Faculty of Built Environment and Surveying

STRATEGIC PLANNING
2021 - 2025

Envision
Malaysia National Library     Cataloging – in – Publication Data
Faculty of Built Environment and Surveying Strategic Planning 2019-2023
Editors: XXXXXXXXXXXXXXXXXXX
ISBN ..................

1. Universiti Teknologi Malaysia 2. Strategic Planning 3. Key Focus Area

Editors
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Coordinated and typeset by
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Photograph by
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Published in Malaysia by
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Our Playbook

Strategic Planning

“To be the faculty of choice for education and professional development in built environment.”
Dean  
Prof. Sr. Dr. Hishamuddin Mohd Ali  
“To be the faculty of choice for education and professional development in built environment.”

Asst. Dean (Q&S)  
Prof. Dr. Kasturi A/P Kinniah  
“To be the faculty of choice for education and professional development in built environment.”
# FABU/ous

## Table of Content

### List of Photos
### List of Tables
### List of Figures
### Appreciation

## 1.0 Faculty Profiles
- 1.1 History of faculty
- 1.2 Undergraduate Programmes
- 1.3 Postgraduate Programmes
- 1.4 Professional Bodies
- 1.5 Centres of Excellence
- 1.6 Research Groups
- 1.7 FABU Vision and Mission
- 1.8 FABU Theme and Tagline
- 1.9 FABU Organisation Chart
- 1.10 FABU Talent Statistic
- 1.11 FABU Student Statistic

## 2.0 Our Strategic Planning
- 2.1 Definition of ‘Strategic Planning’
- 2.2 Purpose of Strategic Planning preparation
- 2.3 Strategic Planning Workshop
- 2.4 FABU DNAs
- 2.5 FABU Strategy Map 2020

## 3.0 Our Key Amal Indicator
- KAI 1 To achieve high quality graduates
- KAI 2 Percentage of staff completing minimum 1 upskilling programme
- KAI 3 Numbers of relevant experts in T&L and research through talent search
- KAI 4 Percentage of staff achieve 80% and above Index of ISES
- KAI 5 Percentage of policies, procedures and guidelines on teaching and learning, research, management
- KAI 6 Number of commercialized IPs
- KAI 7 Number of new academic product and services to support institutional growth
- KAI 8 No. of academic staff involve in AIM4STAR project in educational and research
- KAI 9 Number of Government-Academia-Industry-Community consortium (AIM4STAR)
- KAI 10 Number of UTM spin-off and/or start up companies located in UTM Technovation park
- KAI 11 Amount of funding supporting teaching & learning and research activities related to GUCI consortium (AIM4STAR)
- KAI 12 Percentage/amount of budget allocated to create sustainable and smart campus
- KAI 13 Progress of Iconic building or smart building completion
- KAI 14 Numbers of data driven report on teaching & learning, research and other matters related to University operation
- KAI 15 To achieve global eminence as a distinguished Malaysia research university in-line with national and global agenda
1.0 Faculty Profiles
1972
Started as 2 different entities known as Faculty of Surveying and Faculty of Architecture (1974). Both was two of the three faculties in the Institut Teknologi Kebangsaan at Jalan Gurney, Kuala Lumpur Campus. The Faculty of Surveying had only two departments; Dept. of Land Surveying and Dept. of Real Estate Management and Valuation. The Faculty of Architecture had Dept. of Architecture only.

1974
Faculty of Architecture was renamed as the Faculty of Built Environment to reflect all programmes offered in the faculty; Architecture; Urban and Regional Planning and Quantity Surveying

1979
The Faculty of Surveying was restructured by introducing four new departments namely Dept. of Real Estate and Valuation, Dept. of Astronomy and Geodesy, Dept. of Cadastral Surveying Engineering, and Dept. of Cartographic Photogrammetry.

1985
Both faculties moved to Skudai, the main campus of UTM in Johor. The Faculty of Built Environment then had four departments namely Architecture; Urban and Regional Planning, Quantity Surveying and Landscape Architecture until June 2018.

2000
Fac. Engineering & Geoinformation Science and Fac. of Built Environment merged and now is known as Fac. of Built Environment and Surveying

1994
While Faculty of Surveying was renamed as the Fac. Surveying and Real Estate with the mission of becoming a centre of excellence for Surveying and Real Estate studies.

