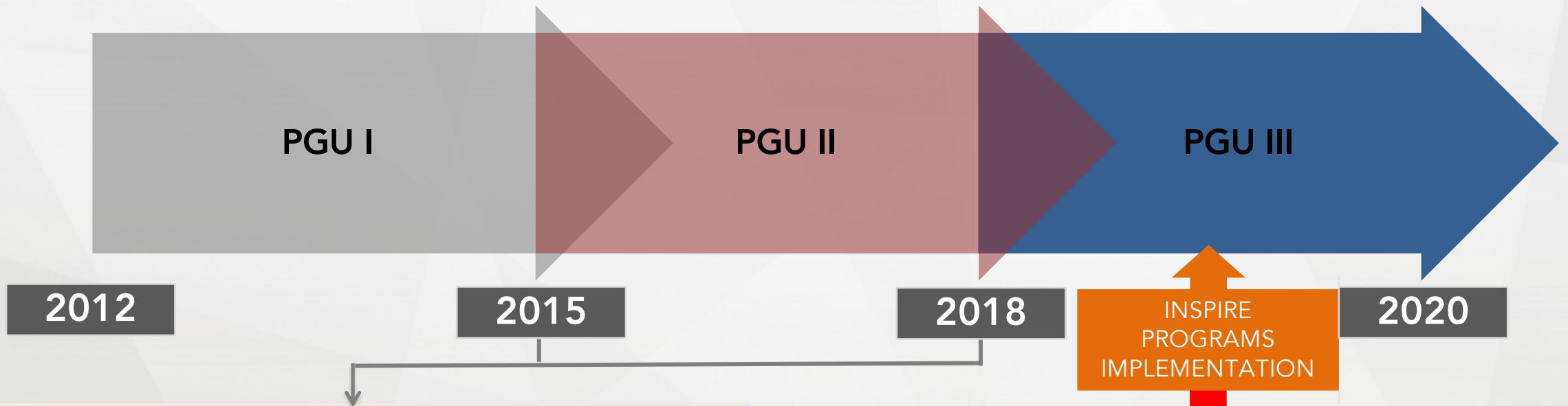
TOTAL CAMPUS EXPERIENCE

11,916	Outbound mobility students (2009 – Oct. 2017)
6,870	Inbound mobility students (2009 – Oct. 2017)
9,807	Students involved in ongoing entrepreneurship Projects (2015 – Oct. 2017)
722	Students involved in <i>Job on Campus</i> programme
4,568	Students involved in <i>Service Learning</i> programme
172	Students involved in 5ETP