1997
Faculty of Surveying changed to Fac. Engineering & Geoinformation Science. It had four departments: departments of Geomatics Engineering, Property Management, Remote Sensing, Geoinformatics and Land Administration
1.2 Undergraduate Programmes

6 Fields

- ARCHITECTURE
- LANDSCAPE ARCHITECTURE
- QUANTITY SURVEYING
- URBAN AND REGIONAL PLANNING
- GEOINFORMATION
- REAL ESTATE

9 Undergraduate Programmes

- BACHELOR OF SCIENCE IN ARCHITECTURE (SBEA)
- BACHELOR OF SCIENCE IN CONSTRUCTION (SBEC)
- BACHELOR OF LANDSCAPE ARCHITECTURE (SBEL)
- BACHELOR OF ENGINEERING (GEOMATICS) (SBEP)
- BACHELOR OF QUANTITY SURVEYING (SBEQ)
- BACHELOR OF SCIENCE (GEOINFORMATICS) (SGH)
- BACHELOR OF SCIENCE (LAND ADMINISTRATION & DEVELOPMENT) (SGHL)
- BACHELOR OF SCIENCE (PROSPERITY MANAGEMENT) (SGHP)
- BACHELOR OF SCIENCE (SGHU)
# Postgraduate Programmes

<table>
<thead>
<tr>
<th>Master Programs</th>
<th>Doctor of Philosophy Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Master of Architecture</td>
<td>1. Doctor of Philosophy Architecture</td>
</tr>
<tr>
<td>5. Master of Science Urban and Regional Planning</td>
<td>5. Doctor of Philosophy Architecture Landscape</td>
</tr>
<tr>
<td>7. Master of Science Geomatics Engineering</td>
<td>7. Doctor of Philosophy Geoinformatics</td>
</tr>
<tr>
<td>10. Master of Science Real Estate</td>
<td>10. Doctor of Philosophy Land Administration and Development</td>
</tr>
<tr>
<td>13. Master of Philosophy Quantity Surveying</td>
<td></td>
</tr>
<tr>
<td>14. Master of Philosophy Urban and Regional Planning</td>
<td></td>
</tr>
<tr>
<td>15. Master of Philosophy Transportation Planning</td>
<td></td>
</tr>
<tr>
<td>16. Master of Philosophy Architecture Landscape</td>
<td></td>
</tr>
<tr>
<td>17. Master of Philosophy Real Estate</td>
<td></td>
</tr>
<tr>
<td>18. Master of Philosophy Geoinformatics</td>
<td></td>
</tr>
<tr>
<td>19. Master of Philosophy Remote Sensing</td>
<td></td>
</tr>
<tr>
<td>20. Master of Philosophy Geomatics Engineering</td>
<td></td>
</tr>
<tr>
<td>21. Master of Philosophy Hydrography</td>
<td></td>
</tr>
<tr>
<td>22. Master of Philosophy Facilities Management</td>
<td></td>
</tr>
<tr>
<td>23. Master of Philosophy Land Administration and Development</td>
<td></td>
</tr>
</tbody>
</table>

**Total Programs:** 23 (Master) + 12 (PhD) = 35 Programs
1.4 Professional Bodies

International Certification Professional Bodies

Multi-Professional Bodies and Associations

The Board of Valuers, Appraisers and Estate Agents Malaysia
List of Research Groups

1. Geospatial Imaging and Information (G12RG)
2. Geomatics Innovation (GnG)
3. Construction Economics Management Research Group (CEM)
4. Mass Appraisal, Housing and Planning
5. Malaysia Architectural Theory, Culture & Heritage (MATCH)
6. Low Carbon Asia (LCA)
7. Tourism Planning Research Group (TPRG)
8. Building Information Modelling (BIM)
9. Green Environmental, Energy & Building Science Research Group (GEEBS)
10. Design Processes, Practise and Management Group
11. Heritage Landscape Planning, Design and Management
12. Geospatial Information Infrastructure (GEO12)
13. Land Administration and Development Studies (LANDS)
14. Tropical Resources Mapping (Tropical Map)
15. Real Asset (RA)
16. Greenovation
17. Facilities Management (FM)
18. Construction Research and Policy Analysis
19. Logistics and Transportation
20. Geospatial Research in Spatial Planning (GriSP)
21. Research Group of Urban Design and Environmental (UDE)
Vision
To be the faculty of choice for education and professional development in built environment

Mission
We strive to develop professionals who are responsible towards shaping sustainable built environment through synergistic partnership with industries, professional bodies and alumni
Theme
Professional Built Environment Education for Sustainable Development

Tagline
FABUlous
162 Academic Staff
257 TOTAL FABU STAFF
95 Non-Academic Staff

*Update: 27.5.2021*
### FABU Student Statistic

**UNDERGRADUATE**

1701 Local  

75 International  

1776 Total  

*Update : 27.5.2021*

### POSTGRADUATE

<table>
<thead>
<tr>
<th>Type of Study</th>
<th>Total</th>
<th>No. of Student</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Local</td>
</tr>
<tr>
<td>Master</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taught Course</td>
<td>258</td>
<td>231</td>
</tr>
<tr>
<td>Research</td>
<td>133</td>
<td>126</td>
</tr>
<tr>
<td>PhD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>388</td>
<td>266</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>779</td>
<td>623</td>
</tr>
</tbody>
</table>

*Update : 25.5.2021*
Our Strategic Planning

2.0

Our Strategic Planning
Strategic Planning Workshop

13-15th
December 2018
Amverton Heritage Resort, Melaka

5th
February 2020
Ramada Meridin Hotel, Johor Bahru
FABU DNAs’ CORE VALUES

CREATIVE
FABU staff should look at things differently, and find new and original ways of solving problems with the aim of exploring new and topical research field of studies, forming contemporary teaching paradigms and revising contents to be relevant.

PROGRESSIVE
A virtue to strive for a gradual development in all aspects of teaching and learning, research, professional practices, community services and administration.

COLLABORATIVE
A virtue to strive for a gradual development in all aspects of teaching and learning, research, professional practices, community services and administration.

INCLUSIVE
Every member of staff and students in FABU are held in high regard and the two way, direct and open communication of their ideas are important components of the faculty’s success. Everyone is given equal opportunity for personal growth. We facilitate the inclusion of industry, professional bodies and alumni for the development of education and professionals in built environment.

SENSITIVE
The FABU community is profoundly in touch with our surroundings and anything that happens within and around us. We have a high sense of awareness to trivial changes or notable advancements that transpires in the field of built environment. We are in tune with the needs and expectations of our stake holders (students, parents, professional bodies, industries etc.)
We strive to develop professionals who are responsible towards shaping sustainable built environment through synergistic partnership with industries, professional bodies and alumni.

<table>
<thead>
<tr>
<th>Vision &amp; Mission</th>
<th>Stakeholders</th>
<th>Core Values</th>
<th>Learning &amp; Growth</th>
<th>Financial Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T1</strong> Holistic, innovative and Entrepreneurial Academia</td>
<td><strong>S1</strong> Globally Marketable, Holistic, Entrepreneurial and Balanced Graduates</td>
<td><strong>F1</strong> Enculturate Strategic and Innovative Financial Management</td>
<td><strong>L1</strong> Develop Exemplary Talent with Future Proof KSAs and Holistic Values</td>
<td><strong>F2</strong> Diversity Income Generation for Financial Sustainability</td>
</tr>
<tr>
<td><strong>T2</strong> Academic &amp; Research Excellence</td>
<td><strong>S2</strong> UTM Core Values-Driven Talent with Great Sense of Well-being</td>
<td><strong>P2</strong> Transformative Student Experience</td>
<td><strong>L2</strong> Enhance Technology and Information System in Digital Age</td>
<td></td>
</tr>
<tr>
<td><strong>T3</strong> Leading Industry and Community</td>
<td><strong>S3</strong> Widening Access to Flexible &amp; Quality Education</td>
<td><strong>P3</strong> Excellent Research Standing through Niche Building and Translational Research</td>
<td><strong>L3</strong> Provide Green and Sustainable Organizational Resources</td>
<td></td>
</tr>
<tr>
<td><strong>T4</strong> Global Prominence</td>
<td><strong>S4</strong> Creative Market Driven Products and Services</td>
<td><strong>P4</strong> Accelerated High Performance Delivery Enforced by Effective Governance System</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Stakeholders**
- UTM Core Values
- Widening Access to Flexible & Quality Education
- Creative Market Driven Products and Services
- Headline Making Global Prominence in Academic & Research

**Core Values**
- Globally Marketable, Holistic, Entrepreneurial and Balanced Graduates
- UTM Core Values-Driven Talent with Great Sense of Well-being
- Widening Access to Flexible & Quality Education
- Creative Market Driven Products and Services
- Headline Making Global Prominence in Academic & Research

**Learning & Growth**
- 21st Century Curriculum Design & Delivery using Life Ready Graduate Framework
- Transformative Student Experience
- Excellent Research Standing through Niche Building and Translational Research
- Provide Green and Sustainable Organizational Resources

**Financial Management**
- Enculturate Strategic and Innovative Financial Management
- Diversity Income Generation for Financial Sustainability
3.0
Our Key Amal Indicator
SHORT FORM