02

**UTM GLOBAL PLAN
PHASE III (2018-2020):
*Some Reflections***

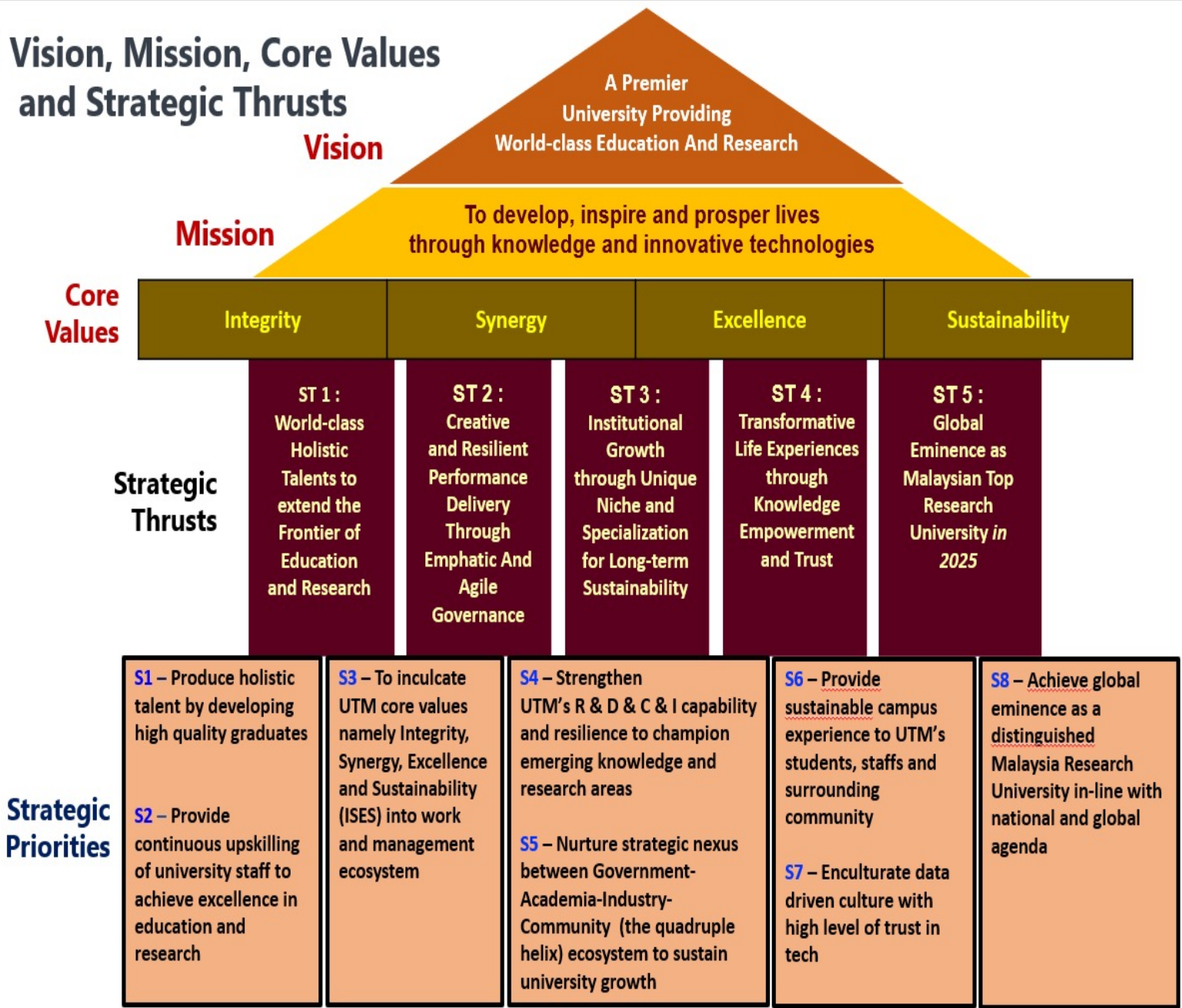




KFA1 Excellence in Learning and Teaching	
KFA2 Excellence in Research, Innovation and Commercialisation	
KFA3 Sustainable Campus, Infrastructure, Information and Communication, Technology (ICT) System and Community Engagement and Industrial Network	
KFA4 Total Campus Experience	
KFA5 High Performance Delivery	30 KAI
KFA6 Financial Sustainability	17 SO
KFA7 Global Reputation	

KFA1 Excellence in Learning and Teaching, and Transformative Campus Experience	
KFA2 Research Excellence, Industry and Community Engagement	
KFA3 Sustainable Campus, Infrastructure, Information and Communication Technology (ICT) System	
KFA4 Talent Transformation, Governance and High Performance Delivery	27 KAI
KFA5 Advanced and Business Development for Financial Sustainability	15 SO
KFA6 Global Prominence and Branding	