- FABU – Fakulti Alam Bina dan Ukur
- KAI – Key Amal Indicator
- UG – Undergraduate
- PG – Postgraduate
- PhD – Post-Doctoral
- TDA – Timbalan Dekan (Akademik)
- TDPIPA – Timbalan Dekan (Penyelidikan, Inovasi dan Pembangunan Alumni)
- ADQS – Assistant Dean (Quality and Strategy)
- ADEGE – Assistant Dean (External and Global Engagement)
- TP – Timbalan Pendaftar
- PPK – Penolong Pendaftar Kanan
- PP(UG) – Penolong Pendaftar (Undergraduate)
- JK – Jawatankuasa
- PSM – Pengurusan Sumber Manusia
- CEO – Chief Executive Officer
- HEP – Hal Ehwal Pelajar
- PTJ – Pusat Tanggungjawab
- BIM – Building Information Modelling Centre
- GIS – Geographic Information System
- QS – Quantity Surveying
- PENJANA – Pelan Jana Semula Ekonomi Negara
- ULDP-AXIATA – University Leadership Development Programme
- ISES – Integrity, Synergy, Excellence. Sustainability
- AIM4STAR – Academia Industry Government Society For Synergetic Transformation
- QMS – Quality Management System
- MOOC – Massive Online Open Courseware
- IA – Industrial Ambassador
- IP – Intellectual Property
- SME – Small Medium Enterprise
- YTL – Malaysian Infrastructure Conglomerate
- MRCB – Malaysian Resources Corporation Berhad
- IMRC – Indonesia Malaysia Research Consortium
- FM – Facility Management
- IT – Information Technology
- MOU/MOA – Memorandum of Understanding/Agreement
- APSA – Asian Planning School Association
- ALAM – Angkatan Landskap Arkitek Malaysia
- ISCU – International Surveying Conference for Undergraduates
- MyRA – Malaysian Research Assessment Instrument
- SETARA – Rating System for Malaysian Higher Education Institution
### KAI 1 – To achieve high quality graduates with premium employment (30% target in 2021 and 70% target in 2025) (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAlS except for KAlS that are not related to your PTJ)

**Initiatives (Programs/projects that help UTM to achieve the target)** | **initiative Indicators** | **Target 2021** | **PIC** | **Cost Implication** |
--- | --- | --- | --- | --- |
1. High quality graduates programs: Graduate employability programmes | Number of programme | 1 | TDA, Director, PPK and Coordinator | RM10,000.00 for 9 UG Programmes |
2. Digital Skill Programmes | Number of programme (GIS,BIM) | 2 | Dr. Hazrinya, PM Dr Kherun Nita | NIL |
3. Communication skill programmes | Number of programme (UG Programme) | 9 | TDA, Directors | NIL |
4. Flexible elective courses - *transdisciplinary* | Number of courses (PG Programme) | 2 | Dr. Norhazliza, Dr. Siti Hajar | NIL |
5. Final Year Project and industrial training with top industries | Number of programme (UG Programme) | 9 | Programme Coordinator/Directors | NIL |
**KAI LEADER (PM Sr Dr. Razali bin Adul Hamid)**

**KAI 1 – To achieve high quality graduates with premium employment (30% target in 2021 and 70% target in 2025)**

(eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI except for KAI that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Academic programmes Integrated with real life work experience (work-based learning)</td>
<td>Number of programme</td>
<td>4 Programme (Town Planning, Architecture, Landscape, Geomatics)</td>
<td>Programme Coordinator</td>
<td>NIL</td>
</tr>
<tr>
<td>7. Numbers of industry-customized academic programmes</td>
<td>Number of programme</td>
<td>1 Programme</td>
<td>Industrial Training Coordinator (Dr. Mustafa Omar)</td>
<td>NIL</td>
</tr>
<tr>
<td>8. Number of international Credit-Bearing outbound students (eg: summer school, industrial training, experiential learning, service learning, etc)</td>
<td>Number of programme</td>
<td>100 people</td>
<td>NIL</td>
<td></td>
</tr>
<tr>
<td>9. Program with PENJANA, ULDP-AXIATA, Country Garden, Dana GE, Career Carnival</td>
<td>Number of programme</td>
<td>1 (PENJANA)</td>
<td>Dr. Shazmin</td>
<td>NIL</td>
</tr>
<tr>
<td>10. Monitoring the effectiveness of graduates employment implementation</td>
<td>-</td>
<td>-</td>
<td>Dr. Wan Anon Wan Aris</td>
<td>NIL</td>
</tr>
<tr>
<td>a) Student Satisfaction Index (STI) for service experience</td>
<td></td>
<td></td>
<td>Dr. Syamsul Hendra</td>
<td></td>
</tr>
<tr>
<td>b) UTMSAT (UTM Student Activity Transcript) *for extra-curricular experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Collaboration with top industry in HEP-faculty program for premium employment</td>
<td>Number of programme</td>
<td>1</td>
<td>Dr. Najib Razali</td>
<td>NIL</td>
</tr>
</tbody>
</table>
### KAI 7- Number of new academic product and services to support institutional growth
(eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI's except for KAI's that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
</table>
| 1. Offer Special new academic courses  
a) Number of micro-credential courses  
b) Number of MOOCs | Number of courses | 1 course per programme | Programme Directors | - |
S2 – PROVIDE CONTINUOUS UPSKILLING OF UNIVERSITY STAFF TO ACHIEVE EXCELLENCE IN EDUCATION AND RESEARCH