UTM Vision, Mission, Core Values and Strategic Thrusts



UTM UNIVERSITI TEKNOLOGI MALAYSIA

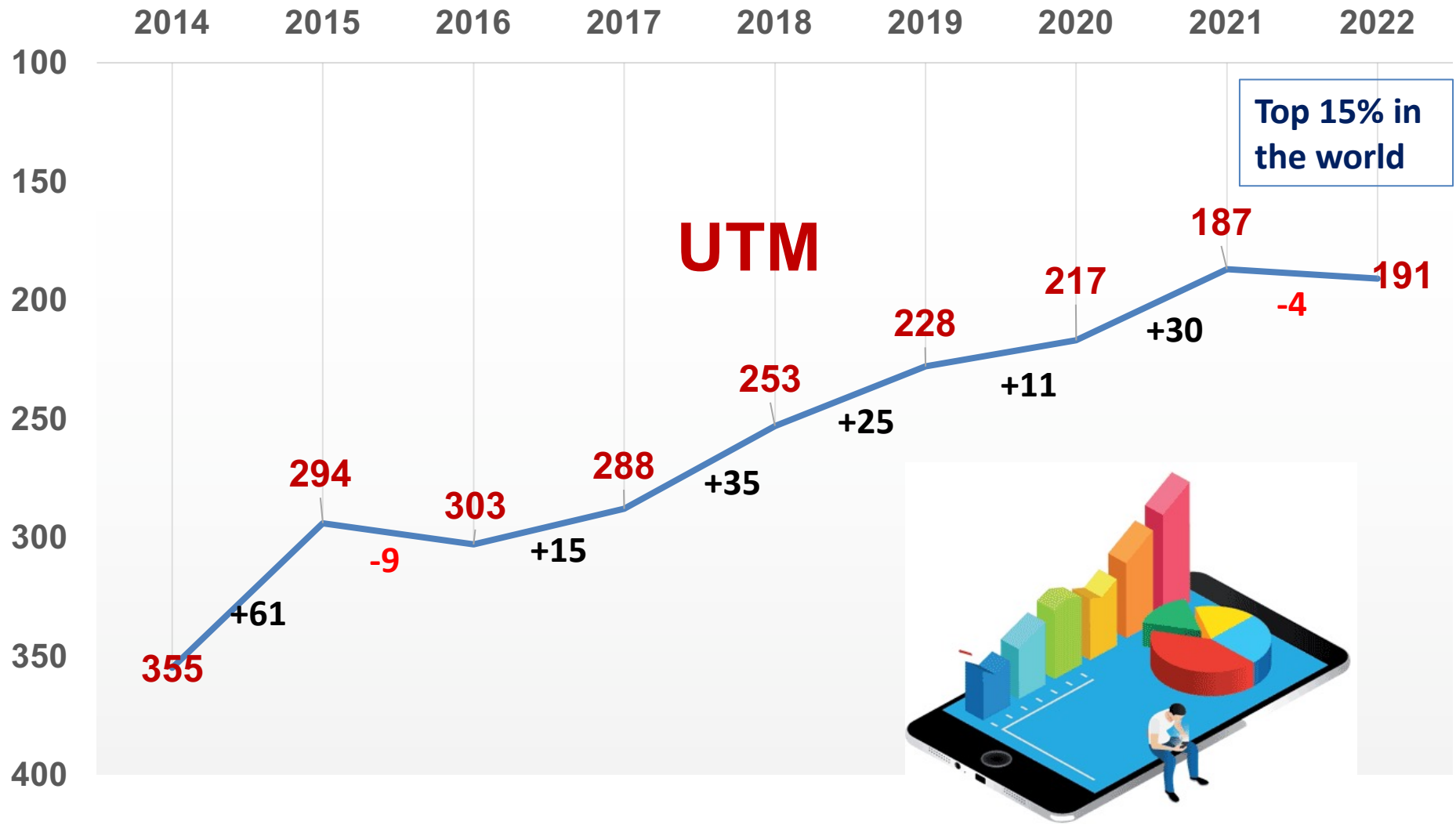
QS WORLD UNIVERSITY RANKINGS

Congratulations
Universiti Teknologi Malaysia

#191

Top 15% in
QS World University Rankings 2022

Well done UTM staff and students!