KAI LEADER (Prof. Dato’ Dr. Nazri bin Muhamad Ludin)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Initiatives for Teaching Track academia Problem Based Learning Coaching by Dr Norliza Isa &amp; Dr Zuhaili</td>
<td>NALI Output</td>
<td>Min. 80% output</td>
<td>FABU HR</td>
<td>RM 1000</td>
</tr>
<tr>
<td>2 Initiatives for Professional Practice Academia Community Engagement Coaching by PM LAr. Dr Mohd Hisyam Rasidi</td>
<td>Community Project</td>
<td>Min. 80% output</td>
<td>FABU HR</td>
<td>RM 1000</td>
</tr>
<tr>
<td>3 Data analyst for non academia (those involve with data in their MyJD)</td>
<td>Databased</td>
<td>80% complete databased</td>
<td>FABU HR</td>
<td>RM 1000</td>
</tr>
<tr>
<td>4 Graphic and designing for non academia (event management team)</td>
<td>Infographic/posters</td>
<td>100% infographic/posters</td>
<td>FABU HR</td>
<td>RM 1000</td>
</tr>
<tr>
<td>5 Google Site development for non academia (officers and above)</td>
<td>Google site per unit</td>
<td>80% google site readiness per unit</td>
<td>FABU HR</td>
<td>RM 1000</td>
</tr>
<tr>
<td>6 Laboratory staff (tailored with software in their lab)</td>
<td>OTJ training</td>
<td>80% knowledge of software usage, ability to assist class.</td>
<td>FABU HR</td>
<td>NONE</td>
</tr>
</tbody>
</table>
KAI LEADER (Prof. Dato’ Dr. Nazri bin Muhamad Ludin)

KAI 3- Numbers of relevant experts in T&L and research through talent search. (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI except for KAI that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment framework for each department.</td>
<td>Framework</td>
<td>Complete framework</td>
<td>FABU HR</td>
<td>NIL</td>
</tr>
</tbody>
</table>
# KAI 4

S3 – TO INCULCATE UTM CORE VALUES NAMELY INTERGRITY, SYNERGY, EXCELLENCE AND SUSTAINABILITY (ISES) INTO WORK AND MANAGEMENT ECOSYSTEM

**KAI LEADER** (En. Abdul Jalil bin Maulani)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Staff attendance record-data analysis</td>
<td>Percentage of attendance issue</td>
<td>Max 20 %</td>
<td>HR FABU</td>
<td>NIL</td>
</tr>
<tr>
<td>2 Talent Disiplinary issues</td>
<td>Number of cases reported</td>
<td>Max 5 cases</td>
<td>HR FABU, Programme Director</td>
<td>NIL</td>
</tr>
<tr>
<td>3 Yearly performance review (ELPPT/ELNPT)</td>
<td>80% marks</td>
<td>Minimum 80%</td>
<td>HR FABU</td>
<td>NIL</td>
</tr>
</tbody>
</table>
KAI LEADER (Prof. Dr. Kasturi Devi Kanniah)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SPK Review-on T&amp;L and research</td>
<td>Reviewed SPK</td>
<td>100%</td>
<td>ADQS, TDPIPA, TDA</td>
<td>NIL</td>
</tr>
</tbody>
</table>
### KAI 6

**KAI LEADER (Dr. Mohd Farid bin Mohd Ariff)**

#### KAI 6- Number of commercialized IPs from deep tech research projects facilitated and registered exclusively under UTM. (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI s except for KAI s that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>Initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 • To organize Intellectual Property Courses</td>
<td>• Number of Intellectual Property Courses</td>
<td>• Number of Intellectual Property Courses (4 courses with ICC)</td>
<td>• Dr. Mohd Farid Mohd Ariff (Leader)</td>
<td>Budget Khas FABU (RM30,000)</td>
</tr>
<tr>
<td>• To organize Technopreneurship Programme</td>
<td>• Number of Technopreneurship Programme</td>
<td>• Number of Technopreneurship Programme (4 programmes with ICC)</td>
<td>• Dr. Robiah Suratman</td>
<td></td>
</tr>
<tr>
<td>• Marketing</td>
<td>• Number of FABU staff involve in the Technopreneurship Programme</td>
<td>• Number of FABU staff involve in the Technopreneurship Programme (20 staffs)</td>
<td>• Dr. Mohd Nadzri Md Reba</td>
<td></td>
</tr>
<tr>
<td>• Commercialisation Strategies</td>
<td></td>
<td></td>
<td>• Prof. Madya Dr. Choong Weng Wai</td>
<td></td>
</tr>
<tr>
<td>• Market Driven Initiatives</td>
<td></td>
<td></td>
<td>• Prof. Madya Dr. Dzurrilkanian @ Zulkarnain Bin Daud</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Dr. Zuhra Junaida Mohamad Husny Hamid</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Dr. Muhammad Farid Azizul b. Azizui</td>
<td></td>
</tr>
</tbody>
</table>
### KAI LEADER (Dr. Syed Muhammad Rafy bin Syed Jaafar)

#### KAI 8- No. of academic staff involve in AIM4STAR project in educational and research (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAs except for KAs that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
</table>
| 1 | To organize RDCI programme research motivation workshop | • mentor-mentee programs  
• research grant workshop  
• high impact publication workshop | • mentor-mentee programs (2)  
• research grant workshop (4)  
• high impact publication workshop (4) | • FABU Research Manager (leader)  
• TDPIPA  
• Dr. Lee Yoke Lai  
• PM Dr. Nurul Hazrina Idris  
• Dr. Ami Hassan  
• Dr. Muhammad Uznir Ujang  
• Dr. Gobi Krishna a/l Sinniah  
• Dr. Noradila Rusli  
• Prof Madya Dr. Norsidi Aizuddin Mat Nor  
• Dr. Shazmin Shareena Ab Azis | Budget Pengukuhan Penyelidikan |
| 2 | To establish FABU Shine programme | Number of young academic staffs involve in FABU Shine programme | 20 | • TDPIPA (leader)  
• Dr. Lee Yoke Lai  
• PM Dr. Nurul Hazrina Idris  
• Dr. Ami Hassan  
• Dr. Muhammad Uznir Ujang  
• Dr. Gobi Krishna a/l Sinniah  
• Dr. Noradila Rusli  
• Prof Madya Dr. Norsidi Aizuddin Mat Nor  
• Dr. Shazmin Shareena Ab Azis | Budget Khas FABU |
| 3 | To organize FABU Shine activities | Number of FABU Shine Activities | 4 | • TDPIPA (leader)  
• Dr. Lee Yoke Lai  
• PM Dr. Nurul Hazrina Idris  
• Dr. Ami Hassan  
• Dr. Muhammad Uznir Ujang  
• Dr. Gobi Krishna a/l Sinniah  
• Dr. Noradila Rusli  
• Prof Madya Dr. Norsidi Aizuddin Mat Nor  
• Dr. Shazmin Shareena Ab Azis | Budget Khas FABU (RM30,000) |
S5 – NURTURE STRATEGIC NEXUS BETWEEN GOVERNMENT-AKADEMIA-INDUSTRY-COMMUNITY (THE QUADRUPLE HELIX) ECOSYSTEM TO SUSTAIN UNIVERSITY GROWTH

**KAI LEADER (Prof. Dr. Mazlan bin Hashim)**

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
</table>
| **1** To develop satellite lab                              | Collaboration with potential industries from built environment and surveying fields | 6 Collaboration MoU (1 for each department in FABU)  
1 Satellite Lab will be established in 2021 | • Prof Dr. Mazlan Hashim (leader)  
• Prof Madya Dr. Maziah Ismail  
• Prof Madya Dr. Zulkarnain Abdul Rahman  
• Dr. Abdullah Hisham Omar  
• Dr. Norliza Mohd Isa  
• Dr. Noradila Rusli  
• Dr. Mohd Azwarie Mat Dzahir  
• Dr. Azaliilah Ramdani Musa |  
Budget from Industries  
Operational Space from FABU |

| **2** To organize Smart Partnership programme with Key Industries and Small to Medium Enterprise (SMEs)/Association | Number of smart partnership programme with key industries and Small to Medium Enterprise (SMEs)/Association | 6 programmes (1 for each department in FABU) | • Prof Dr. Mazlan Hashim (leader)  
• Prof Madya Dr. Maziah Ismail  
• Prof Madya Dr. Zulkarnain Abdul Rahman  
• Dr. Abdullah Hisham Omar  
• Dr. Norliza Mohd Isa  
• Dr. Noradila Rusli  
• Dr. Mohd Azwarie Mat Dzahir  
• Dr. Azaliilah Ramdani Musa | Budget Khas FABU (RM5000 per programme)  
Total RM30,000 |

| **3** To establish AIMS4STAR Living Lab                      | Number of AIMS4STAR living lab | 6 living labs (1 for each department in FABU) | • Prof Dr. Mazlan Hashim (leader)  
• Prof Madya Dr. Maziah Ismail  
• Prof Madya Dr. Zulkarnain Abdul Rahman  
• Dr. Abdullah Hisham Omar  
• Dr. Norliza Mohd Isa  
• Dr. Noradila Rusli  
• Dr. Mohd Azwarie Mat Dzahir  
• Dr. Azaliilah Ramdani Musa | Budget Khas FABU (RM10,000 per department)  
Total RM60,000 |
KAI LEADER (PM Dr. Zulkepli bin Majid)

KAI 10- Number of UTM spin-off and/or start up companies located in UTM Technovation park.
(eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI 1s except for KAI 1s that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 To establish new spin-off company</td>
<td>Number of spin-off company</td>
<td>1</td>
<td>TDPIPA</td>
<td>Budget ICC</td>
</tr>
</tbody>
</table>
## KAI 12