UNIVERSITI TEKNOLOGI MALAYSIA

Malaysia | www.utm.my

Focus
Comprehensive

Research
Very High

Size
Large

Age Band
Established

Indicator

Overall

2022 RANK

191

SCORE

45.1/100

Rankings edition

- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015



UTM QS WORLD UNIVERSITY RANKINGS

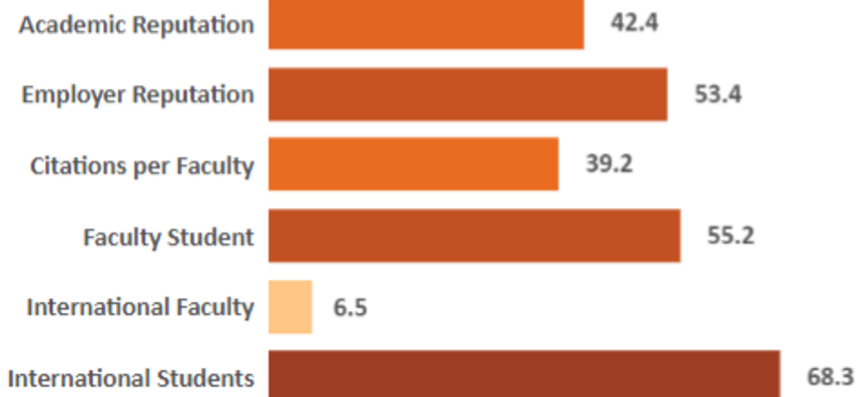
Congratulations
Universiti Teknologi Malaysia

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Top 15% in
QS World University Rankings 2022

Well done UTM staff and students!

Scores by Indicator - Year 2022



A score of 100 is the maximum achievable in each indicator.

Best Indicator 2022

International Students

Weakest Indicator 2022

International Faculty

Most Improved Since 2014

Citations per Faculty

Largest Decline Since 2014

International Faculty

The background features a large, light gray pencil nib pointing towards the center. To the right, there are several overlapping, semi-transparent geometric shapes in shades of gray, creating a layered effect. In the top left corner, there are small, overlapping shapes in maroon and yellow.

Strategy & Action Plan

KAI15

Ranking of UTM in QS World University Ranking

KI1

Boost Global Eminence

KI2

Boost UTM visibility through branding

KI3

Strategic Engagement with International Partners

KI4

Strengthen weak/improve indicators for QS WUR

KI5

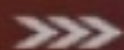
Manage performances of UTM in subject and societal impact ranking

3. Clear Strategy



VISION

Malaysia as an International
Higher Education Hub by 2020



enVISION 2025

UTM STRATEGIC PLAN
(2021 - 2025)



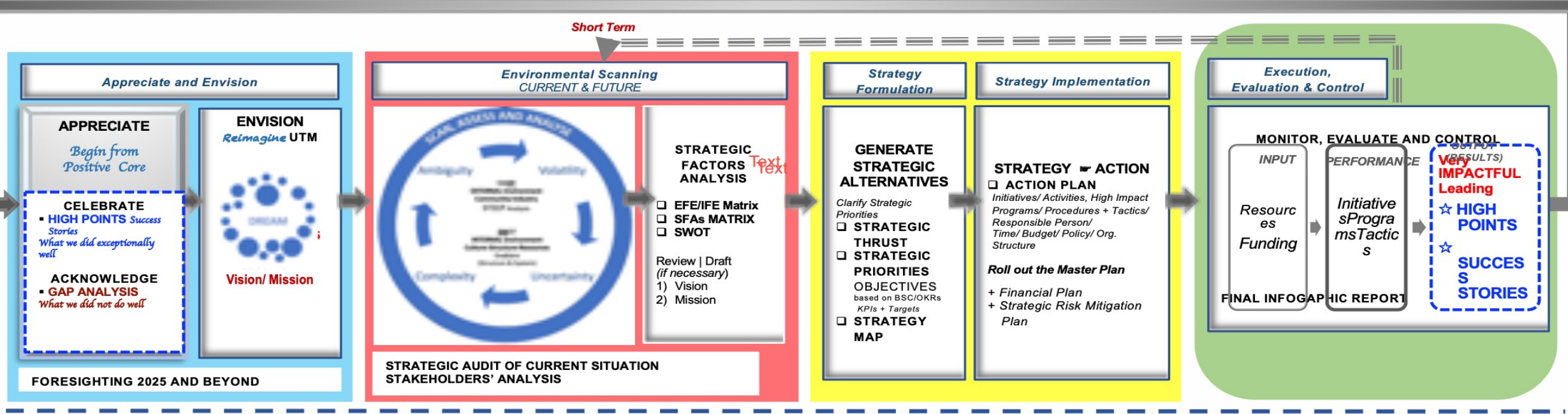
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THE FRAMEWORK

BEYOND 2020: enVISION UTM 2025



Mid/Long Term



DELIVERABLES – REFER ENVISION 2025 TIMELINE

EXECUTION
CREATING OUR DESTINY

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DR.HT (2020)



Terima Kasih
Thank You



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Jabatan Canseleri
Chancellery Department