### S6 – PROVIDE SUSTAINABLE CAMPUS EXPERIENCE TO UTM’S STUDENTS, STAFFS AND SURROUNDING COMMUNITY

**KAI LEADER (Prof. Dr. Amran bin Hamzah)**

---

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Review the existing policy implementation on budget allocation from UTSB to PTJs</td>
<td>Percentage of completion</td>
<td>100%</td>
<td>Dekan TP</td>
<td>nil</td>
</tr>
<tr>
<td>2 Income generation from FABU’s projects are allocated for sustainable and smart campus allocation</td>
<td>Percentage of</td>
<td>25%</td>
<td>Dekan TP</td>
<td>nil</td>
</tr>
<tr>
<td>3 Industry-based income generation program</td>
<td>Number of program per year</td>
<td>3</td>
<td>Pengarah TP</td>
<td>RM 1,000</td>
</tr>
<tr>
<td>4 Alumni-based income generation program</td>
<td>Number of program per year</td>
<td>6</td>
<td>Wakil Alumni Jabatan TP</td>
<td>RM 2,000</td>
</tr>
<tr>
<td>5 Smart-partnership with IT and technological infrastructure companies</td>
<td>Number of program per year</td>
<td>3</td>
<td>IT&amp; Facilities Manager</td>
<td>RM1,000</td>
</tr>
</tbody>
</table>
## KAI LEADER (Prof. Dr. Amran bin Hamzah)

### KAI 12 – Percentage/amount of budget allocated to create sustainable and smart campus.
(eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI 1s except for KAI 1s that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of implementation “Bring Your Own” Reusable container and eliminating single-use plastics at the selected food services</td>
<td>50% implemented at the baseline year of 2021</td>
<td>50%</td>
<td>JK Lestari</td>
<td>RM1,500.00</td>
</tr>
<tr>
<td>Use of bicycles and e-mobility vehicles as mode of transport among students</td>
<td>program/year</td>
<td>25%</td>
<td>Green Manager, Energy Manager, JK LESTARI</td>
<td>RM2,000.00</td>
</tr>
<tr>
<td>Strengthening campus sustainability initiatives</td>
<td>Percentage of PTJs which attain at least a 3-Green Leaf rating in Sustainability Assessment</td>
<td>70%</td>
<td>JK LESTARI</td>
<td>RM2,000.00</td>
</tr>
</tbody>
</table>
KAI LEADER (Prof. Dr. Amran bin Hamzah)

KAI 12 – Percentage/amount of budget allocated to create sustainable and smart campus. (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI-s except for KAI-s that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>Initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Generate income from organising conferences in partnership with MYCEB</td>
<td>Number of program per year</td>
<td>2</td>
<td>Prof. Amran Hamzah (Leader), Programme Directors</td>
<td>RM15,000.00</td>
</tr>
<tr>
<td>10 Generate income from organising workshop and masterclasses</td>
<td>Number of program per year</td>
<td>2</td>
<td>Prof. Amran Hamzah (Leader), Programme Directors</td>
<td>RM3,000.00</td>
</tr>
<tr>
<td>11 Percentage of income from organising conferences and training workshops utilised for strengthening campus sustainability</td>
<td>Percentage of income</td>
<td>100%</td>
<td>Prof. Amran Hamzah (Leader), Programme Directors</td>
<td>nil</td>
</tr>
<tr>
<td>12 Partner community based organisations (CBOs) to apply Green Recovery grants</td>
<td>Number of program per year</td>
<td>2</td>
<td>Prof. Amran Hamzah (Leader), Programme Directors</td>
<td>RM3,000.00</td>
</tr>
<tr>
<td>13 Percentage of secured Green Recovery grants allocated for strengthening campus sustainability</td>
<td>Percentage of secured grants</td>
<td>100%</td>
<td>Prof. Amran Hamzah (Leader), Programme Directors</td>
<td>nil</td>
</tr>
</tbody>
</table>
### KAI 14

**Initiatives (Programs/projects that help UTM to achieve the target)**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Indicator</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of “Data-driven Culture” Framework, Structures, Policy, Procedures and best Practices • SPK</td>
<td>Development process</td>
<td>30%</td>
<td>ADQS</td>
<td>RM 50,000.00</td>
</tr>
</tbody>
</table>

**KAI LEADER (Pn. Siti Mariyam binti Mamat)**

S7 – ENCULTURATE DATA DRIVEN CULTURE WITH HIGH LEVEL OF TRUST IN TECHNOLOGY

(KAI 14- Numbers of data driven report on teaching & learning, research and other matters related to University operation (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAls except for KAls that are not related to your PTJ)
KAI LEADER (Sr Dr. Zuhaili bin Mohamad Ramly)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Initiate progressive engagement with current international students</td>
<td>Number of countries – Alumni chapters</td>
<td>2</td>
<td>ADEGE</td>
<td>-nil-</td>
</tr>
<tr>
<td>- Engage with the International Students Society</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 - Work closely with international professional institution/bodies</td>
<td>Number of programs – Signature/High Impact conference</td>
<td>1</td>
<td>COE</td>
<td>RM10,000,00</td>
</tr>
<tr>
<td>- Bid as the host for the international conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 - Initiate progressive engagement current international students</td>
<td>Number of Staff appointed as visiting/adjunct/Lecturer/Researcher</td>
<td>12</td>
<td>Director</td>
<td>-nil-</td>
</tr>
<tr>
<td>- Utilize the provision of mutual appointment in the MOU/MOA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 - Utilize the platform of international professional institution/bodies and alumni in partnering institutions</td>
<td>Number of student network/collaboration with more than 5 countries</td>
<td>2</td>
<td>Director</td>
<td>RM10,000,00</td>
</tr>
<tr>
<td>- Utilize the existing collaborative programs with APSA, ALAM, ISCU</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KAI LEADER (Sr Dr. Zuhaili bin Mohamad Ramly)

KAI 15 – To achieve global eminence as a distinguished Malaysia research university in-line with national and global agenda (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAI15s except for KAI15s that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Work closely with international professional institution/bodies ie Transport, FM in collaboration with UTMSPACE</td>
<td>Number of MOU/MOA signed for academics and professional program</td>
<td>1</td>
<td>Director</td>
<td>RM 5,000.00</td>
</tr>
<tr>
<td>6 - Work Identify relevant partner to develop student development program ie Sime Darby, YTL, MRCB</td>
<td>Number of MOU/MOA signed for academics and professional program</td>
<td>1</td>
<td>PP(UG)</td>
<td>RM 5,000.00</td>
</tr>
<tr>
<td>7 - Initiate progressive engagement with current international students for future collaborative research related activities</td>
<td>Number of MOU/MOA signed for academics and professional program</td>
<td>1</td>
<td>Supervisor</td>
<td>-nil-</td>
</tr>
<tr>
<td>8 - Conduct research workshop with Indonesian universities under IMRC platform</td>
<td>Number of MOU/MOA signed for academics and professional program</td>
<td>1</td>
<td>ADEGE</td>
<td>RM 20,000.00</td>
</tr>
</tbody>
</table>
KAI LEADER (Sr Dr. Zuhaili bin Mohamad Ramly)

KAI 15 – To achieve global eminence as a distinguished Malaysia research university in-line with national and global agenda (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAIIs except for KAIIs that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 - Better screening of academic peers contact</td>
<td>Score in QS academic reputation indicator</td>
<td>45</td>
<td>ADEGE</td>
<td>-nil-</td>
</tr>
<tr>
<td>- Send invitation/acknowledge letters to nominated peers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 - Identify the specific platform/publisher to understand the specific requirements</td>
<td>Number of published material</td>
<td>15</td>
<td>ADEGE</td>
<td>RM 5,000.00</td>
</tr>
<tr>
<td>- Identify social media influencer that meet the requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Host event/program to engage the appointed influencer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Prepare suitable contents to be posted by the influencer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 - Create awareness on MyRA among the FABU community</td>
<td>Improving/maintaining MyRA position</td>
<td>1</td>
<td>Dean</td>
<td>-nil-</td>
</tr>
<tr>
<td>12 - Create awareness on SETARA among the FABU community</td>
<td>Improving/maintaining SETARA rating</td>
<td>6 stars</td>
<td>Dean</td>
<td>-nil-</td>
</tr>
</tbody>
</table>
## KAI LEADER (Sr Dr. Zuhaili bin Mohamad Ramly)

### KAI 15 – To achieve global eminence as a distinguished Malaysia research university in-line with national and global agenda (eg. adapted from the corporate strategy KAI 1.. to be completed for all 15 KAs except for KAs that are not related to your PTJ)

<table>
<thead>
<tr>
<th>Initiatives (Programs/projects that help UTM to achieve the target)</th>
<th>initiative Indicators</th>
<th>Target 2021</th>
<th>PIC</th>
<th>Cost Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - Produce 5 min video on student's achievements in competition</td>
<td>Number of FABU's talents and products through external recognition and competition</td>
<td>6</td>
<td>Program Coordinator</td>
<td>RM 3,000.00</td>
</tr>
<tr>
<td>14 - Produce 5 min video on student's work ie Studio, Survey Camp.</td>
<td></td>
<td>6</td>
<td>Coordinator</td>
<td>RM 3,000.00</td>
</tr>
<tr>
<td>15 - Produce 5 min video on staff's external recognition</td>
<td></td>
<td>1</td>
<td>ADEGE</td>
<td>RM 500.00</td>
</tr>
<tr>
<td>16 - Produce 5 min video among professors showcasing the field and expertise</td>
<td></td>
<td>3</td>
<td>ADEGE</td>
<td>RM 1,500.00</td>
</tr>
<tr>
<td>17 - Showcasing ongoing/current works and projects on website</td>
<td></td>
<td>3</td>
<td>IT</td>
<td>RM 1,500.00</td>
</tr>
</tbody>
</table>